

# The TALKING MACHINE WORLD

For dealers  
wholesalers  
& manufacturers  
of phonograph  
& radio products

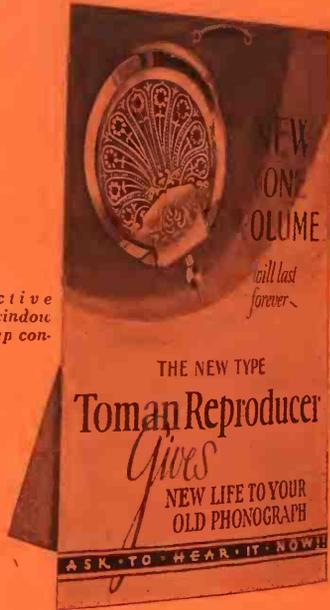
Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, April, 1928

# Man, How They're Selling !



# DEALER HELPS

## BRING ADDED PROFITS



*This attractive counter or window card speeds up consumer sales.*

**H**ERE 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.



**TOMAN NO. 3**  
*Most beautiful reproducer ever designed*

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 2½/1000 diaphragm. It is hand lacquered to protect it against climatic changes. Special double grip screws securely hold the reproducer to tone-arm, always in proper position. 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.*

# E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

# The Talking Machine World

Vol. 24. No. 4

New York, April, 1928

Price Twenty-five Cents

## Will You Be Present?

**T**WO 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!

### Every Dealer Should Read These Articles

*Fifty Boys Sell for Gray—By John G. Sanderson* ..... (Page 3)

*Clifford Bros. Sideline Is Record Sales Aid—By Clarence J. O'Neil* ..... (Page 8)

*Cushman's Radio Service Profitable—By V. E. Burke* ..... (Page 10)

*Blends Selling and Art—Wins Success—By R. P. Tracy* ..... (Page 16)

*How Maison Blanche Radio Section Develops Sales Volume—By W. B. Stoddard* ..... (Page 22)

*Gets Volume Sales in a Small Town* ..... (Page 24)

*Why Dealers Should Handle Radio Cabinets in 1928-9—By Lambert Friedl* ..... (Page 28)

*Merchandising the Finest Recordings Profitably—By L. T. Hackler* ..... (Page 32)

See second last page for Index of Articles of Interest in this issue of *The World*

# 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

**T**HERE 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 tabu 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. No attempt was made to keep a list of names and addresses of purchasers, although this could have been done with very little additional effort.

"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



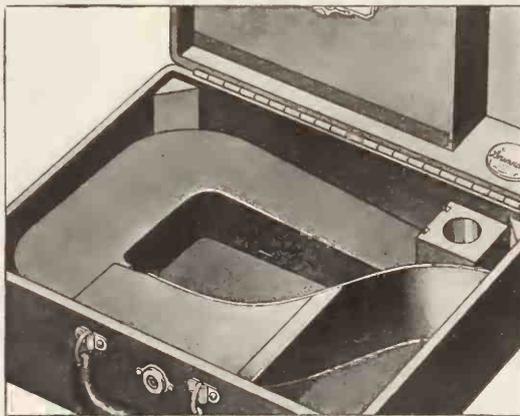
Black or blue leatherette case gives the new Brunswick Portable unusually smart appearance. Metal parts are in handsome gold and black.

## 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



This view of what's underneath the turntable shows the horn of this new instrument. It is many times the size of the old.

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 aeriols, and electric sets, as well as other types of receivers, are meeting with general favor.

## Myra Hess, Pianist, Is Columbia Artist

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



Peerless Master-Phonic Portable

## 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

### 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



Peerless Vanity Portable

List Price \$12.50

In Attractive Colors  
3 1/2 inches high

## Two Sales Winning Styles of Record Albums

### Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

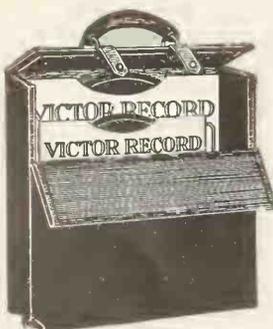
### Peerless Loose Leaf Album

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

*Brothers took over a slowly failing business and made it successful by the application of modern methods of merchandising—A sideline finally turned declining sales into profits*

# Clifford Bros. Sideline Is Big Record Sales Aid

**I**NDUCE 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 more ways 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 an exceptional sudden drop in sales receipts.

In the pioneer months of the Clifford store, it was a busy day that saw three customers in the listening booths, whereas to-day 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*

as a music shop some seven years ago. The sales of records per week during the usual dull months of June, July and August were 600, 800 and 900, respectively. The volume of 3,600 records for August was the biggest month they ever had. Talking machines were also on the increase, sales having been 50 per cent better than the banner month.

#### Power of a Post Card

This sales power of a post card was accidentally revealed in an incident that took place at the very beginning of their retail career. At that time the Clifford Bros. purchased a special lot of holiday greeting cards at a very attractive price. This stock when delivered was so voluminous that the floor space was actually covered with cards of all varieties. They displayed the seasonable cards in the background of their usual Victrola and record window assortment. A similar wall decoration was made of the cards at the entrance to the store.

For the first time in their retail experience the Clifford Bros. were kept busy with what seemed to be a continuous flow of new faces to buy cards. After the holiday rush a new stock of birthday and announcement cards was given the same prominent place as the holiday stock. Again business boomed.

The thought of interesting these customers in other articles in the store was prompted by the apparently unconscious interest shown by card patrons when a talking machine was put in operation. Inquiries often followed as to the name of the record just played, what make it was, and to the price of the number played.

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 include post cards. 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, or something, seem to be conscience-stricken at the idea of making such a small purchase. The playing phonograph in most cases catches the ear, and then a comment usually follows as 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 delving 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 in 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 not only 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.

**Dulce-Tone**  
Radio Talking Machine Speaker

Get In On These  
**RADIO PROFITS**

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

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

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

**\$10, Retail**  
Fully guaranteed  
Fits any radio



Listen to the Stromberg-Carlson Sextette Tuesday evenings at 8 o'clock E. S. T., through the NBC and Associated Stations:— WJZ, WBZ-WBZA, WBAL, WHAM, KDKA, WJR, KYW, KWK, WREN, WTMJ, WCGO, KVOO, WFAA, KPRC, WOAI, WHAS, WMC, WSB, WBT, KOA.

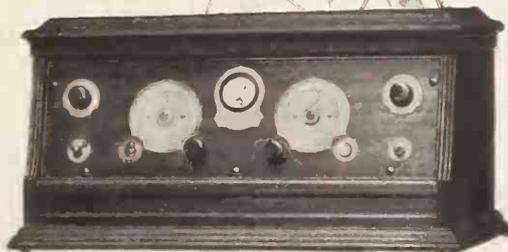
## Stromberg-Carlson's FAMOUS TONE— for Both Radio and Records

**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.



Stromberg-Carlson Receivers complete with tubes for A. C. house current operation, East of Rockies, \$295. and up; Rockies and West, \$315. and up; Canada, \$390. and up. No. 523 A. C. Stromberg-Carlson, illustrated.

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



**NO. 10 CONE SPEAKER**  
A new 22-inch Seamless Cone Speaker. Complete with long cord; Price, East of Rockies, \$40; Rockies and West, \$44; Canada, \$50.

# Stromberg-Carlson

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

# CUSHMAN'S RADIO

## Service PROFITABLE

Yearly Radio Service  
Plan Holds Trade and  
Brings in the Cash for  
New York City Dealer

By V. E. Burke

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 taking 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 log cards, and at three-month intervals a small memorandum pad with a calendar of the following three months is 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, states that store-door broadcasting via the Radiola

### Yearly Radio Service Plan

We can keep it "cured," provided you will take advantage of the golden opportunity now offered you and subscribe to our

#### YEARLY RADIO SERVICE

If you could have a specialist look you over once every month, or twelve times a year whenever you wanted him, who would tell you just what was needed to keep your health up to 100 per cent all for the sum of only \$10.00, you would say "What an opportunity!" Yet this is exactly what we offer you for your radio's health!

Our YEARLY RADIO SERVICE costs \$10.00 a year and covers the boroughs of Manhattan and the Bronx. It includes the following:

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 installation of new tubes or batteries that may be needed upon any of these inspections, charge being made only for the materials supplied. If set 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 a thought to your radio! Enroll now and be sure your radio physician will be at your service whenever he is needed.

Above: Provisions of Yearly Service Plan.

Right: Subscription Card for Customers twelve monthly inspections by one of the trained servicemen on the Cushman staff and costs \$10 for the annual period.

The "Yearly Service" is not the outgrowth of a pre-conceived plan, but is rather a logical part of the store's activities. J. B. Konen, manager of the service department, in a recent interview with The Talking Machine World, explained the work of the department and its development. In part he said:

"About six months after Cushman & Cushman, Inc., had started in the radio business, one of our customers who had the six monthly inspection calls which comprise the free service which goes with every set sale, asked if there was not some way of continuing the inspection calls, in order that the receiver would continue to function properly as it had been doing. An arrangement was made with him and with several of his friends and other customers. After a time the number of set owners who were receiving monthly visits from the Cushman expert grew to such an extent that the "Yearly Service" became a regular part of the store's activities, contracts were prepared and promotion work was done to inform more set owners of the plan.

"I have heard dealers say that service costs them money, and eats up profits, but we can safely say that our business has been built on service. At the present time 200 owners of radio sets in Manhattan and the Bronx receive inspection calls from our men and each pays

CUSHMAN & CUSHMAN, Inc. 1010 Sixth Avenue New York, N. Y.		Subscription Service YEARLY RADIO SERVICE Consisting of 12 monthly inspections by our expert - \$10.00	
Enclosed find ....., for which send YEARLY RADIO SERVICE to addresses op- posite for one year from date named.	Name .....	Name .....	Name .....
Sent by .....	Address .....	Address .....	Address .....
Name .....	Date .....	Date .....	Date .....
Address .....	Name .....	Name .....	Name .....
Date .....	Address .....	Address .....	Address .....
	Date .....	Date .....	Date .....
(Make check payable to Cushman & Cushman, Inc.)			

all types of sets. Although the "Yearly Radio Service" contract calls for monthly calls, clients can call upon the store in an emergency, although Mr. Konen states that two calls a month is the limit. Of the 200 who buy the service some arrange for a certain date each month for the inspection; others arrange to have the store telephone at a certain time of the month to see if an inspection is necessary, and still others use the service simply in emergencies. In other words, the latter class telephone the store and make an appointment for an inspection, at their convenience rather than at stated intervals. Reproduced herewith are the terms of the "Yearly Radio Service" and what the set owner receives for his payment of \$10.

The sales and promotional activities of the Cushman establishment are equally worthy of mention. A large mailing list of customers and prospective customers is regularly informed of

has been responsible for a number of set sales.

The experience of this establishment seems to bear proof of the oft-repeated statement that no one factor is responsible for success in selling radio. A well-defined service policy together with intelligent sales promotional activities and taking advantage of all opportunities are the rules in this instance.

### 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."

**A Radiotron for every purpose**

**RADIOTRON UX-201-A**  
Detector Amplifier

**RADIOTRON UV-199**  
Detector Amplifier

**RADIOTRON UX-199**  
Detector Amplifier

**RADIOTRON WD-11**  
Detector Amplifier

**RADIOTRON WX-12**  
Detector Amplifier

**RADIOTRON UX-200-A**  
Detector Only

**RADIOTRON UX-120**  
Power Amplifier Last Audio Stage Only

**RADIOTRON UX-222**  
Screen Grid Radio Frequency Amplifier

**RADIOTRON UX-112-A**  
Power Amplifier

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

**RADIOTRON UX-210**  
Power Amplifier Oscillator

**RADIOTRON UX-240**  
Detector Amplifier for Resistance-coupled Amplification

**RADIOTRON UX-250**  
Power Amplifier Oscillator

**RADIOTRON UX-226**  
A.C. Filament

**RADIOTRON UY-227**  
A.C. Heater

**RADIOTRON UX-280**  
Full-Wave Rectifier

**RADIOTRON UX-281**  
Half-Wave Rectifier

**RADIOTRON UX-874**  
Voltage Regulator Tube

**RADIOTRON UV-876**  
Ballast Tube

**RADIOTRON UV-886**  
Ballast Tube

The standard by which other vacuum tubes are rated



Look for this mark on every Radiotron

**A Radiotron for every purpose**

**RADIOTRON UX-201-A**  
Detector Amplifier

**RADIOTRON UX-199**  
Detector Amplifier

**RADIOTRON WD-11**  
Detector Amplifier

**RADIOTRON WX-12**  
Detector Amplifier

**RADIOTRON UX-200-A**  
Detector Only

**RADIOTRON UX-120**  
Power Amplifier Last Audio Stage Only

**RADIOTRON UX-222**  
Screen Grid Radio Frequency Amplifier

**RADIOTRON UX-112-A**  
Power Amplifier

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

**RADIOTRON UX-210**  
Power Amplifier Oscillator

**RADIOTRON UX-240**  
Detector Amplifier for Resistance-coupled Amplification

**RADIOTRON UX-226**  
A.C. Filament

**RADIOTRON UY-227**  
A.C. Heater

**RADIOTRON UX-280**  
Full-Wave Rectifier

**RADIOTRON UX-281**  
Half-Wave Rectifier

**RADIOTRON UX-874**  
Voltage Regulator Tube

**RADIOTRON UV-876**  
Ballast Tube

**RADIOTRON UV-886**  
Ballast Tube

The standard by which other vacuum tubes are rated

**RCA HOUR**

Every Saturday Night  
Through all stations on  
The coast and west, the  
country, the Pacific  
Coast.

**Step by the Coast Time**

New York	WTT
Boston	WJZ
Philadelphia	WIP
Pittsburgh	WTG
Washington	WTA
St. Louis	WUB
Portland	WLB
San Francisco	WFO
Chicago	WGN

**Step by the General Time**

London	WTT
Havana	WTT
San Francisco	WFO
Los Angeles	WFO
San Antonio	WFO
San Diego	WFO
San Jose	WFO
San Juan	WFO
San Pedro	WFO
San Francisco	WFO
San Francisco	WFO

**Step by the Mountain Time**

Denver	WFO
Phoenix	WFO
San Francisco	WFO
Los Angeles	WFO
San Antonio	WFO
San Diego	WFO
San Jose	WFO
San Juan	WFO
San Pedro	WFO
San Francisco	WFO
San Francisco	WFO

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.

Every RCA Radiotron is tested in 41 different ways in the laboratories of RCA, Westinghouse and General Electric by the radio experts who made modern broadcasting possible. Never use new tubes with old ones that have been in use a year or more. See that your set is completely equipped with RCA Radiotrons once a year at least.

**RCA Radiotron**  
MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

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!



RADIOTRON UX-171-A

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

# RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

# 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

*This sign marks the leading*



*dealer in every community*

RADIO CORPORATION OF AMERICA

NEW YORK · CHICAGO · SAN FRANCISCO

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON



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 Radiola

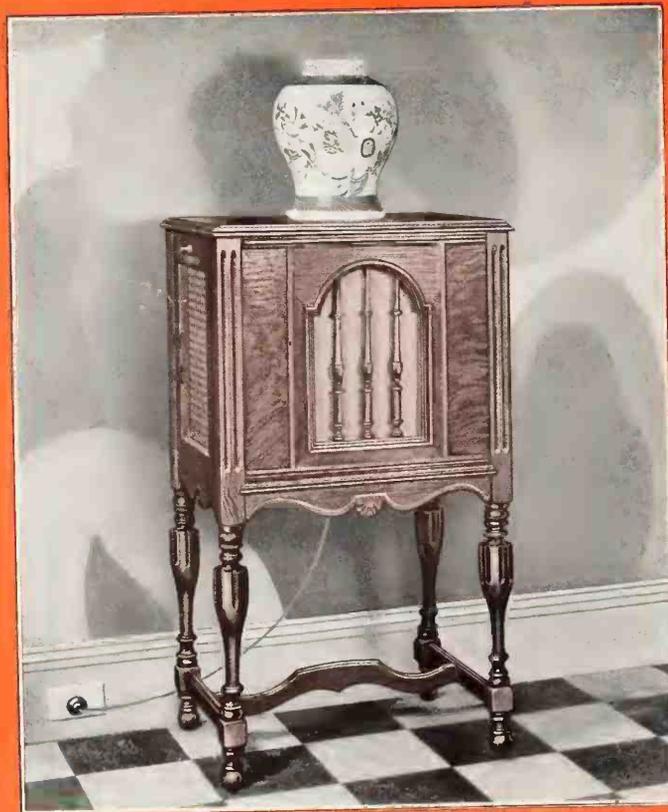
MADE BY THE MAKERS OF THE RADIOTRON

# 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.



*This sign marks the leading dealer in every community*

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 RADIOLA

## Neil Bauer Appointed to an Important Post Is Now in Charge of Victor in Japan

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



Neil Bauer

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 strict 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 cellotex, 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 \$580,000. 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.

B. Gardner to Direct Affairs of Japanese Company—Harry C. Stremshorn 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 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 Chikuonki K.K. Another Canadian, Harry G. Stremshorn, 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. Stremshorn'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.



Yelly D'Aranyi

D'Aranyi is a grand-niece of 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 advises manufacturers to enter the 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 with testing kit or with other equipment. Contained in a red and black mottled bakelite case to distinguish it from the companion Model 489 D. C. instruments which are plain black. Bold, legible figures on a silvered dial—no mistake in making quick readings, and no question as to their accuracy.

In all features of electrical design and construction it is a truly high-class, scientific instrument equally serviceable for laboratory and shop work as well as for utility radio uses in the home.

Dealers will find a ready sale for this all-purpose A. C. testing instrument—not only to radio set owners but to any customer who needs a small, inexpensive A. C. instrument of great reliability and long-life accuracy. Also made in double voltage ranges up to 600 volts, and as Ammeters and Milliammeters.

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



Model 528

# WESTON RADIO INSTRUMENTS

The Hardest Possible Test for ANY Reproducer!

Select a Group of "Difficult" Records  
 . . . . Play them with

## AUDACHROME

The Chromatic Reproducer

and



**ACCEPT NO IMITATIONS**

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

*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.

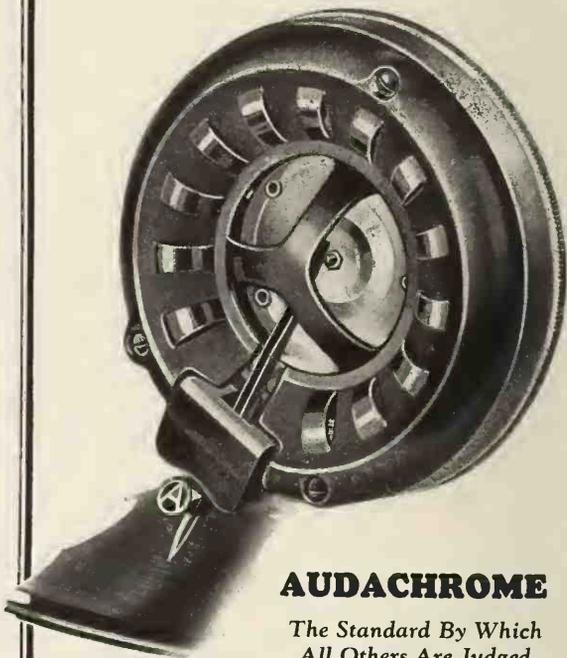
VICTOR No. 9148—MARCH OF THE TOYS—The detail and delicacy in this recording is simply marvelous. Observe how AUDACHROME responds to every shading, every touch, however slight.

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!

VICTOR No. 6625—RIENZI OVERTURE—Amazing how AUDACHROME can handle this very difficult and remarkable recording.

PLAY THEM WITH AUDACHROME AND YOU WILL SELL MORE RECORDS.



**AUDACHROME**

The Standard By Which  
 All Others Are Judged

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



Business is very good. Orders for AUDACHROME continue to keep us pretty much on the hop. Nevertheless, there's a situation here that reminds us of the kids in the snowball fight. One little chap, very erratic in his aim, suddenly exulted: "Wheel! I hit 'im with that one!" Whereupon the diminutive captain paused in his task of wrapping a rock in a fistful of snow and replied with biting scorn: "Never mind the one that landed—how about the ones that didn't land!"

• • •

And we are wondering about some of our snowballs that apparently have gone wild. There are members of the trade not yet aware, it would seem, of the sweeping benefits to their business offered by AUDAK'S revolutionary new reproducing instrument. This "snowball" is aimed squarely at those dealers and we hope it finds the mark.

• • •

Can you afford to take chances?

• • •

With retail sales dependent upon planning and putting the best foot forward, no dealer can afford to demonstrate with any sound-reproducing apparatus but the best.

• • •

For the difference between ordinary sound box performance and performance by the best instrument, AUDACHROME, makes just the difference in impression on the customer that results in sales instead of disappointments.

• • •

Putting it another way—the performance of AUDACHROME is so realistic, so faithful, so vastly superior to ordinary reproduction, that the simple hearing of it stimulates sales. We mean sales of records—of those new electrical marvels whose tone and preciseness, once given a chance to register, cannot fail to thrill the most apathetic listener.

• • •

Say we, then—you cannot afford to take chances by demonstrating with any sound-box inferior to AUDACHROME, because only AUDACHROME can interpret the new records as they should be interpreted.

• • •

The talking machine industry's future? O. K. Never doubt it. Just hop in and start using the assets manufacturers are giving you.

# 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 this 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 sales person gets busy. Try it. These records are worth a good window and store display as well as direct mail and advertising effort.

## 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 sales ability 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 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

## 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.*

has is that the stations listed have actually been logged in by a receiver of the same model as that being purchased by a set operated in Winfield. In addition, this card lists the names of some 200 Radiola owners residing in or about Winfield. The prospect is invited to ask any of the people listed about the capabilities of their Radiolas and about the service which the Mogle Radio Co. renders.

## 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

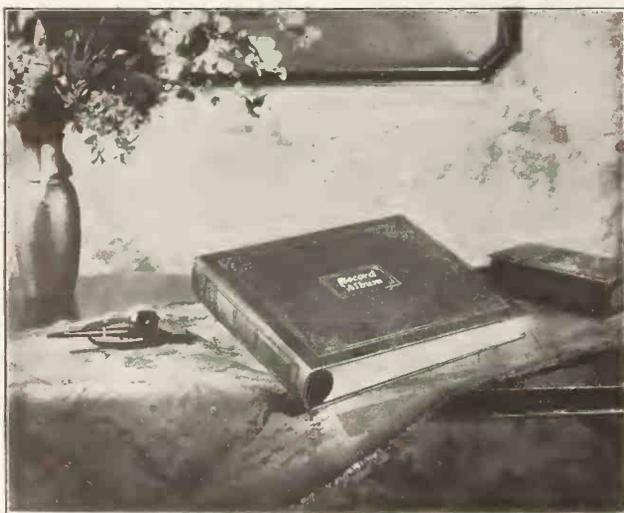
order takers he decided that he would make it worth while for them to actually sell the customers. In other words he decided that many sales of one record should have been a sale of two or more discs, the failure being on the part of the sales person to properly take advantage of the interest of the 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 sales person who sold the largest number of various specified 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. The 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 fifteen record demonstration booths, 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 with a notation 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 making trips to the record counter if 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 others. Some of the records were new, others not so new, but each recording was selected by an expert as having a wide appeal. Why cannot 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 informatory letter, to your mailing list and await 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  
239-245 So. American St., Philadelphia, Pa.  
Salesroom: 225 Fifth Ave., New York City

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

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

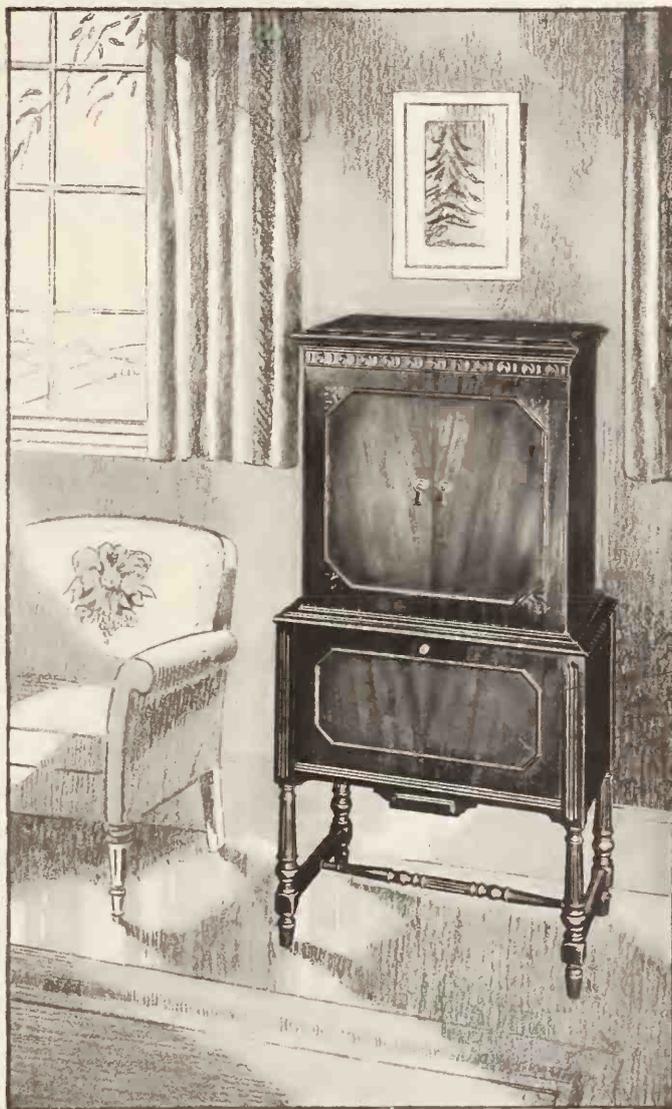
## FRESHMAN EQUAPHASE *ELECTRIC* RADIOS

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

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

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

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



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

**\$225<sup>00</sup>**

No { ACIDS  
BATTERIES  
WATER  
TROUBLE

Manufactured by  
**CHAS. FRESHMAN CO., Inc.**  
CHICAGO

NEW YORK

LOS ANGELES

# FRESHMAN ELECTRIC RADIOS

# Blends Selling and Art

## — Wins Success

### Miss Jane Barth Describes Methods of Building Up Record Sales

By R. P. Tracy

**A** GENUINE love of music, fortified by a wide knowledge of the subject, gained from years of study, and the inclination and opportunity of utilizing this knowledge in the business world, represent a blending of the

developments of music and audible entertainment. Then, with the information thus furnished, listeners are enabled to procure records of the artists or works in which they are interested and to make their acquaintance at leisure at home.

"It is a fact that the popular pieces of music which come and go so quickly are much like a simple cartoon which catches the eye and tells its story at once. One soon tires of seeing it repeatedly, however. Good music is more like a fine painting in which new beauties can constantly be seen—even if at first sight it was not so attractive as the simple sketch.

"For this reason the possibilities of repetition offered by the phonograph are unique as a means of cultivating love for the best in the average person. Another advantage of the phonograph over even the concert hall itself is



Miss Jane Barth

cal interest makes itself strongly apparent.

Miss Barth, however, is not content to wait until the prospective customers enter the store. One of her first activities when she entered the Eberhardt store was to compile a mailing list and the advent of every new record is announced to those who are likely to be interested. General letters are also sent out each month to the entire mailing list. These letters, several of which are reproduced herewith, are totally different from the usual, stilted, stereotyped messages used by many dealers to announce new releases. They are interesting, informative messages written in a style that wins the attention of the recipient and they have proved most successful in building up sales.

An interesting fact regarding Miss Barth's success is that it has not detracted from the business done by competing music dealers, but,

Dear Customer:

**DO YOU KNOW:**

THAT—New Columbia Records are broadcast every morning (except Sunday) at nine o'clock from station KMBC, Kansas City, Missouri?

THAT—"Viva-tonal" electric recording is found only on Columbia New Process records?

THAT—Columbia New Process Records are the ONLY Records without scratch?

THAT—Columbia is First with the latest popular hits?

THAT—Columbia Artists are actually the pick of the world?

THAT—"Columbia Masterworks Series" include recordings of the most celebrated compositions in music?

THAT—We have all the latest New Process Columbia Records in stock?

THAT—It is a pleasure for us to serve you?

We wonder if you have heard: "I'm Coming, Virginia," by the Singing Sophomores; "The Song Is Ended" (But the Melody Lingers On), by Ruth Etting, and "Among My Souvenirs" by Ben Scivin and his orchestra. Hear them.

We also take this opportunity to thank you for your patronage during the past year, and trust that we may continue to have the pleasure of serving you in the future.

Wishing you a very Happy and Prosperous New Year, we are,

Dear Customer:

"KEEP SWEEPING THE COBWEBS OFF THE MOON." This is one of the best Columbia releases we have had for some time. It is played by Ted Lewis and his band, assisted by Ruth Etting (the Sweetheart 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 Gillham in his new release. Turn this record over and he goes on to whisper "NOW I WON'T BE BLUE." This last number is rather unusual for Art, as he is usually "Broken-hearted."

We also wish to announce a new Columbia artist, Ukulele Ike (Cliff Edwards), who is indeed worthy of mention. His first Columbia release being "AFTER MY LAUGHTER CAME TEARS," coupled with "I'm cryin' 'cause I know I'm "LOSING YOU."

Clarence Senna tells us all about "THE DEMPSEY-TUNNEY FIGHT" 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 fox-trot just full of "snap."

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.

artistic and commercial that has made Miss Jane Barth, record manager of the Eberhardt Music Co., Wichita, Kans., "one of the most successful record merchandisers 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 which they had heard at the houses of friends or which had been suggested to them by a visit to the theatre or the concert hall. The average person was only acquainted with a few types of music and with still fewer interpreting artists. Some of the phonograph owners would spend long periods in the stores familiarizing themselves with the new recordings, but the majority of people did not have this much time to spare.

"Now, through the radio, everyone is beginning to be well acquainted with compositions of every kind and of every national origin and also they are recognizing the particularly good points of entertainers, singers and orchestras in all parts of the country.

"The radio has become to the phonograph what the newspaper is to the library or first-class magazine. It overcomes the barriers of time and acquaints everyone with the newest

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 musi-

Dear Customer:

"Thinking," No. 710-D, by Art Gillham, one of the most remarkable records ever recorded. Get this record, put it on your phonograph some evening and as you listen to it, a beautiful picture will come to mind. A lonely man is sitting by the fireside smoking his pipe and gazing dreamily into the flame. It is raining outside, and he is sitting there thinking, that's all. Do you think when you're lonesome? Do you? Hear Art Gillham in "Thinking" and you will have heard a record never to be forgotten. It will always linger in your memory.

We are listing a few others that we would like to have you hear.

No. 1099-D "WHEN DAY IS DONE," pipe-organ, by Milton Charles.

No. 1107-D "YOU WENT AWAY TOO FAR." By the Sunflower Girl of WBAP—she's fine.

No. 1090-D "JUST ONCE AGAIN," by Paul Ash and his orchestra.

No. 1101-D "DEARER THAN ALL," by Rodeheaver and Doe.

A beautiful Sacred Duet

No. 140-M "FOR THEE," Soprano solo by Barbara Maurel.

We are enclosing our regular monthly supplement and feel sure there will be some records among this list that you would like to hear, and we are looking forward to the pleasure of playing your favorites for you. We appreciate your patronage and are always glad to serve you.

on the contrary, the interest which she has aroused in phonograph owners regarding recorded music has had the effect of considerably stimulating sales in all local music stores.

(Continued on page 18)

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

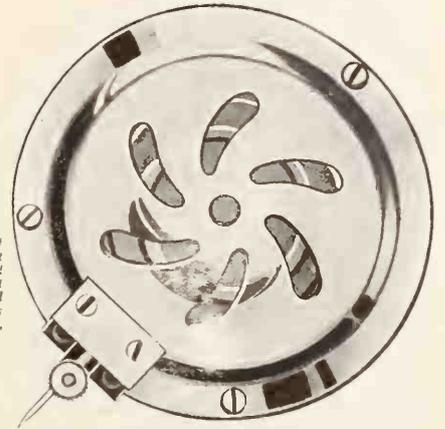
# For Lasting Quality



Oro-Tone Factory—Home of Exclusive Makers of Quality Tone-Arms, Reproducers, and Amplifiers.

Model 90

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

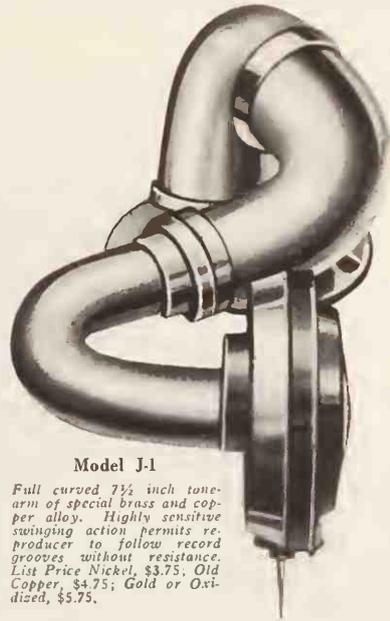


Oro-tone Products are made to stand the *test of Time*. Made for manufacturers who want their products to *wear well*. For Dealers and Jobbers interested in satisfied customers and repeat business over a long period of time.

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.*



Model J-1

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

# 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 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 numerous letters from radio stations and theatres who are featuring the number. More recent compositions by Miss Barth include "Silver Curls" and "Wending."

Miss Barth has been so successful in arousing and retaining customer's interest in recorded music that her comments upon the different types who make up the buying public are interesting. 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 soon very evident that people are made up of very different emotions and longings beneath 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 wildest jazz; some enjoy the tunefully soothing light opera airs played by European orchestras, while others seek for real classics by the great symphony orchestras of the world. Then 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 list and send the records to their friends at home.

"A peculiar thing is the way in which pleasure in any type of music depends on the mood of the moment. I have often played a group of records to some visitor one day, only to be

told that they really didn't like any of them much. The same person would then return a day or two later and, not remembering the titles, pick up some of the same records and be delighted with them.

"Quite a big proportion of those who come in to hear our records have in mind no particu-

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 composers in the history of music, and whose masterpieces will live forever. We are mentioning the following:

Beethoven: Fifth Symphony, by the Koyal Philharmonic Orchestra.

Beethoven: Ninth Symphony (Choral), by the London Symphony Orchestra.

Beethoven: Moonlight Sonata, by the London Symphony Orchestra.

Berlioz: Symphony Fantastique, by Felix Weingartner and Orchestra.

Schubert: Unfinished Symphony by Sir Henry Wood and New Queen's Hall 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,  
By Jane Barth (Signed)  
Record Department.

JMB:

P. S.: "Old Time Tunes," just full of the "Old Time Pep."

15181-D, "Golden Slippers," a snappy combination of voice, guitar, banjo, harmonica and jew's-harp.

15095-D, "Carolina Home," "Some" guitar in this record.

15205-D, "The Monkey on the Dog Cart." This is absolutely the "fiddlin'st" record on the market to-day. It can't be "out-fiddled." Come in and hear these records. You'll like them. Don't forget we are at 215 North Market street, just a few steps north of the Hotel Lasser-

lar numbers which they want. They just say "What have you got that's new?" sometimes indicating that they are interested in jazz or in symphony classics or some other particular type.

"Then there are a great many who are eagerly on the lookout for new recordings by some

favorite artist, Ruth Etting, Ted Lewis, Paul Ash, Charles Hackett, Sophie Braslau, the New York Symphony or any one of the other Columbia or Odeon recording organizations. They don't mind what the music is as long as it is recorded by the right people.

"There are the other type, too, who want a certain piece of music, and who are not particularly interested in the artists as long as they are good.

"Women are harder to please than men. They hardly ever know just what they want and they rely much more on suggestions.

"You can never tell what sort of a thought-world there is in anyone by simply noticing

Dear Customer:

This month we have some exceptionally fine records that we are telling you about in our letter.

"Twilight Rose," a beautiful waltz, by the Columbians.

"Frankie and Johnny," by Ted Lewis.

"Side by Side," by Ipana Troubadours.

Then if you are fond of Art Gillham's records, and 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 have not heard this song until you have heard Art Gillham whisper it.

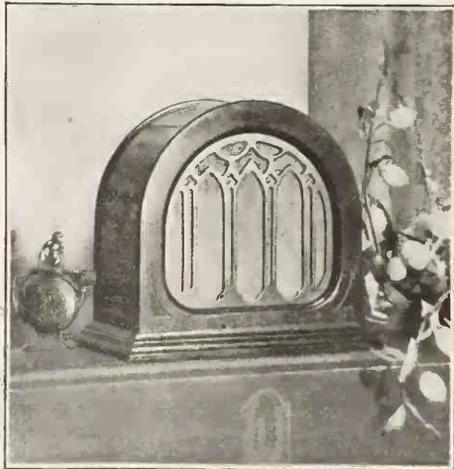
We have another selection we do not want to forget to tell you about. "Echoes From the South," by Paul Specht and his orchestra. This is a record of just the old-time Southern melodies and played in their usual way. We are sure you will enjoy hearing it.

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.

their outside appearance. Sometimes the most delicate-looking ladies are interested in rousing marches by military bands and then there are men who look like prize fighters who are mainly interested in the most subtle and complicated music requiring intellectual development as well as appreciation of art.

"Music is a wonderful thing—especially in its effect upon human nature, and I am glad I have this opportunity to study it and to help to increase its influence."

## Have You Heard the ROLA "20"?



Rola Reproducer

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

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



# 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.

**FOLLOW THROUGH**

**We'll Have a New Home** (In the Mornin')  
*(Don't Take the Air)*  
**When You're with Somebody Else**  
*Fox Trot*  
 Ben Selvin and His Orchestra  
 1274-D 10 in. 75¢

**Columbia Records**  
*Put it the New Way, Electrically*  
Two head recordings on the latest widest groove

**I Thought I'd Die**  
 (Parts 1 and 2)  
 Comedy Monologue  
 Al Herman  
 1230-D  
 10 in. 75¢

**Columbia Records**  
*Put it the New Way, Electrically*  
Two head recordings on the latest widest groove

**Girl of My Dreams**  
**I'll Think of You**  
*Vocal*  
 Seger Ellis  
 1239-D 10 in. 75¢

**Columbia Records**  
*Put it the New Way, Electrically*  
Two head recordings on the latest widest groove

**Columbia Records**  
*New Process*  
**Records**

*Made the New Way Electrically*  
*The Record without Scratch*

**DO YOU KNOW SCHUBERT'S UNFINISHED SYMPHONY?**  
 \$20,000.00  
 is offered by the  
 COLUMBIA PHONOGRAPH COMPANY  
 sponsor of the  
 SCHUBERT CENTENNIAL  
 for completing his Master work

Ask for details and hear  
**COLUMBIA'S RECORDING**  
 of the famous first two movements  
 of the **UNFINISHED SYMPHONY**

**Columbia Records**

No. 1242-D 10 in. 75¢	Keep Sweeping the Cobwebs Off the Moon	<i>Fox Trot</i>	Ted Lewis and His Band with Ruth Etting
No. 1243-D 10 in. 75¢	I've Been Longing for a Girl Like You	<i>(For a Long)</i> <i>Fox Trot</i>	Paul Ash and His Orch.
No. 1276-D 10 in. 75¢	Keep Sweeping the Cobwebs Off the Moon	<i>Vocal</i>	Lee Morse
No. 1254-D 10 in. 75¢	After My Laughter Came Tears	<i>Vocal</i>	Ukulele Ike (Cliff Edwards)
No. 1253-D 10 in. 75¢	Now I Won't Be Blue	<i>Vocal</i>	Art Gillham and His Southland Syncopators
No. 1241-D 10 in. 75¢	For My Baby	<i>Fox Trot</i>	Leo Reisman and His Orch.

**Columbia Records**

*Made the New Way Electrically*  
*Viva Tonal Recording*  
*The Record without Scratch*

## 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.

**This is Mack of Moran and Mack**  
 ("The Two Black Crows")  
 In His Record Hit  
**"Our Child"**  
 Coupled with  
 "Elder Eatmore's Sermon  
 On Throwing Stones"



No. 50061~D  
 12 inch ~ \$1.25

**Columbia** "NEW PROCESS" Records  
 Made the New Way - Electrically  
 Viva-tonal Recording - The Records without Scratch




**EXTRA!**  
**"Our Child"**  
 by Charles E. Mack  
 of Moran and Mack ("The Two Black Crows")  
 His Record Hit, Just Out, 12 inch, \$1.25 No. 50061~D



Extra! Extra! You bet it's extra! A special record, a long record by Charlie Mack, the long member with the long voice of the team of Moran and Mack ("The Two Black Crows").

"Our Child" is the title. But it's your child, my child—everybody's child. Charlie just couldn't hold it any longer. He's laughed at and with it so long himself, he wants the world to laugh, too. This is not the fourth "Two Black Crows" record (parts 7 and 8)—that one will be along later. This is just something nobody expected—and everybody wants.

On the reverse side is "Elder Eatmore's Sermon on Throwing Stones", declaimed by Charles E. Mack, assisted by George Moran. The Elder throws a few stones and gets plenty of rocks back.

Hear both sides today at any Columbia dealer's.

**Columbia** "NEW PROCESS" Records  
 Made the New Way - Electrically  
 Viva-tonal Recording - The Records without Scratch

COLUMBIA PHONOGRAPH COMPANY, 1819 BROADWAY, NEW YORK CITY



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.

All the world is seeing and hearing Columbia's "Magic Notes"—and buying the products for which they stand.

(All Prices shown are List)

**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.

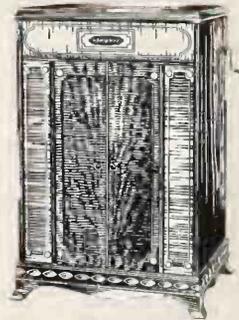
# Viva-tonal Columbia Phonographs



The Viva-tonal Columbia \$115 Model.—Rich and tasteful walnut cabinet, decorative art finish.  
The Viva-tonal Columbia \$90 Model.—Two-tone brown mahogany cabinet, high lighted and shaded.



The Viva-tonal Columbia Portable \$30 Model.—Light, compact and sturdy, remarkable clarity and volume.



The Viva-tonal Columbia \$300 Model.—Brown mahogany cabinet of imposing proportions and magnificent design—decorative art finish.  
The Viva-tonal Columbia \$275 Model.—Two-tone walnut, high lighted and shaded.

## 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.

Thrill with the world!  
Thrill to Columbia's "Magic Notes!"

Columbia Phonograph Company, 1819 Broadway, New York City

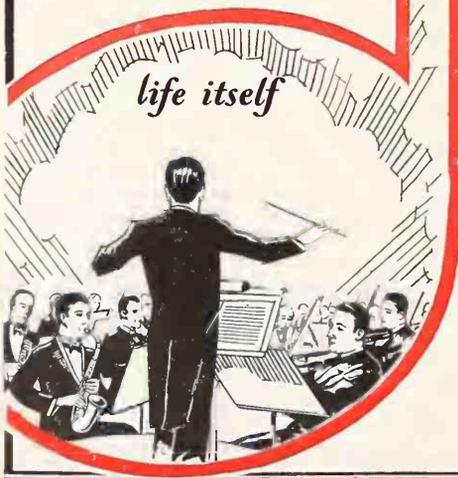
Schubert Centennial—Organized by Columbia Phonograph Company

"like life itself"



The Viva-tonal Columbia \$175 Model.—Cabinet is of brown mahogany, decorative art finish.  
The Viva-tonal Columbia \$160 Model.—Two tone walnut cabinet, high lighted and shaded.

Various models range from the new Viva-tonal Columbia Portable, priced at \$30.00, 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, the Kolster Power Cone Speaker, and Cunningham Tubes. It 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

\*All Trade Marks Reg. U. S. Pat. Off.  
© 1928 Columbia Phonograph Company  
Registered in U. S. Pat. Off. and in U. S. Pat. Off. and in U. S. Pat. Off.  
Registered in U. S. Pat. Off. and in U. S. Pat. Off. and in U. S. Pat. Off.

## 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.

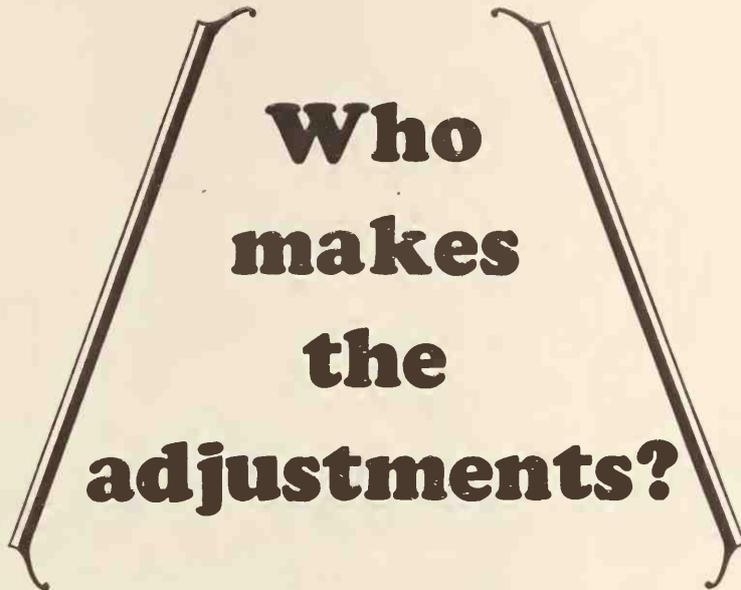
## Garber Broadcasts

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 Cavaliers, orchestra, and the Charleston Chasers, under the direction of Red Nichols.



# PERRYMAN RADIO TUBES

Distance Without Distortion



When a radio tube that you have sold goes wrong your customer comes back to *you* on the double quick for an adjustment. He expects *you* to make good no matter what the manufacturer does.

Consequently, if you are a responsible dealer, your word counts for more than anything else in determining the sale of a radio tube or any similar product.

Why not assert yourself, therefore, and sell the tube which will earn a satisfactory profit for the time and trouble consumed in handling it?

You can sell as many Perryman Radio Tubes as you can sell less profitable tubes if you tell your customers, "This Perryman Tube is as good as, or better than, any other tube you can buy anywhere else at any price. I stand behind this tube and if it doesn't make good, I will."

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

## PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

# PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

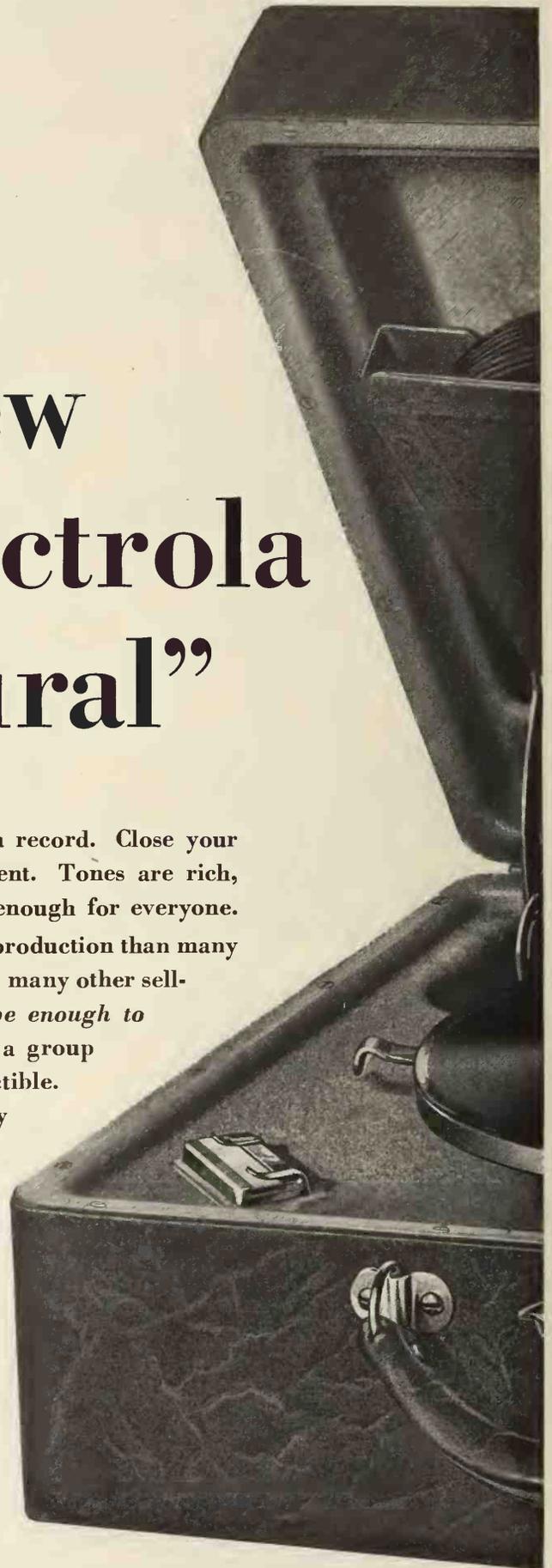
# The New Portable Victrola is a "Natural"

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.





**VICTOR TALKING MACHINE CO.**  
**CAMDEN, NEW JERSEY, U. S. A.**

*Victrola 2-55*

# 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

"MUCH interest has been created in our radio department since our broadcasting station was put in operation," said the manager of the radio department of the Maison Blanche, the big New Orleans store. "We were the first mercantile establishment in the city to do this, and naturally local interest was strong. We do not supply the talent ourselves, the arrangement of the programs being taken care of by the Sanger Amusement Co. This saves us a great deal of time and labor, and at the same time assures a program of standard excellence day after day, as an amusement agency is in constant touch with artists of all kinds, and knows those whose voices are best adapted to radio transmission.

"In my opinion, it is unwise for a firm to install a radio department with an initial outlay of less than \$2,000. In a city under 10,000 an outlay of from \$2,000 to \$3,000 will secure a good standard line; while in a city from 10,000 to 100,000, \$4,000 to \$5,000 could be invested to good advantage. I do not think it advisable for any but a complete radio store to attempt to handle parts. The ramifications are too extensive to permit of a profitable turnover. We handle only standard sets, and have an annual turnover of from six to eight times. In order to appeal to the boys we sell crystal sets complete; while our adult sets range in price from \$125 to \$300.

"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 home 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

By W. B. Stoddard

and messages of all kinds constantly wafted in upon the air from the various stations.

"Price is an important item with many people, so we find it advantageous to quote specific prices in nearly all of our advertising, and upon the cards in our window display. To my mind, the window that ties up with the printed ad produces the best results. If a particular set has been advertised in the papers (and in presenting our ads we endeavor to give some specific reasons why this particular offer is a good buy) and the reader sees the same set in the window, he is more apt to notice it than if an entirely new one was featured. He has

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 25 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 sets have come 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 one of the latest model cabinet radios. 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.," and proceeded to give the program that was to be broadcast. This ad, too, suggested several different types of radio receiving sets with the price of each.

A recent window, designed to sell a large number of sets that had been purchased as a splendid "buy," had several cards stating the wonderful bargain at which these sets could be had. But along with price they also featured the pleasure to be derived from a set. Seated in an easy chair was a white-haired woman—a modern grandmother, trim and well dressed—listening to a radio concert, while her grandson, a boy of twelve, was adjusting a horn on the set. On a table, on silk-draped mounds, and on the floor were sets, with loud speaker attachment, all of which were included in the special price made on the cards. They also advertised this "buy" in the newspapers, and suggested that people see their show windows for a closer inspection of the set.

**L**ARGE 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.

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 glowingly the advantages of a higher

they also featured the pleasure to be derived from a set. Seated in an easy chair was a white-haired woman—a modern grandmother, trim and well dressed—listening to a radio concert, while her grandson, a boy of twelve, was adjusting a horn on the set. On a table, on silk-draped mounds, and on the floor were sets, with loud speaker attachment, all of which were included in the special price made on the cards. They also advertised this "buy" in the newspapers, and suggested that people see their show windows for a closer inspection of the set.

## Adds to Show Space

WILLIAMSPORT, PA., April 6.—Bloom's Music Store, 311 West Fourth street, has added new show display space which gives the impression of a new establishment. The entire store has been repainted and redecorated throughout.

M'fg. Radio & Phonograph  
HARDWARE

PERFECT  
Portable Needle Cup  
Open Stays Open  
Closed Keeps Closed

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



## The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

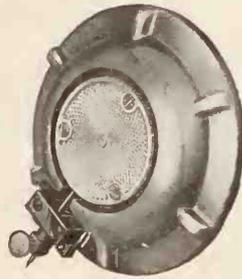
CLAREMONT WASTE MFG. CO.

Claremont, N. H.

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

# SYMPHONIC *A* STANDARD PRODUCT

NICKEL  
PLATED  
\$10.00



GOLD  
PLATED  
\$12.00

LOW LOSS  
*Symphonic*  
PHONOGRAPH REPRODUCER

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

*Symphonic*  
PHONOGRAPH REPRODUCER

Nickel Plated \$8.00  
Gold Plated . . . 10.00



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

*Overture*  
PHONOGRAPH REPRODUCER

Nickel Plated \$5.00  
Gold Plated . . . 7.00



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

*Symphonic*  
RADIO REPRODUCER

..... \$6.50



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

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

(All prices slightly higher West of the Rockies.)

It is safer to BUY a stan-  
dard product.

It is safer to SELL a stan-  
dard product.

That is why the *Symphonic*  
trade mark on a repro-  
ducer is of *more importance*  
*than the price tag.*

# SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

*Pioneers and Leaders in the  
Independent Reproducer Industry*

NEW YORK

# Gets Volume Sales in Small Town

**T**HE town of Mayfield, Ky., numbers about 8,000, yet during 1927 the phonograph department of the Rhodes-Burford Co. sold 280 phonographs to residents of the town and vicinity. This satisfactory sales figure was



R. H. Gardner

made despite the fact that the department was a new venture, or rather a revival of the department, because for a time the music department was discontinued. The manner in which the establishment decided to return to a phonograph line is described by R. H. Gardner, manager of the music department. He says:

#### Had Discontinued Line

"We must thank Mr. Salmon, the Columbia salesman, for our success in the phonograph field. We had discontinued the instrument line when it seemed to have gone to the bad until one day Mr. Salmon called with a picture of

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.

#### Quota Set for 1928

"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



Oil Painting Over Entrance to Phonograph Department

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 2,659,733 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.



The most rigidly constructed reproducer on the market. Beautiful in appearance and practically "fool-proof." Costs more but worth it.

## FOR YEARS THE JEWEL PRODUCTS

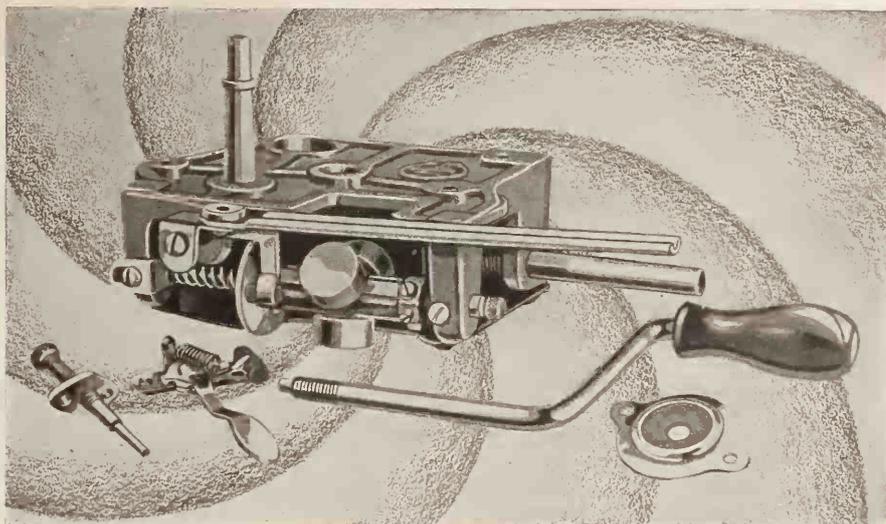
have been known to the trade for their quality, and the *Jewel Reproducer No. 33* adds to their reputation.

This reproducer is the result of several years' experimental research and there are certain principles included in its construction which are not to be found in any other phonograph reproducer. The size and weight are scientifically correct to bring out all tones of the electrically recorded records with that wonderful solidity of tone which has great carrying power and eliminates the metallic twang and shrillness which some call volume. There is no jangling—distortion—no tin-canny noise—nothing but perfect harmony from the rumble of the kettledrums to the high, tremulous tones of the violin and flute; every instrument is distinctly heard yet combined in one glorious, harmonious whole.

Prices: Nickel Plate, \$7.50; Gold Plate, \$8.50.

### JEWEL PHONOPARTS CO.

510 N. Dearborn St.  
CHICAGO, ILL.



## 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 "Fada Sales," issued by F. A. D. Andrea, 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 cost, or \$1,800 a year, should be charged to advertising space in your windows. You are already buying the space, unless you have a store without windows. It is the number of people and possible purchasers passing along the public street in front of your store every day that determines realty values which in turn determines your rent. That is the reason rents are higher in large congested cities than they are in small towns. In your rent check every

month you are really paying for all of those customers out in the street. If you do not bring a maximum number into your store by giving the best thought and attention to your window displays, you are not getting value for your money. If you stop to realize how much real money your window display space is costing you every month, you will want to utilize this advertising space to the utmost."

## "On the Air"

What methods are you using to keep in touch with your customers and prospects in order to keep your store and the products you carry constantly before their minds? Direct mail is the means which many dealers adopt, but this to be really effective must be of a varied nature, so that constant repetition of the same type of message will not become monotonous. If you are not already doing so, why not inaugurate a service of informing the people on your mailing list of the highlights of coming broadcast programs? This method directly ties up with your product, and at the same time gives a real service to set owners, and brings home to prospects who have not already purchased a radio receiver, the worth-while entertainment which they are missing.

## Classifying Records

"All Victor records can be assigned to one of three classes," Roy A. Forbes, sales and merchandise manager of the Victor Talking Machine Co., declared in a recent interview in Printers' Ink. "These are: 'wrap records,' or those which require no selling effort, because the customer comes into the store and asks for them; 'suggest records,' or those which after being suggested to the customer, and played for him, are either bought by him or are sold to him with very little effort, and 'stress records,' or those which require intensive selling effort. For example, under wrap records are such records as 'Roses of Picardy,' by Renee Chemet, and 'Mother Machree,' by John McCormack; under suggest records are such as 'Pagliacci,' by Martinelli and Metropolitan chorus; 'Banjo Song,' by Louise Homer, and 'Among My Sou-

venirs,' a concert number by Paul Whiteman; under stress records are many like 'Tocatta and Fugue,' by the Philadelphia Symphony Orchestra; 'One Lives But Once,' waltz, by Rachmaninoff, and 'El Relicario,' by de Gogorza." This statement by Mr. Forbes should interest every dealer and record salesman. Check up on your record sales slips for the past week. How many of the sales noted thereon were "wrap" sales; how many "suggest," and how many "stress"? Increasing the unit sale should be the goal of every sales person and it is surprising how large the average can be made with a determined effort.

## Music Week's Coming

For a period of seven days starting May 6, Music Week will be observed throughout the entire country. Each year this setting aside of a week during which music is given greater recognition has become more and more widespread. The National Music Week Committee, working in conjunction with the Bureau for the Advancement of Music, educational authorities, musical instrument manufacturers and music dealers, has, in the past, distributed tons of literature dealing with the question of music in the home, in the school, in concerts and in theatres, and its efforts have been most fruitful of results. This year the committee has prepared a wealth of new material which should add immeasurably to making Music Week a real period of musical activity. One of the new pamphlets, "Home Night in National Music Week," should receive the attention of every music dealer. This leaflet contains suggestions for developing family and neighborhood music and specifically lists the radio receiver and phonograph as being ideally suited for observing Music Week in the home. Regarding these instruments the leaflet reads: "Radio: Home music making may be combined with listening to good music over the radio by inviting in the neighbors for a 'Music Hour in the Home.'" In other words, the host will tune out from the radio program when some non-musical feature is scheduled. That period will be filled with home music-making in some form. The local Music Week Committee could well prepare a list of the more meritorious musical broadcasts for the week. Phonograph: The same suggestion applies equally to the talking machine, with the additional advantage that the household may have entire choice as to the music that they wish to hear, thus mechanically produced. Interchange of records among families in a neighborhood may be utilized to build up special phonograph programs, particularly those built around some definite subject.

**THE LINE OF PROFIT**



**PHONOGRAPHS AND RADIO CABINETS**

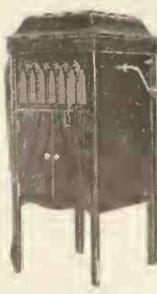
**STYLE 21**  
Genuine Mahogany or Walnut only.



**STYLE 17**  
Genuine Mahogany or Walnut Phonograph only.



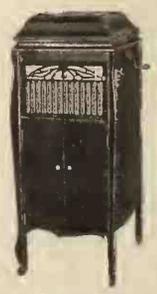
**STYLE 21-B**  
Same with both top panels hinged to accommodate Radio Panel.



**STYLE 48**  
Walnut Radio Console. Built in loud speaker and battery compartment. Accepts 7" x 18" panel.



**STYLE 2**  
Gum Mahogany, Golden or Fumed Oak.



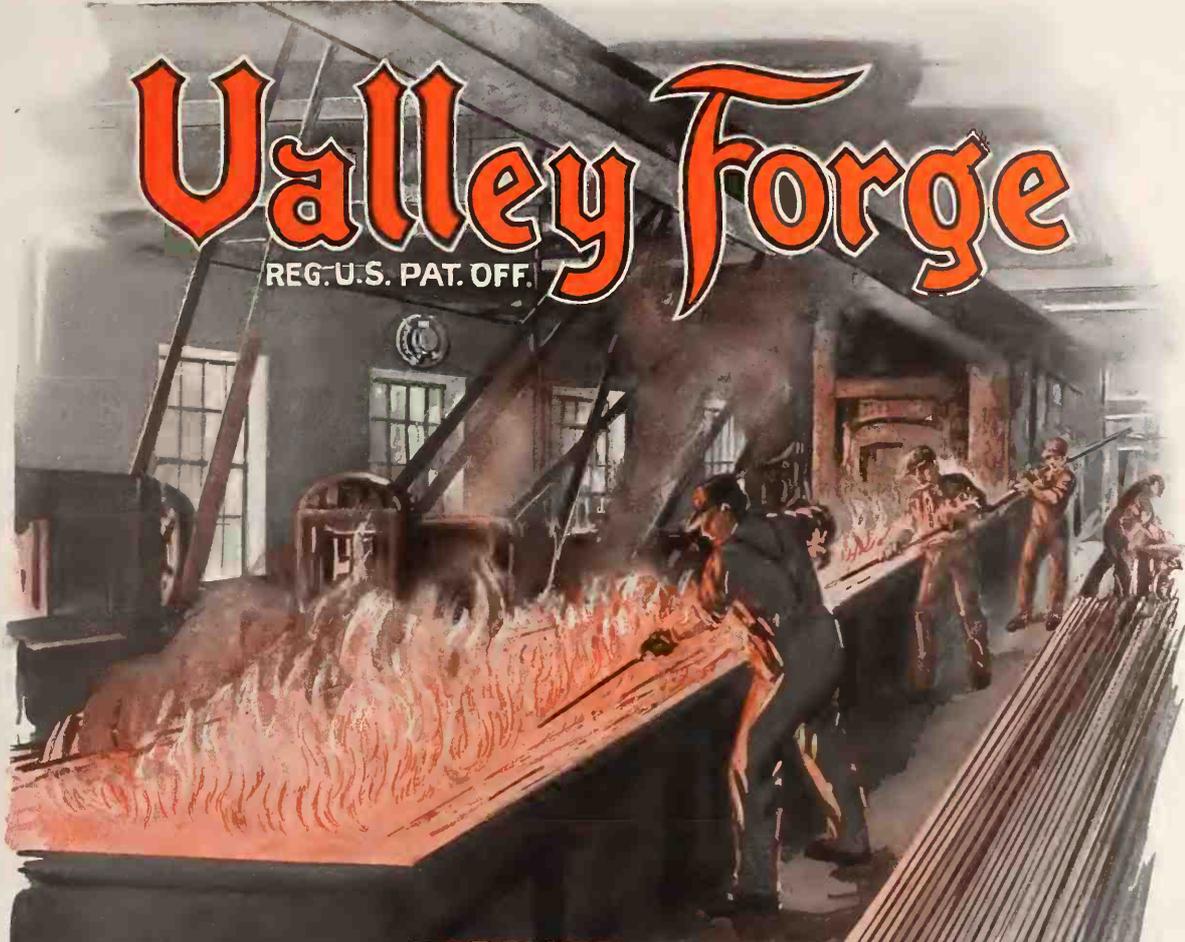
Excel phonographs, radio cabinets and combination instruments have been designed to meet every exacting taste. They are produced in all popular finishes and styles, including Upright, Console and Wall Cabinets—a complete line. Our centrally located factory and excellent shipping facilities insure prompt deliveries and attractive trade prices.

The models illustrated show several products of the EXCEL line, mechanically and acoustically up-to-the-minute in every detail. The EXCEL line is appealing to the customers' eye, ear and purse. Your request for a catalog and price list will be given prompt attention. Enterprising dealers will find the EXCEL line well worth investigating.

**Excel Phonograph Manufacturing Company**  
402-414 West Erie St., Chicago, Illinois

# Valley Forge

REG. U.S. PAT. OFF.



**VALLEY FORGE  
HEAT TREATING  
PROCESS**



© J.A.F. CO.

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.



**J.A.FISCHER COMPANY**

**PHILADELPHIA · U.S.A.**



# PAL



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.

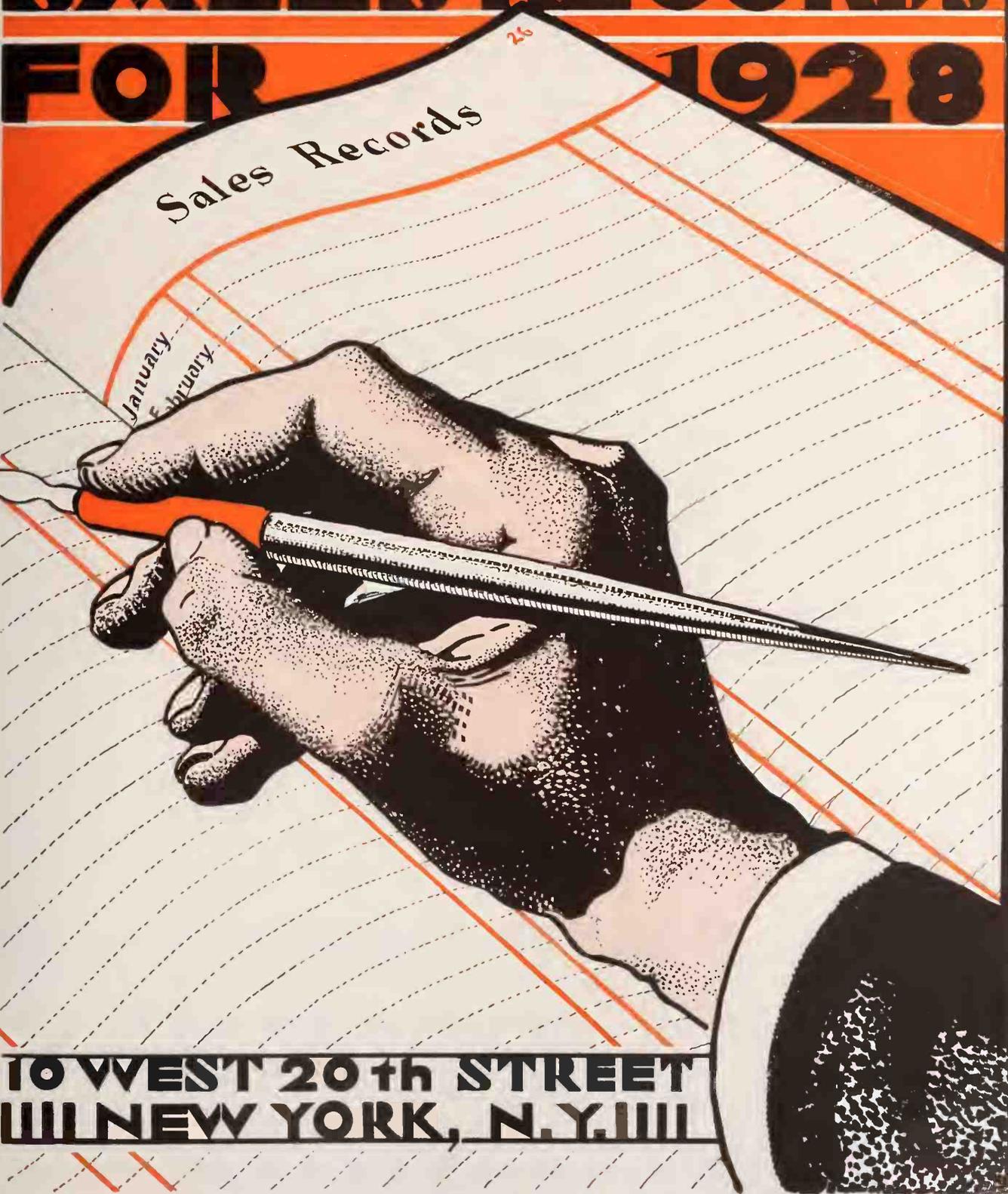
Send today to your nearest jobber for samples of our new portables, or write to us and we will send you jobber's address.

## 25 Sales Records 1928

January	Best 1927
February	Best 192
March	Best
April	B
May	
Jun	

# PLAZA MUSIC CO.

# DEALERS ARE MAKING NEW SALES RECORDS FOR 1928

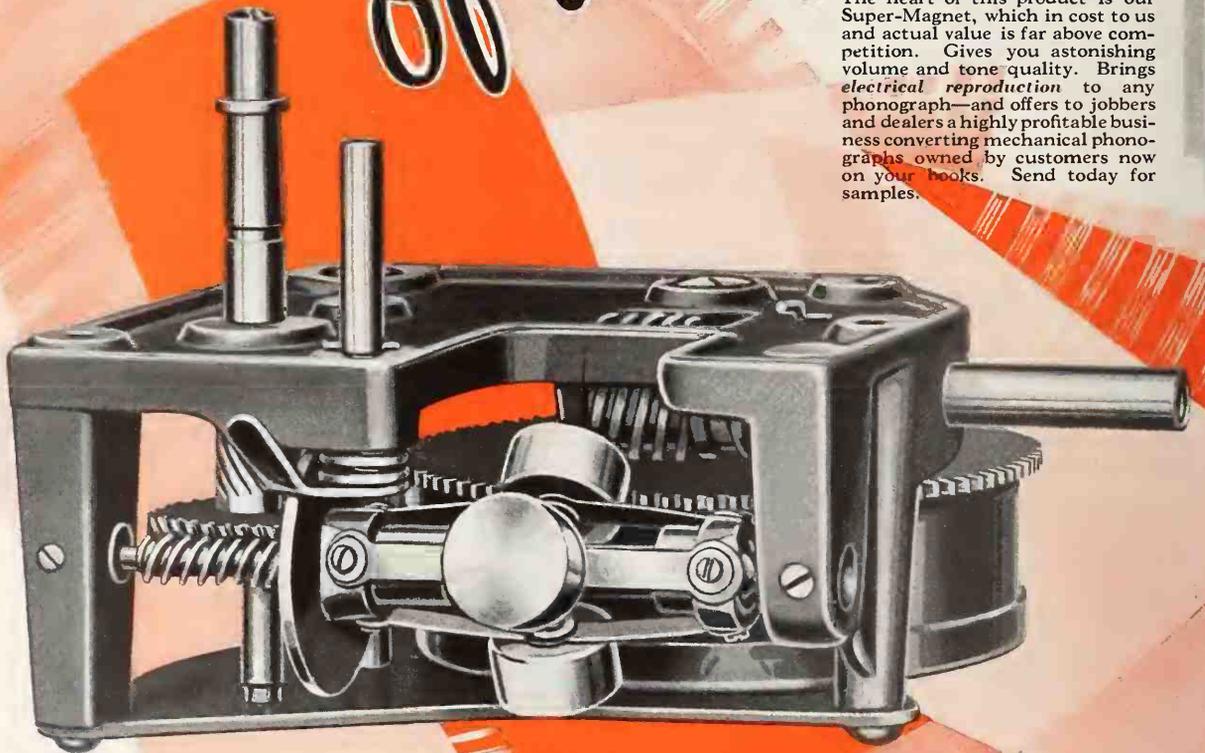


10 WEST 20th STREET  
WILNEY YORK, N.Y.

# 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 competition. Gives you astonishing volume and tone quality. Brings *electrical reproduction* to any phonograph—and offers to jobbers and dealers a highly profitable business converting mechanical phonographs owned by customers now on your hooks. Send today for samples.



Here is the most efficient motor ever built for portable 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.

# UNITED



(PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY

# phonograph motors



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.

More than 150,000 modern cabinet phonographs were equipped, during 1927, with this latest-model, smooth-running, lasting motor—the famous United No. 5.



United Motors are designed and built in a modern plant by men who are specialists in their field. They know phonograph motors!

# MOTORS



(PHONOGRAPH DIVISION)

9705 Cottage Grove Avenue, Chicago, Illinois

# 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: G. A. Scoville, vice president and sales manager, Stromberg-Carlson Tel. Mfg. Co.; A. P. and Frank McCoy, Hartford, Conn., dealers; D. W. Brown, in charge Rochester Division Sales and J. S. Gibson, radio sales manager, at Stromberg-Carlson plant.



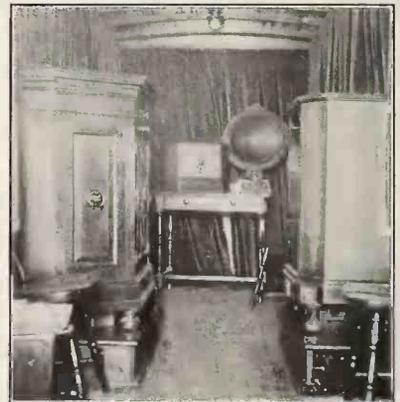
Above—Robert W. Bennett, who was recently appointed general sales manager of the A. C. Dayton Co., prominent Dayton, O., radio manufacturer.



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 Men, Inc., in New York.



Above—RCA Model 16 installed in car of "Paul the Radio Man," Marshall, Tex.



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



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

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



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



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

Right—Boetcher Furniture Co., Traer, Ia., gets airplane shipment of Mohawk radio from National Radio & Auto Supply Co., Cedar Rapids, Ia.





## 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.

*And today in the talking machine field "class" again is in evidence.*

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*

---



The All-American Mohawk Corporation Building

# 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.

## W. G. Dorward With Plans Second Radio Audition This Year

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



W. G. Dorward

Lindsay-McMillan Co., of Milwaukee, and will act in the capacity of assistant sales manager in his new connection. Mr. Dorward has a wide sales background which exceptionally well fits him for his work with the increasingly popular Allen line of portable instruments.

## 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., Long Island City. Herpolscheimer Co., Grand Rapids, Mich., won the first prize of \$100. The second prize of \$50 went to C. D. Tanner Co., Los Angeles, Cal. Tull & Gibbs, Inc., Spokane, Wash., won third prize of \$25, and three prizes of \$10 each were awarded to the Gray Music Co., London, Ontario, Can.; Fort & Tucker Co., Herkimer, N. Y., and A. I. Ross Music Stores, Astoria, Long Island, N. Y. The contest aroused a 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*

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 co-operation with the Foundation, which is a corporate institution established in 1919 for philanthropic, educational and scientific purposes.

In a statement announcing the new audition, A. 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-



A. Atwater Kent

nized, produced ten such superb voices as were heard in the final competition in December. Great success in their musical careers has been assured these ten young men and women, and the world of music lovers will enjoy hearing them and reading of their achievements for many years."

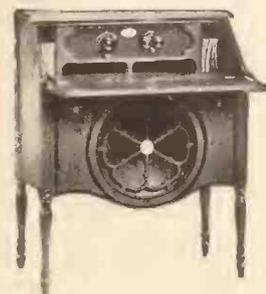
## Does Work for Firms in South America

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 Medellin, Colombia, and J. V. Mogollon, 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.

Meets the increasing demand for popular priced A. C. sets



## Red Lion Cabinet

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.



RED LION CABINET COMPANY  
Red Lion, Pa.

# 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.

(Mr. 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 lead, or at least devotedly follow. Standpaters were not intended for this industry.

## Looking Back

Reviewing the past seven years of manufacture and sale of radio as a source of home amusement 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 adventurers 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 it all, the business grew and 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 proceedings. 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, batteries, 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 percentage running anywhere from 20 per cent to 75 per cent of some dealers' and jobbers' business. Besides, these sales represented fairly quick turnover of inventories by reason of

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 batteries, 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

with business walking into your store through the front door. Reach out for 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 soon to be entirely gone as a factor in retailing.

## Easy Going

Analyze the above three points and you will easily find that you are moving ahead and along the lines of least resistance. 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 important 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 cabinets to you that are certain to enhance the sale of

your sets and satisfy your most critical customers. Finally, be sure that the speaker units used by your cabinet manufacturer are of standard 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, according 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 battery field until the introduction of the "Layer-bilt" 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., in New York, and points out that "Eveready quality will be rigidly maintained with the result that dealers can now offer batteries of the highest quality at competitive prices."

Ryan & Hughes, Inc., 250 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.

---

**THAT** many dealers can increase their annual sales volume, as well as widen their merchandising field, by adding to the lines they now handle has been demonstrated many times in this trade. Mr. Friedl, in the accompanying article, makes some suggestions that are worthy of the most careful perusal by retail talking machine and radio dealers throughout the country, whether they now handle some side line or contemplate doing so in the future. . . .

---

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 manufacturers, new problems are confronting the jobber-dealer contingent. Further, the efficiency 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 merchants. 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) Profit.

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 overhead is not increased. 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 manufacturers, operating under license arrangements (this for the sake of safety).

(2.) Sell aggressively. Do not be satisfied

**VAN VEEN SOUND-PROOF BOOTHS** and **MUSIC STORE EQUIPMENT**  
Write **VAN VEEN & COMPANY, Inc.** 313-315 East 31st Street, New York City

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*  
S P E A K E R

# 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 expositions, 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 committeemen, 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.

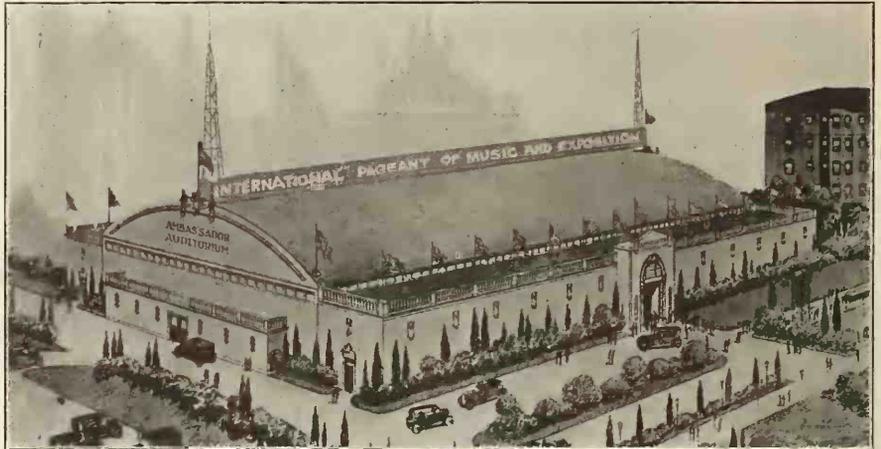
Keen interest in the show is being evinced, as has been attested by mail and telegraphic inquiries, according to Mr. Tupper, from all parts of the country. At the time this article was written, 62½ per cent of the space had been contracted, Mr. Tupper stated.

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 impressive campaigns. Other industries are preparing to interest the consumer in their products. Unless the music industry keeps pace with this competition, millions of dollars will be diverted from music channels.

"The income of the average family is limited. If they decide to buy an automobile the elec-

tric refrigerator must wait. If they buy a refrigerator the purchase of the piano must be delayed for a considerable time.

"Thus every industry is competing for the consumer's dollar. Some industries are going ahead rapidly, while others with an equal right



Ambassador Auditorium in Los Angeles Where Pageant Will Be Held

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 expositions 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

within 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.

Another of Mr. Tupper's plans is to hold a pageant each night of the show, directed by nationally known figures, and written to include everything from jazz to classics, and all instruments, thus appealing to every class and taste.

Coincidental with three days of the Music Pageant, June 26, 27 and 28, will be held in the Ambassador Hotel, adjacent the Music Show auditorium, the Fifth Annual Convention of the Western Music Trades Association. Thus, there will be drawn to the Music Show the representatives of the leading musical instrument houses of the eleven Western States and British Columbia.

Free educational programs for the public, the distribution of tickets of admission through the various dealers, and numerous special sessions designed only for the trade, are other merchandising features, which should prove of incalculable aid.

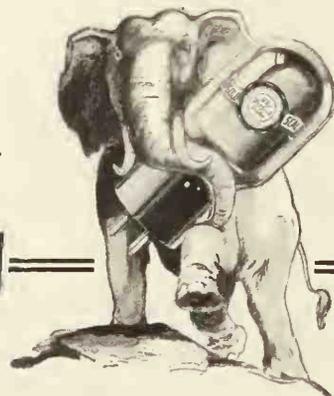
The general committee which, in addition to Mr. Tupper, Mr. Uhl, who is president of the Southern California Music Co.; Mr. Richardson, who is president of Richardson's, Inc., and Mr. Farquharson, consists of the following: E. A. Geissler, vice-president and general manager, Birkel Music Co.; L. E. Fontron, secretary and treasurer, Martin Music Co.; E. Palmer Tucker, secretary of the Western Music Trades Association, and vice-president and general manager, Wiley B. Allen Co.; Ben Platt, president of the Platt Music Co.; John W. Boothe, general manager, music department, Barker Bros.; H. L. Nolder, Western general manager, Starr Piano Co.; Don C. Preston, president, Don C. Preston Co., Inc.; Charleston Dow, general manager, Fitzgerald Music Co., and G. H. Barnes, president, Barnes Music Co., all of Los Angeles.

## Patent Granted

John F. Nielson, 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.

The answer is always—

**Gold Seal Radio Tubes**



GSY 227  
For detection and amplifier  
heater type.  
List Price,  
\$6.00



GSX 280  
Full Wave  
Rectifier.  
List Price,  
\$5.00



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

All Standard Types

# *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. Hackler, of Rice & Co., Vicksburg, Miss.,  
Describes Methods of Increasing Red Seal Record Sales

*(The accompanying article by Miss Hackler won first prize awarded by the Victor Co. for the best essay on "How I Sell Victor Red Seal Orthophonic Records," against competition of many fine essays submitted.—EDITOR.)*

SOME people never get up until they are called. If no one happens to apply the stimulus they are gunpowder without the spark. Some dealers never sell a dollar's worth of goods until the customer comes of his own accord. And if no one comes they complain that trade is slow, and business has gone to the dogs. But the man across the street gets up without an alarm and is on the job when things start; he also attracts the first reader of the morning paper and the first customer to pass his shop.

Don't wait for the buyer—Go after him!

Have a scheme to attract him, a contest, a premium to interest him, a display to draw him. Be on the job! Be alive!

First of all we must sell our personality to our customer.

Be neat and clean and have your record department likewise.

Be agreeable and make your department a pleasant place for your customers to visit.

## Know Your Composers

Knowing your composers is one of the next important features of successful selling of Red Seal records. How many of your customers know that Schubert died at the age of thirty-one, that he never heard any of his own music and that 1928 will be the one hundredth anniversary of his death? These things interest your customer the same as they interest you, so why not be able to tell them about the composers upon any occasion that might arise. How many of the salespeople care enough about our great composers to go to the Libraries and secure information concerning the history of their lives? Do this and use it with the selling of your Red Seal records and your sales will increase.

How much greater impression is made if a brief history is told of the composer, or artist, just before playing a record; while placing the record on the machine you can very easily and quickly remind the customer of some particular instance in the composer's or artist's life that will make such an impression that an entirely new interest is aroused in the customer, not only for that one particular record, but for more records. The more knowledge we have

of an artist or composer, the more we like his works—so it is with our customers.

## Know the Artists

Knowing your artist is very important. When you are asked if Tibbet is a bass or baritone, do not look blank and say, "Let me look that up." Be on the job and give a quick and intelligent answer. This insures the customer's confidence in you. The Victor Company's record catalogs have in them a brief history of each Red Seal artist's life, and there is no excuse for stupidity in regard to the kind of voice, whether bass, baritone, soprano, etc., and also the nationality. If you are interested enough in learning of your composers and of your work you will visit the library and there you will find the biographies of these composers.

Make your customers' visits to your department pleasant ones. Meet them with a smile. Do not be cold or strange toward them. Treat them with the proper courtesy and they will always be your customers. Assure them in every possible way that their business is appreciated and that they will be welcomed to your department at any time, and that it is a pleasure to serve them. How many times have we heard the expression, "I will never buy again from that indifferent person." Remember this and you will always use the old phrase, "Do unto others as you would have them do unto you."

Keep your record booths clean and attractive. Do not allow your records to remain in the rooms after playing. Aside from the untidiness, the records become scratched and no one likes or will buy scratched records.

## Use Your Advertising Material

Advertise your records. Victor Company at any time will supply you with AI ads. It costs very little to advertise them in your local paper. The results are agreeably surprising. Mail supplements out as they are issued. Stamp your name on them, then add a personal touch in writing by merely calling the customer's attention to a certain record unusually good. This arouses the customers' interest and they come in. Then is the time to suggest other records and play them. Get the name of each record customer. Do not ask them in an awkward way, "What is your name?" Some people resent this. Ask your customer if they receive the supplements and get their name so they might be entered upon your regular mailing list.



Miss Lucy T. Hackler

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 tactful. 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 my 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 an 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

*(Continued on page 34)*



## PHONOGRAPH CASES RADIO CASES Reinforced 3-ply Veneer

The Standard Case for Talking  
Machines and Radio Sets

Let us figure on your requirements

MADE BY  
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

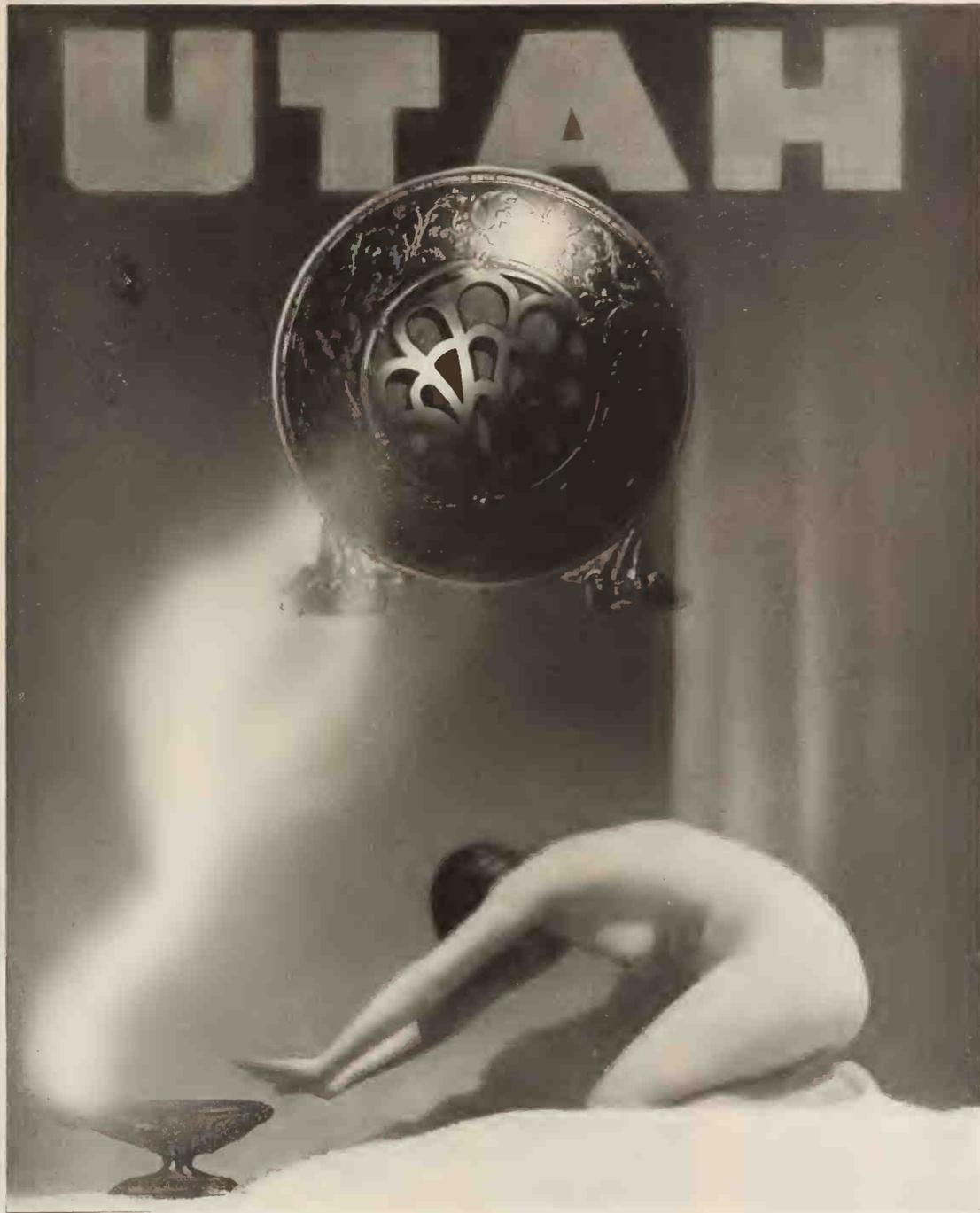
## MICA DIAPHRAGMS

For Loud Speakers and Talking Machines  
RADIO MICA

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 reshipments. "Atlas" on a packing case tells the second-hand buyer that he is getting a container that's still good for many long distance shipments. That's why he'll pay more for Atlas Cases. He knows he can depend on them.



1630

## 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 know 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 over without the least disturbance, 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 tell 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 them 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—assure 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 misrepresent your goods. If the record is an old mechanically recorded record, do not tell your customer it is electrically recorded. This makes your 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 do it with and no misrepresentation is needed, neither is it appreciated by the right kind of dealers, nor the Victor Company direct.

Keep in touch with the music associations and let them rest assured that you are awaiting the pleasure of serving them at any and all times. Lend them an Orthophonic to use at the meetings, and when once heard it is sold. Get in touch with the schools. The younger people need a higher-class music than they are getting at the dance halls. In school is the place to begin with the higher class of music. This is where they are obliged to listen and later have their tests to see just how much they really learned about it. When once the higher class of music is enjoyed and known it remains 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 or the first hat you try 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 if the records are suggested 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 these compositions can be heard and secure 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 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. Advertise appropriate lists of 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 you 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., these are 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.

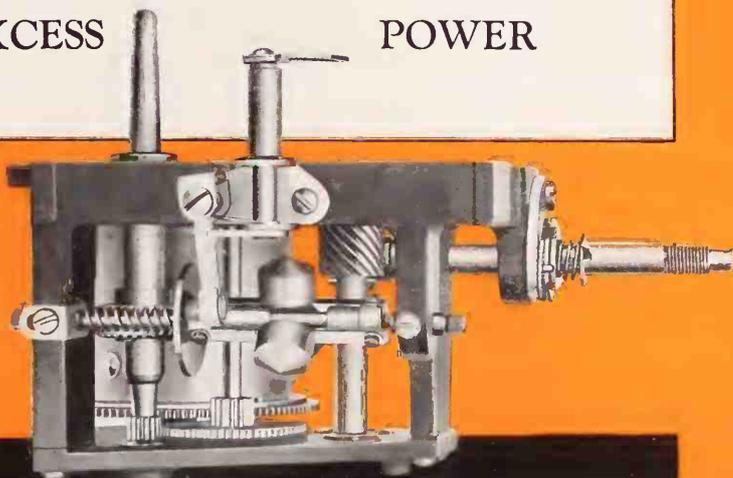
## Marketing Electric Window Ad. Sign

The McDonald Travo-scope, an electric window advertising sign, is now being marketed by Scientific Products, Canada, Ltd., manufacturer of the McDonald howl arrester 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



## HEINEMAN MOTOR

NO.

# 40

### OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

*Sole Sales Agents*

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 . . .



## ODEON ELECTRIC RECORDS

5142  
12 inch  
\$1.50

RIENZI, Overture, Part 1 and 2 (Richard Wagner).  
Eduard Moerike and the Orchestra of the State Opera House, Berlin.

5143  
12 inch  
\$1.50

RIENZI, Overture, Part 3 (Rich. Wagner). Eduard Moerike and the Orchestra of the State Opera House, Berlin.  
LOHENGRIN (Rich. Wagner). Scene and Prayer Act 1. Scene III: "Mein Herr und Gott." King Henry: Ivar Andresen. Herald: E. Habich.  
Dr. Weissmann with Chorus and Orchestra of the State Opera House, Berlin.

PIETRO MASCAGNI, *Conducting the Orchestra of the State Opera House, Berlin*

5140  
12 inch  
\$1.50

CAVALLERIA RUSTICANA, (P. Mascagni) Prelude Part 1 and 2 (Siciliana "O Lola").

5141  
12 inch  
\$1.50

CAVALLERIA RUSTICANA, Prelude Part III and Entrance Chorus (P. Mascagni).

3223  
12 inch  
\$1.25

DOLLAR PRINCESS, Waltz from "Die Dollarprinzessin" (Leo Fall).  
YOUR DANCE IS A LOVE MEMORY, from "Die Geschiedene Frau" (Leo Fall). Dajos Bela and His Orchestra.

## OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York

# POINTS

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

*Okeh and Truetone Needles*

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

# Last-Minute News of the Trade

## Columbia Phonograph Co. Declares Cash Dividend on Capital Stock

Board of Directors Announce Dividend of \$4 Per Share on Capital Stock—Numerous Factors Responsible for Remarkable Development of Business

Scientific and commercial advance in the phonograph industry within the last few years, including New Process records, with their noiseless and scratchless surface; electric reproducing phonographs, whose volume can be controlled; portable phonographs of a tonal quality and volume immeasurably superior to the old cabinet phonographs; tremendous successes of individual records, sales of which totaled hundreds of thousands, and the concentration by Columbia on the Masterworks series, comprising the compositions of the world's greatest composers, are some of the reasons given by the Columbia Phonograph Co. for the remarkable development of its business, which made it possible for the company to declare a dividend of \$4 per share on its capital stock on March 28.

Announcement of the dividend by the board of directors of the Columbia Co. at the regular monthly meeting at the executive offices, 1819 Broadway, New York City, it is declared, is tangible proof of the success of the new Columbia Phonograph Co., Inc., organized in Feb-

ruary, 1924, and proves not only the basic strength of the industry, but demonstrates that it pays cash dividends to manufacture quality merchandise and to adopt a liberal policy toward the trade which enables retailers handling the line to share in the prosperity of the manufacturer to as great an extent as possible.

Increased sales have been made possible by expanded production facilities. Columbia business now extends throughout the world, and the company makes recordings in twenty-seven foreign languages for the United States alone. In addition, Columbia interests own and operate eighteen factories in fourteen countries, including the new factory in Australia and the recently acquired Nipponophone Co. of Japan. The Okeh Phonograph Co. is also now owned by Columbia.

The officers of the Columbia Phonograph Co., Inc., are Louis Sterling, chairman of the Board; H. C. Cox, president; W. C. Fuhri, vice-president and general sales manager; F. J. Ames, secretary and treasurer; R. H. Baker, assistant secretary and assistant treasurer

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



Ray Reilly

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.

## Dearborn Agency Gets Important Account

United Air Cleaner Co., of Chicago, Appoints Ad Counselor—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

## 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 electric pick-up, 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

## 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 Stanley & 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. Murdock 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 Panatropé 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)



H. Donaldson Leopold

Dearborn Advertising Agency of Chicago had been appointed advertising counselor for the company's phonograph motor and air-cleaner divisions. H. Donaldson Leopold, who is vice-president of the Dearborn Advertising Agency, will be in personal charge of the account, giving the United Air Cleaner Co. the benefit of his many years of advertising and merchandising experience in the music industry.



(Registered in the U. S. Patent Office)

**FEDERATED BUSINESS PUBLICATIONS, Inc.**

President, Raymond Bill; Vice-Presidents, J. B. Spillane, Randolph Brown; Secretary and Treasurer, Edward Lyman Bill; Assistant Secretary, L. B. McDonald; Assistant Treasurer, Wm. A. Low.

**RAYMOND BILL, Editor****B. B. WILSON, BRAID WHITE, Associate Editors****C. R. TIGHE, Managing Editor****LEE ROBINSON, Business Manager****FRANK L. AVERY, Circulation Manager**

**Trade Representatives:** E. B. MUNCH, VICTOR C. GARDNER,  
V. E. MOYNAHAN, ROYCE CODY, A. J. NICKLIN

**Western Division:** Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242. LEONARD P. CANTY, Manager.

**Boston:** JOHN H. WILSON, 324 Washington Street.

**London, Eng.,** Representative: 24 Daylands Rd., Church End N. 8.

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 420 Lexington Ave., New York

**SUBSCRIPTION** (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

**ADVERTISEMENTS:** \$6.50 per inch, single column, per insertion. Advertising pages, \$172.00. On yearly contracts for display space a special discount is allowed.

**REMITTANCES** should be made payable to The Talking Machine World by check or Post Office Money Order.

**NOTICE TO ADVERTISERS**—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephone—Number 1760 Lexington  
Cable Address: "Elbill," New York

**NEW YORK, APRIL, 1928**

*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 calculated to get results, and on the whole develop a co-operative spirit that is evidenced in the greatly increased business that is being realized.

In another city the clerks of the various establishments handling a certain make of record get together upon the issuance of each new list, play over the sample records, discuss them and their fine points at length, and go away prepared to stage their attack upon the pocketbook of the public with vim and enthusiasm. Here, too, the results have been made evident in a concrete manner in increased record sales.

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 conferees 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 \$4.00 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 a final decision on a phonograph or radio receiver, and then start haggling over the price. There is always the friend in the offing who can get 15 or 20 per cent, or more, off list. The average dealer holds out against the plea for a time, but when the sale seems to be slipping he is often inclined to compromise and allow at least a small discount that results in putting the sale over, but cuts seriously into the profit to which he is entitled. The fact that the customer's stand is often bluff, and he is simply playing

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-

### WARNING TO THE TRADE

**P**ERSONS who claim to be agents of The Talking Machine World are visiting dealers in various sections of the country soliciting subscriptions and collecting money for same. These individuals are frauds. The Talking Machine World has no subscription agents, and dealers are warned against thieves of this type. Dealers in Texas are especially warned against the so-called "Publishers Circulation Bureau," a fraudulent concern, which has been soliciting subscriptions in that State.

ing might lead to a monopoly, and that any increase in royalties will simply be a burden upon the record-buying public.

The rumblings of copyright law adjustment have been heard, lo, these many years, and even the most optimistic, bearing in mind the troubles realized in the drafting of the present law, cannot see a satisfactory solution of the problem for some months to come at least. Certainly both factors are standing by their guns and keeping close watch on every move.

### \$20,000,000 for Concerts and Opera

**G**EORGE ENGELS, who manages a number of great artists and musical organizations, has estimated that citizens of the United States spend something in excess of \$20,000,000 each year to hear concerts and operas, and in that particular give to music support in excess of that offered by any European country. It must be understood, of course, that this \$20,000,000 does not represent in any sense America's entire annual expenditure for music, but simply covers the cost of attending the operas and the concerts.

Symphony orchestra audiences have increased probably more than any other group, declared Mr. Engels, and the thirteen major symphony orchestras receive approximately \$6,000,000 a year from the public as their portion. The New York and Chicago opera companies come next with \$3,500,000 of the public's money annually, and the remainder goes to individual artists, Summer concert orchestras and minor opera companies.

For those who regard musical progress solely in terms of sales of musical instruments and parts, it is interesting to consider that this great interest in operas and concerts is being reflected directly on business through the steadily increasing sales of the better classes of records. The manufacturers have contributed in no small measure to this movement through the issuance of special record sets, but aside from the surprisingly heavy sales of these sets the demand for records of the opera and those by noted concert stars continues to increase at a most gratifying rate. This demand is not in any sense supplanting the call for the popular numbers, but rather supplementing that call which means that it represents additional business for progressive retail dealers.

**B  
E  
L  
L**

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**  
38 CLINTON STREET  
NEWARK, N. J.

**R  
E  
C  
O  
R  
D  
S**

# 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 important moves recently made in radio manufacturing circles, when, on March 19, announcement was made of the consolidation of the Mohawk Corp. of Illinois, Chicago, with

the All-American Radio Corp., of the same city. In making announcement of the consolidation, the executives of the new company, known as the All-American-Mohawk Corp., stated that the move was effected in order to have the

*(Continued on page 83)*

## Fansteel Products Co. to Market Set

Manufacturer of Balkite Units Enters Radio Receiver Field With Balkite AC Sets—Table and Console Models

The Fansteel Products Co., North Chicago, Ill., manufacturer of the well-known line of Balkite radio power units, in a recent announcement stated 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 shown 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 to-day not only one of the best-known items in radio, but it is a line that is held in the highest public esteem. The good will that Balkite radio power units have built for us is incalculable. It is so great that we have hundreds of letters in our files asking us when we intended to manufacture a radio receiver, and we are glad to be able to tell the radio public that we are now ready.

"The good will that Balkite has built for us in the past has been founded on two things, quality and offering the most advanced line of equipment on the market. We intend to follow this policy exactly in the manufacture of radio receivers. The new Balkite set is not low priced, but it is as good a commercial receiver as we and money can make it. We have stopped at nothing to produce a set that will be as outstanding in the set field as Balkite is in the radio power field. It will be different in appearance. The table model will be designed so that it can be used alone as a self-contained unit, or in a console, whichever the owner prefers. It will be different in performance. While the set is fully licensed we have patterned after no other receiver, it will be purely a Balkite product, engineered in our own plant. Our decision to enter the set field is not a hasty one. Some of the features to be incorporated into the receiver are the result of a search in this country and abroad and over four years of development work in our laboratories.

"As for distribution, we believe that one of the other factors that is accountable for the success of Balkite in the past is that the trade, both jobber and retailer, have always made money in the resale of our line. We intend that the trade shall make money in handling

our sets, and we will do everything in our power to see to it that they do. In a radio set line, unlike a radio power line, this calls for restricted distribution. A complete statement of sales policy will be made with the first showing of the receiver itself."

Mr. Doughty added a word about the regular Balkite line. "Our announcement of the new set is not to be taken to mean that we intend to discontinue the manufacture of Balkite radio power units. On the contrary, there always will be a demand for power equipment for sets using DC tubes, with five million battery sets in use, for special installations, for sections of the country and districts which make the use of AC tubes impractical. We believe that the radio power unit field will be a profitable one for a long time to come and we mean to maintain our leadership in it."

## Allen-Hough Offices Move to Racine, Wis.

Don T. Allen, president, and George P. Hough, vice-president, of the Allen-Hough Mfg. Co., manufacturer of Allen portables, were recent visitors to New York, making their headquarters at the New York offices of the company. While here Mr. Allen stated that the executive and sales offices of his organization had been moved from temporary quarters in Milwaukee, Wis., to the factory at Racine, Wis. In the latter city the Allen-Hough Mfg. Co. has a thoroughly up-to-date and well-equipped plant with ample facilities for executive and sales offices as well as sufficient room for manufacturing expansion. Mr. Allen spoke very enthusiastically of the company's business growth, stating that sales each month were steadily increasing and new jobber appointments throughout the country have included some of the leading wholesalers in the industry.

## 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 added to 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 in 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 Stewart-

Warner Speedometer Corp. in the Middle West, maintaining his headquarters in Chicago.

A. A. Fair, who for the past four years has been connected with the Pooley Co., Philadelphia, will travel the Eastern States in the interest of Stewart-Warner radio products, with headquarters in New York City.

## 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 Powel Crosley, Jr., president of the company. They are the appointment of Ralph H. Langley as 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 much 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 study

*(Continued on page 96)*

## Changes Its Name to Grigsby-Grunow Co.

According to an announcement made on March 20, Grigsby-Grunow-Hinds Co., Chicago, prominent in the power-unit manufacturing field, has changed the firm name to the 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, excepting tubes, entering into the construction and operation of these receivers.

On the same date a public offering was made of 29,000 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 $\frac{3}{4}$ . 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 \$3.20 a share.

The Grigsby-Grunow Co. was organized in Illinois in November, 1921, with a paid-in cash capital of \$45,000. In May, 1927, about \$300,000 was raised by a sale of stock to close friends of the company, and, with that exception, the growth of the company has been entirely from its earnings. Balance sheet of December 31, 1927, shows net earnings of \$553,358 after all charges, including provision for Federal taxes.

The company will manufacture and sell its receiving sets under a license granted by the Radio Corp. of America and allied companies.

# ONE DAY'S MAIL

in the offices of



Included, among numerous others, inquiries from WORLD subscribers for the following products from all parts of the globe:

- 1 Electrical Pick-up (*New Zealand*)
- 2 Phonograph Cabinets (*China*)
- 3 Recording Apparatus (*Central America*)
- 4 Phonograph and Radio Accessories (*New Zealand*)
- 5 Electrical Pick-up (*Great Britain*)
- 6 Record Machinery (*Canada*)

For over twenty-three years The Talking Machine World has retained the confidence of its readers the world over, a record that cannot be equalled by any other trade publication serving the phonograph and radio industries.

Consistent advertising in The Talking Machine World reaches each month the buying power of these two industries—phonograph and radio—who read every issue of THE WORLD from cover to cover, and who regard its advertising and editorial columns with confidence and respect.

---

“In the Federated Business Publications Group”

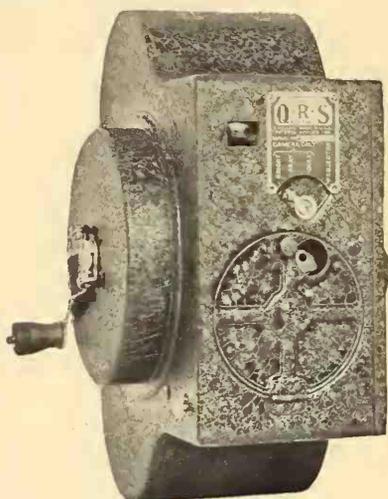
Graybar Building, New York City

# 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



QRS Camera, Front View

Talking Machine World last month, has interested the talking machine 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" Pletcher 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.

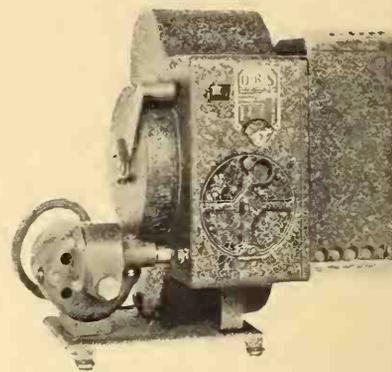
The simplicity of the QRS camera and projector, the projector being provided merely by attaching a lamphouse and electric motor to the camera, is one that commends itself to the trade for several important reasons. First the public is more easily sold on a mechanism that is not complicated. Second, simplicity 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 retail merchant 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 had 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



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 moving 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., Splitdorf Electrical Co. and A. C. Erisman Phonograph & Radio Co., wholesale distributors in Boston and he is well known to the trade.

J. V. Cremonin, New York City, has been appointed exclusive jobber for the line of radio tables and cabinets produced by the Watstown Table & Furniture Co. of Watstown, 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 Victor 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 Atwater Kent Mfg. Co., Philadelphia, Pa., for some time, has been appointed assistant Southwest territory manager, assisting H. T. Stockholm. "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.

## 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 start proceedings against any concern 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. Speicher, 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. Bensinger, 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.

# BOSCH RADIO



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

## The COMPLETE AC tube LINE



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



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



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

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



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



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



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



# 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*

In appearance, in tone, in all-around value a truly fine phonograph in portable form. Audak reproducer. Bakelite tone arm, improved metal grill on tone chamber, velvet covered turntable, Carryola motor, special Carryola designed fittings. Furnished in Black, Brown, Blue, Red and Green Fabrikoid with tone arm and turntable in color to harmonize.

\$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 design curved, 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 adaptor plug in its place, records may be played on the phonograph and electrically amplified. Volume may be controlled by merely turning the volume control knob.

This attachment may be used with any standard make of radio set and any phonograph—either portable or table-top.

\$10.50 List

*Slightly higher west of the Rockies and in Canada*



*Carryola Porto Pick-Up*

To attach, simply replace the detector tube of radio set with adaptor plug. That's all. Play records in usual way—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 is equipped with single-spring motor. The pick-up or electrical reproducer is attached to a curved throw-back arm which makes it easy to change needles. Volume control conveniently located on motor-board enables operator to regulate volume anywhere within limits of receiving set and speaker. Box is beautifully finished in neat, durable Fabrikoid with nickel-plated fittings.

\$23.50 List

*Slightly higher west of the Rockies and in Canada*



# One Retailer Buys over \$200,000.00 in Six Months

# of This Great Line!

STORES ALL OVER  
NEW YORK  
15 CORTLAND STREET  
302 BROADWAY  
931 BROADWAY  
111 EAST 42<sup>ND</sup> STREET  
125 WEST 125<sup>TH</sup> STREET  
653 WEST 181<sup>ST</sup> STREET  
1011 50 BOULEVARD  
120 E. FORDHAM ROAD

## DAVEGA

*United Sport Shops*

NEW YORK'S RELIABLE RADIO STORES

EXECUTIVE OFFICES  
114 EAST 23<sup>RD</sup> ST.  
PHONE GRAMERCY 3344  
RADIO SERVICE DEPT  
526 WEST 25<sup>TH</sup> ST.  
PHONE CHICKERING 8834

RADIO - SPORTING GOODS - SPORT APPAREL - CAMERAS - PHONOGRAPHS

NEW YORK CITY  
April 6, 1928.

Mr. Alex Eisemann, Chairman,  
Freed-Eisemann Radio Corporation,  
Brooklyn, New York.

Dear Mr. Eisemann:-

Although the radio season is not over, for we expect to do a good job throughout the summer months, we feel at this time that you are deserving of a few words of commendation.

When we first took on the Freed-Eisemann line we had no idea of the tremendous success that would be achieved with it. It has been extremely gratifying to note, therefore, that we have purchased, during the past six (6) months, over \$200,000 worth of your merchandise.

We have just checked our service records and find that your merchandise has necessitated less service by far than a great many other makes that we have handled. Reports from our customers are most pleasing in regards to performance.

As we are one of the largest New York chain store organizations we feel that this testimonial, in justice to you and your company, should be in your files.

With kindest personal regards to Mr. Freed and yourself, I beg to remain

Cordially yours,  
DAVEGA INC.  
*Henry Benjamin*  
Vice-President.

DEALERS  
There may still be territorial franchises open for your locality.  
Mail the Coupon!

# FREED- EISEMANN RADIO

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 Ernest 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

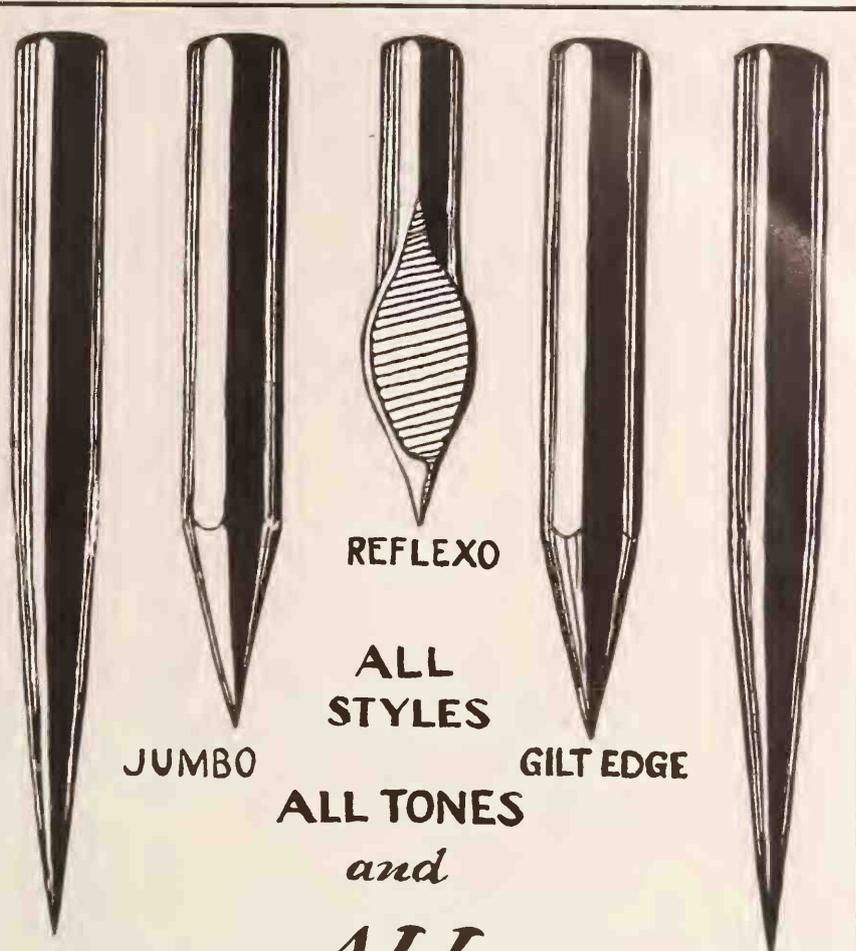
In Trenton, N. J., recently Chancellor Walker authorized an allowance of \$12,000 a year for the maintenance and education of Gloria Caruso, the eight-year-old daughter of the late celebrated record artist and popular operatic tenor, Enrico Caruso. The money is to be drawn from an accumulation of royalties 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.



BRILLIANTONE *ALL* PRIVATE BRAND

# BRILLIANTONE

NO other manufacturer can offer the music store organizations the variety and high quality of steel needles that are made by Bagshaw. Every needle is perfect for tone reproduction, and each package returns a handsome profit to you.

JUMBO — GILTEDGE — REFLEXO — BRILLIANTONE are the nationally advertised brands, or, we will make your own private brand for you in any size and quantity.

Turn your phonograph accessory department into a big money maker — stock Brilliantone Steel Needles.

*Be Sure Your Needle Packages  
Are Marked MADE IN U. S. A.*

WRITE US TODAY FOR DETAILS, PRICES  
AND DISCOUNTS

**BRILLIANTONE STEEL NEEDLE COMPANY**  
of AMERICA Inc.

370 Seventh Avenue

New York City

**Kellogg  
goes  
forward  
*not*  
backward!**

**Kellogg Set Arouses Enthusiasm**  
Francis D. Pitts, head of the F. D. Pitts Co., who has just been out to Chicago, waxes most enthusiastic over the new Kellogg model which is to be ready in June. It is to be known as the Majestic. It is a three-tube set and will be shown in several patterns. The samples are expected here in about three weeks and already dealers are making inquiries about it. President Pitts reports that the February business in Kellogg goods was nearly 25 per cent higher than in the previous month.

**Ridiculous  
Rumor  
DENIED!**

The above "story" from a widely read business paper is hereby denied, both by Mr. F. D. Pitts and the Kellogg Switchboard & Supply Company. There is no intention of using the trade name "Majestic"—nor of producing a 3-tube Kellogg Receiver.

## 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 one 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.

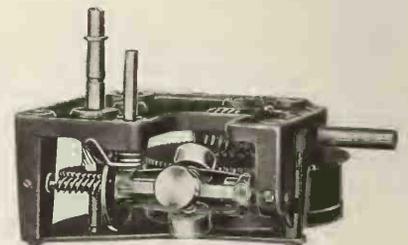
## Radio Exposition Held in Detroit

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



United No. 2 Motor

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

**R**UMORS 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 devel-

opments. 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

# Kellogg A-C Radio

## 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 Neutrodyne circles, and formerly president of the King Hinners Radio Co., has announced the forma-



Frank A. Hinners

tion 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 exception-

ally 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.

## 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.

## 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



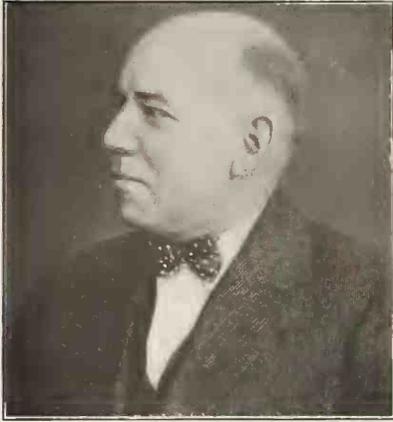
Charles H. Callies

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



Oscar Hanson

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 send 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." That means dollars and cents to any dealer. Mr. Hanson was persuaded to try the Kolster line as an experiment on January 1, 1927. Between that day and May 1, four months of post-holiday selling, he sold fifty-eight sets. That convinced him. 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. So 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 employes. 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



Unusually Attractive Kolster Window

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 stride 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.

## 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



LIST \$7.00  
Fidelity Speaker Unit  
Will handle output of  
largest power amplifier.



LIST \$18.00

This is No 595—Tone Travel, 8 feet. Over all dimensions: 21 1/4" High, 18" Wide, 15" or 13" Deep.

No. 570 is identical in design. Tone Travel, 6 feet. Over all dimensions: 15" High, 12" Wide, 12" Deep.

LIST \$13.00

A full line of tone chambers for every style and size of cabinet. Ready mounted in sturdy box from which it is not removed. Simply place in cabinet, block, and the job is finished. Takes any standard size speaker unit.

Progressive dealers add to their profits and good will by installing Molded Wood Tone Chambers in new console cabinets and as replacements for old style cone and horn loud speakers.

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

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

THE difficulty to-day with these conversations of mine is with the profusion of subjects. There was a time when one like myself, preaching the gospel of good music via the phonograph record, felt himself truly vox et praeterea nihil, as they used to say in Rome, a voice and nothing more, in fact quite decidedly the voice of one crying in the wilderness without evoking any particular response from the inhabitants thereof. But to-day we have changed all that. Now it is really much more a case not of begging the manufacturers of records to give us fine music, but of inducing the dealers and sales people to understand that a market for such records exists, and how it may be reached and tapped.

### Three Anniversaries

The year 1928 comes as the last of a trio famous for musical anniversaries and thus susceptible of more or less elaborate treatment by the industries concerned in selling music and instruments. Nineteen hundred and twenty-six was the two hundredth anniversary of the perfecting of the original pianoforte. 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 1928, 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 geniality 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 one 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 the living composer who shall submit the best Scherzo and finale (third 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.

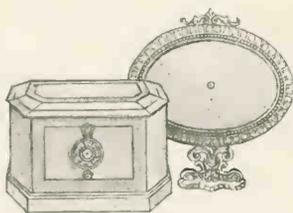
### Valkyr!

All this provides just another indication of the present trend of things in the phonograph industry. It will not be supposed 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 vies with Lohengrin and Tristan for the honor of being the most frequently performed of all the Bayreuth master's works. A full house is always the answer to an announcement of Valkyr, a house as full as greets Carmen, Faust, Trovatore or any of the old Italian operas. Now Victor is putting out a Valkyr 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 is sung by Schorr and the Sieglinde by Florence Austral, that the conductors are Albert Coates in London and Leo Blech in Berlin, that the whole score is given, save for a few short and tolerable cuts; it is time to admit that this is something like an offering. Nothing so elaborate has been done in this line yet. The fine pioneer attempts of four years ago, when Meistersinger and the Ring trilogy were given in 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 and 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

(Continued on page 42)



The ABBEY—Patterned after an Old World jewel case. Antique walnut. Carved ornament. Equipped with the famous Splitdorf Single Dial Six-Tube Receiver. List price for battery operation \$100, for all-electric operation direct from socket without batteries or eliminators, \$175. Tubes not included. Splitdorf Period Cone Tone, \$35.

## SPLITDORF Radio Receivers

A series of beautiful period furniture models

Twelve models that are leading the radio world in the new swing to beauty in appearance as well as excellence of performance. Designed after period furniture, reproducing the full beauty of line and finish.

Splitdorf is the one line offering the dealer complete coverage of the most profitable radio market, with a minimum investment.

List prices range from \$45 to \$800

### SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK,



NEW JERSEY

# ~here it is *At last!*

## 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.



Cabinet by Caswell-Runyan

### 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.

## *The Orchestrope* No. 28

Coin Operated  
If Desired

**DEALERS!**  
Wire or Write for  
Exclusive Sales Franchise

### CAPEHART AUTOMATIC PHONOGRAPH CORP.

Manufacturers

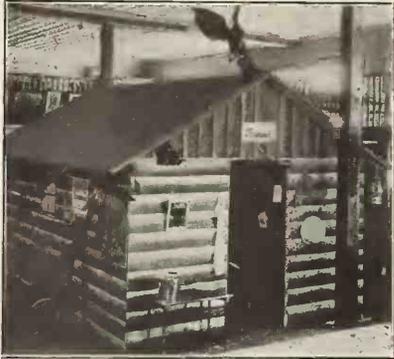
HUNTINGTON

INDIANA

## Unique Room for a Brunswick Display

Miniature Log Cabin, Completely Furnished, in Lamar, Col., Store Attracts Wide Attention From the Public

The Valley Department Store, Lamar, Col., recently installed in the front part of its institution a miniature log cabin, furnished complete,



This Cabin is a Brunswick Display Room to use as a Brunswick display room. The cabin is attracting a great deal of attention because of its unique design, and represents a shelter such as was first used by the pioneers of that part of the country. Before a comfortable fireplace in the interior of this log cabin, Brunswick Panatropes, Panatropes-Radiolas and records are demonstrated.

## 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 Hurd Radio & Electric Co., Elizabeth, N. J., for a sales plan he devised and put into operation for marketing RCA Radiola 20. The prize was awarded as a result of a contest conducted last Summer on a nationwide scale, and was one of nine, 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

Barrow, Jr., Great Neck, N. Y.; C. M. Hay, Co-shocton, O.; Strohl Bros. Radio Co., Fremont, O.; S. Kohn & Sons Co., Cleveland, O.; J. A. Polansky, Dime Box, Tex.; E. G. Robison, Gridley, Kans., and James D. Bellah, Saint Jo, Tex. In announcing the prize winners RCA officials stated that the simpler 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 6½ 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-Eisemann

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 Freed-Eisemann factory, Brooklyn. They reported that the new Freed-Eisemann 26-inch cone speaker is particularly successful among their customers in central New York State.

## Creating a Demand for Finest Music

(Continued from page 40)

victim of no atmospheric conditions; this is the phonograph.

Toward it already are looking the musically intelligent people of this country, for despite the extraordinary blindness and apathy of dealers, news of the great improvements which have been made during the last three years has penetrated to the public mind. Else how explain Victor's forty-seven million dollar business during 1927? But not half enough is being done. Dealers are still wasting their time in crying over the change in public taste. Certainly taste has changed; but whose taste? The taste of those who bought dance music and yelled for jazz is by no means even now being satisfied by radio; but a good part of the sales of jazz records is now undoubtedly lost to radio. That much is certain. What then is to be done? Plainly the road open to us stretches ahead. We have but to go to the intelligent music-lovers of the country and let them know . . . what still most of them do not know . . . that the phonograph has these things for them. That, and that only, is what we need to do to insure future prosperity.

### Not a Difficult Task

Nor is the task insuperable. It is not even difficult. What is needed, all that is needed, is a new recognition of truth and a new understanding of the facts. No more or less is needed than a recognition by the dealer that he has to look for a new type of customer. But when that new type of customer is ready and waiting for him, why should he feel bad about anything?

During this coming year I intend to talk a lot about the Schubert centennial, about Schubert and his life, about the Victor Valkyr recordings, and about other things of the kind. If no more, at least I shall hope to stir up interest among some who at present have none in these matters. By so doing I shall be helping to bring about that changing of viewpoints which the phonograph industry now calls for . . . and which is all that it just now needs.

## Congratulations!

Mr. and Mrs. Joseph D. R. Freed are receiving the congratulations of their many friends upon the arrival of a son, who has been named Robert. Mr. Freed is president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

# The New Veraphonic Vincennes Phonographs

Instruments of rarest tonal quality, they incorporate the new Veraphonic principle and important amplifying discoveries of Vincennes engineers.

Employing its own individual reproducer, entirely developed in its own laboratories, the Veraphonic offers reproduction of music that cannot be approached by any other mechanical phonograph. The diaphragm used is specially constructed of three concentric layers of MICA, and will not crystallize under vibrations.

Housed in a new cabinet—first introduced to the trade by Vincennes—the Veraphonic model illustrated here renders lifelike reproduction and meets the most exacting requirements of music lovers.



Valeria  
Model No. 110 Console  
FINISH: Mahogany or Walnut.  
DIMENSIONS: Height 35"; Width 31¼"; Depth 19¼".  
EQUIPMENT: Statuary Bronze, including automatic stop.

The cabinet design is entirely new—the doors covering the tone chamber slide behind the decorative panels, overcoming the objections sometimes made to swinging doors.

The retail price of this Model is only \$95.00!

Vincennes Phonographs—the Rivoli and Veraphonic lines—retail from \$49.50 to \$485.00

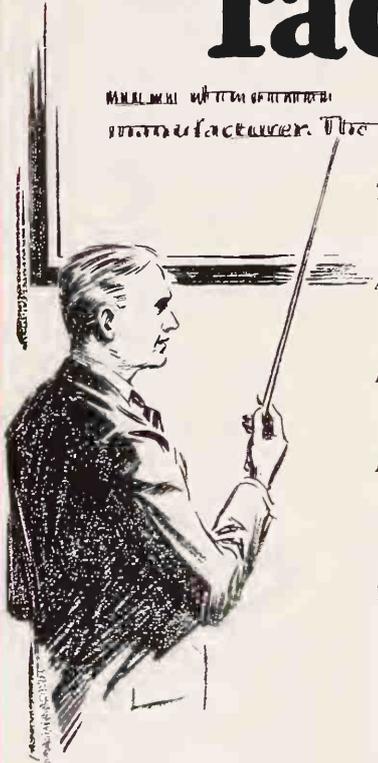
NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!

THE VINCENNES PHONOGRAPH MANUFACTURING CO.

Your territory may be open—write for attractive dealer proposition.

VINCENNES, INDIANA

# There's **one** straight answer to all this "radio talk"



MANUFACTURER THE

*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 pre-date 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.*

## A. C. or D. C.—

Stewart-Warner has them both. Now you can answer every radio demand! The time is here to go out and sell! People in your community are waiting to buy! The biggest radio spring, the biggest radio summer, the biggest radio year is here, this year, for dealers who go aggressively after business!

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

STEWART-WARNER SPEEDOMETER CORPORATION  
CHICAGO • U. S. A.

# STEWART-WARNER

*The voice of authority in radio*

# 3,000,000

MODEL 3

This instrument represents an achievement in advanced musical reproduction, the newest developments in design, mechanism, reproducer, and tone chamber. Covered beautifully in water-resistant Du Pont Fabricoid, colors blue, black or red. The greatest portable instrument created. See and hear it—today!



### 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 newmarket opened for Dealers and Jobbers with this product. Wire or write today for samples.

# prospects

**A**LLEN 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*

# ALLEN PORTABLES



The real fun starts when you play the Allen Portable. Pulses quicken and eyes brighten at the snappy music. Joy flames for all—happiness holds sway! Nothing quite like it to put life in any party or outing.

It's the smartest and most modern of musical instruments for the home. Has all the new features, and plays all records. Your choice of three fine models in striking colors. Priced right!

You've read about the Allen Portable many times in these columns—now ask your dealer for a free demonstration, or write for catalog.

HEAR AND SEE THE DIFFERENCE!

# ALLEN PORTABLES

ALLEN HOUGH MFG. CO.  
MILWAUKEE, WIS.

# Phono<sup>1</sup> Link

PATENTS PENDING



*Links the Phonograph  
to your Radio!*

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!

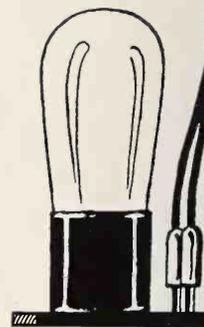


*Volume Control  
That Tapers to  
a Whisper!*

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.



*Instantly and easily  
connected—no tubes  
need be removed.*

PRICE  
**750**

# The 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., large manufacturer of exponential horn type reproducers, will market a reproducer of the dynamic type



V. Ford Greaves

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, Ill., 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 25 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



Jan Garber

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."



509

For high grade cabinet phonographs



# "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."



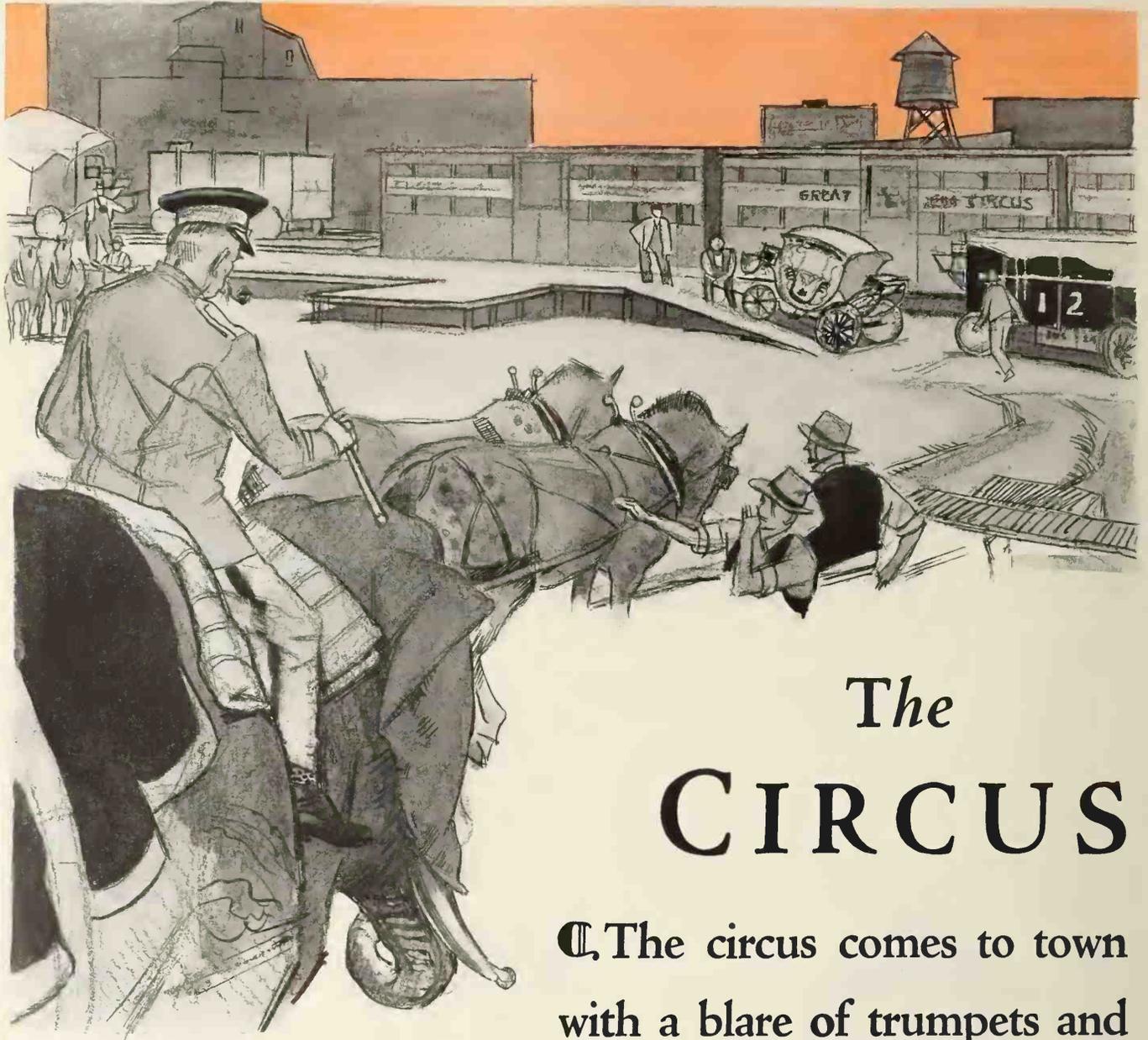
308

For small phonographs and portables

**POLLOCK-WELKER, Limited**  
Kitchener, Ont., Canada

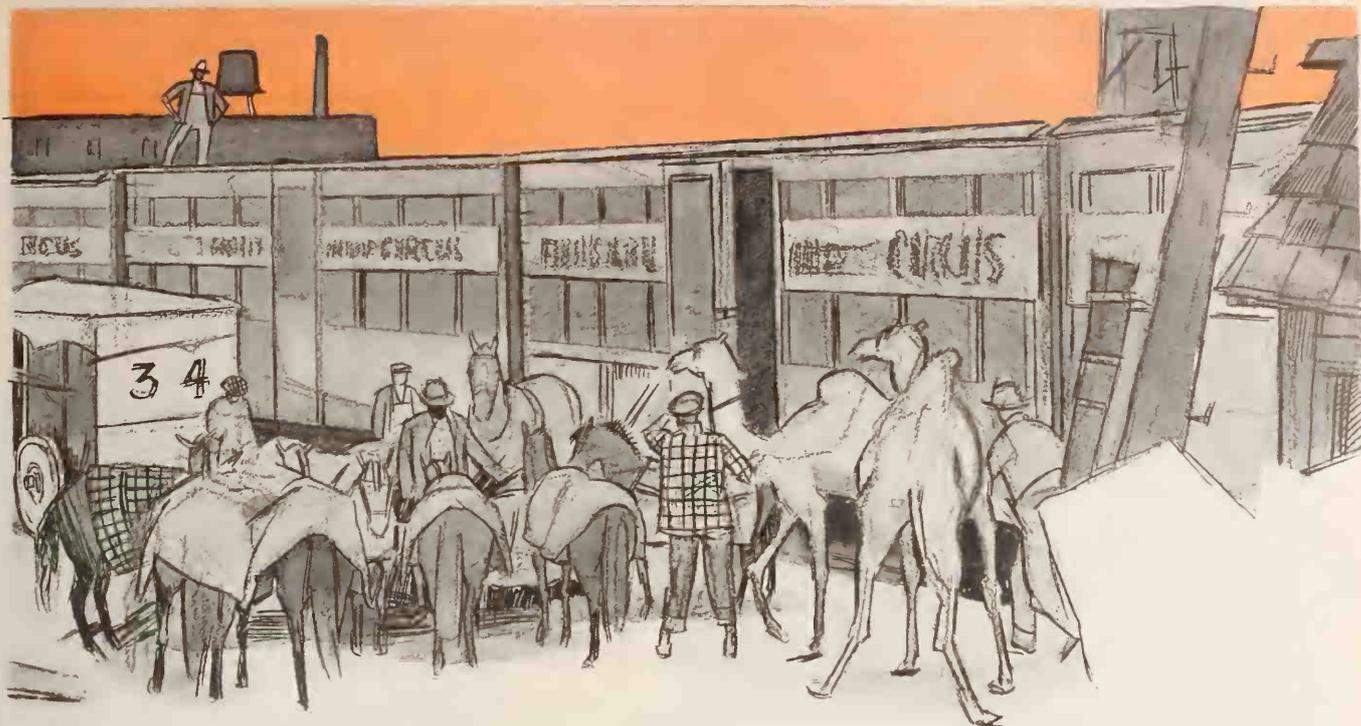
Cable Address: Polwel, Kitchener

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



## The CIRCUS

¶ 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



# LEAVES TOWN!

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 of \$6,326,699 were used to write down contracts and good-will to \$1. In the 1927 balance sheet many items were written down through the application of accumulated and new 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.

### MICA DIAPHRAGMS

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

**INTERNATIONAL MICA CO.**  
Phone Baring 636 PHILADELPHIA, PA. Cable Filaco, Phila.

number the Kellogggram will be mailed during 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 editor of the Kellogggram so that it may be passed on to other dealers for their use.

Window displays, 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, ILL., 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



Unique Stromberg-Carlson Sign 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.

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.

**COTTON FLOCKS**  
Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

**THE PECKHAM MFG. CO.** 238 South Street Newark, N.J.

## 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 met in Chicago recently for a two-day session, 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. Interest in the wholesalers' organization has not 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-Connell Co., Indianapolis; W. H. Roth, of the Radio Specialty Co., of Milwaukee, and Harold J. Wrape, Benwood-Linze 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 radio industry and the individual members. The Manufacturers' Relations Committee, headed by Harry Alter, 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 very 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 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, reported the activities of 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 February 15th, and starting with the March

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY  
NONE LOWER IN PRICE

**The Rene Manufacturing Co.**  
Montvale, New Jersey

## TEST IT.

OUR VICTOR

## Record Service

has a reputation for efficiency.  
Suppose you try it.

**E. F. DROOP & SONS CO.**

1300 G. STREET, WASHINGTON, D. C.  
204-6-8-10 CLAY ST., BALTIMORE MD.





**BERG**  
**Artone**  
**PORTABLE**  
**PHONOGRAPHS**

# The Most Complete Line

Seven Models Described Below

Tone and Volume  
From Long Horns

The Smallest

ARTONE No. 14, \$12.50  
A flat model with fine  
tone.

The Largest

ARTONE GRAND, \$35  
A strictly de luxe  
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

Write for new circular

**BERG A. T. & S. CO., Inc.**  
Long Island City, N. Y.



**OkeH**  
ELECTRIC

A  
Complete List

of

**OkeH**  
ELECTRIC

**Distributors**

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

THE ARTOPHONE CORPORATION  
McCall Building  
Memphis, Tennessee

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

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

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

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

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

HAWAII MUSIC COMPANY  
1021 Fort Street, Honolulu, Hawaii

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

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

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

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

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

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

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

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

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

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

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

**OkeH**  
ELECTRIC

## 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 Fada 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 \$20,000.

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 \$12,510,222 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 Elyea 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 associate, H. C. Doyle, and myself 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.

# FLASH



Your Way to  
**Extra  
HOHNER  
Profits,**

**U**P 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 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 (includes Electric Flasher)			
You Receive	Assortment of Styles	To Retail At	
7 pcs. No.	34B "Old Standby"	.50	3.50
8 " "	1896 "Marine Band"	.50	4.00
2 " "	605 "Echo"	.60	1.20
2 " "	254 "Sportsman"	.75	1.50
2 " "	3CND "World Renown"	.75	1.50
2 " "	152 "Marine Band Tremolo"	1.00	2.00
2 " "	105 "Auto Valve"	1.00	2.00
2 " "	3101 "Harmonette"	1.00	2.00
1 " "	433 "Goliath"	1.50	1.50
1 " "	146 "Marine Band Tremolo"	1.50	1.50
1 " "	608 "Echo"	2.00	2.00
1 " "	46½ "Up-to-Date"	2.00	2.00
1 " "	269 "Chromonica"	2.75	2.75
<b>32 pcs.</b>			<b>\$27.45</b>
for these Harmonicas AND the flasher		<b>YOU INVEST</b>	<b>\$19.50</b>
Over 40% Cash Profit—PLUS a valuable attention getter for your window		<b>YOU GAIN</b>	<b>\$7.95</b>

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 Reynalds 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 Reynalds 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 happened.

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 Synchro-phase 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 entitled, "Getting Acquainted"; 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-Megee, 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-Megee, Distributors." Fea-

tured 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.

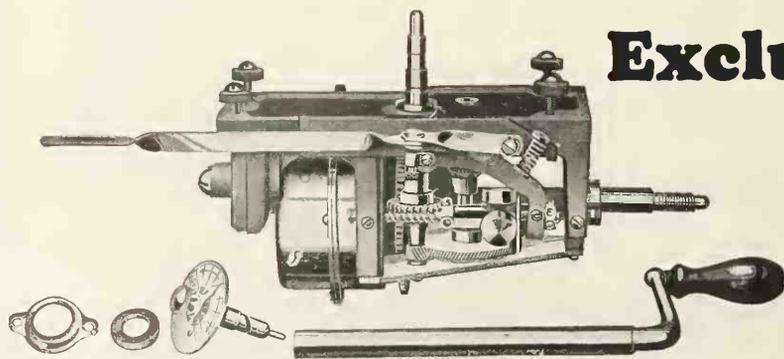
The Steinite Laboratories Co. also announced the addition of another well-known distributor to its rapidly growing list, the Dunham-Carrigan-Hayden Co., San Francisco, Cal., who will act as an exclusive Steinite jobber in the northern California territory.

## 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 insolvencies in the radio industry arising through lack of unified action of creditors, the Radio Manufacturers of America have decided to refer all insolvency 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

Ask for a copy of catalog illustrating and describing motors with 1, 2, 3 and 4 springs, playing 2 to 10 records with one winding.

**Krasco Phonograph Motor Co.**  
Elkhart, Indiana, U. S. A.

## F. A. D. Andrea Re- turns 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. The tests were made on a stock seven-tube Fada receiver with a small aerial.

## Analysis of Radio Stock Turnover

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., calls attention to an analysis made by the Retail Ledger from the same set of statistics from which Mr. Shearer has prepared articles on radio's competition and comparative conditions as to radio 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 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.

Another interesting development, and which was noted by Mr. Shearer on his recent Western trip, was the strong position of the music dealer in the West in the merchandising of radio products. It has been said that the Western music-radio dealer was formerly slightly behind the East in the promotion of radio products, but it would now seem that the music dealer is a radio dealer from coast to coast.

## 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 heartily co-operated 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, hangers, 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, recently announced a change in name to Greater City Distributing Co. Maurice Landay is president of the organization. The most recent acquisition to the radio lines distributed by Greater City is that of Kolster radio, manufactured by Federal-Brandes, Inc., Newark, N. J.

RADIOLA 16 · ATWATER KENT · CROSLY KOLSTER · FREED · EISEMANN · FADA BOSCH · SONORA · STEWART · WARNER GREBE · FRESHMAN

# and 30 other popular makes of radios Convert them ALL to use AC Tubes!

Complete "A-B-C" for sets using AC Tubes

Sterling Tri-Power sales are outstripping all competition because of these features which quickly adapt the unit to any set—variable "B" voltages; "A" voltage regulation to protect overloading filaments where AC line voltage is high; complete—no extra mid-tap resistors or by-pass condensers or "C" bias needed. All are built into the unit. Standard AC cable-adapters are furnished or installation is quickly made to rewired AC sets.

These units offer you big profits. Write your jobber or us direct. Do it now. Every minute counts.

Complete "A-B-C" for sets using DC Tubes

In the face of the popularity of AC tubes Sterling "Dri-A" Power Units, "B" Units and "B-C" Units, also Radiola "A" and "B" Power Teams continue to sell and sell big. Why? Because they have proved themselves most satisfactory to owner and dealer alike. They give tone quality and are free from service troubles. Constantly increasing sales prove it.

Thousands of owners of DC sets want reliable, light socket—all electric radio—and they want to keep their DC tubes. They want Sterling. There is a Sterling unit for every set and every pocket-book.

- "Dri-A" Power with Tungar Bulb, R-93 \$39.50
- "B" Power with Raytheon Tube - R-81 28.50
- "B-C" Power Heavy Duty Model with Raytheon Tube, R-98 38.00
- "A" and "B" Power Team for Radiolas, R-94 and R-41 59.00



**AC TRI-POWER For AC Tubes**

The Complete "A-B-C" for All 5-7 Tube Sets

List Price, Model R-810, 115 volt 60 cycle . . .	\$32.00
Model R-809, 115 volt, 25-40 cycle . . . . .	37.00
BH Raytheon Tube . . . . .	4.50
Special harness with adapters . . . . .	6.00

*This Complete AC Tube Transformer*

Requires no mid-tap resistors, no by-pass condensers, no "C" bias. They are all built in. Added to any good "B" supply you get perfect AC tube conversion.



List prices, Model 850 115v 60 cycle . . . . .	\$14.50
849 115v 25-40 cycle . . . . .	16.00
Harness with AC Tube adapters . . . . .	\$6.00 to \$8.00

### OTHER STERLING AC PROFIT-MAKERS

- R-509 AC Tube Tester for Stores Shows grid performance and tests emission of all tubes. List . . . . . \$35.00
- R-512 for Service Men
- The Universal Tube and Set Tester. Tells you everything you want to know. Portable. Accurate. List . . . . . 35.00
- Sterling's Latest!
- the Junior Short Checker, makes the rejection tests of all types—both AC and DC tubes. Also checks filament emissions. Your best insurance is R-514. List . . . 13.50
- OUTPUT TRANSFORMER, R-360 . . . . . 5.00

### AC LINE TESTER



More than ever, since AC tubes have been so widely adopted, varying AC line voltages present a real problem to radio service men. Every installation of an AC receiver should be checked and "A" voltages adjusted accordingly. This Sterling AC Voltmeter, specially designed for AC radio work, tests AC circuits up to 150 volts. Compact—rugged. R-417. List price . . . . . \$7.50

# Sterling

**THE STERLING MFG. CO.**  
2831 Prospect Ave., Cleveland, O.

## 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



Frank F. Paul

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-record motor of distinctive design and constructed on a modern new principle.

F. F. Paul, general manager of this company,



Huge Plant of United Air Cleaner Co. Is One of the Most Modern in the Middle West

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 helps are 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 Federated Radio Trades Association Convention, in Milwaukee, February 15, recently mailed circular letters 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

## 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 Mer-



E. L. Sorsen

chandising 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 saleswork.

Mr. Sorsen will keep an accurate report on the work of each Brunswick salesman 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.

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 advices received from the Kellogg Co. in Chicago, the firm has no intention of introducing a three-tube receiver.

*The Swanson*  
PAT. APPL'D FOR

# THIN MODEL

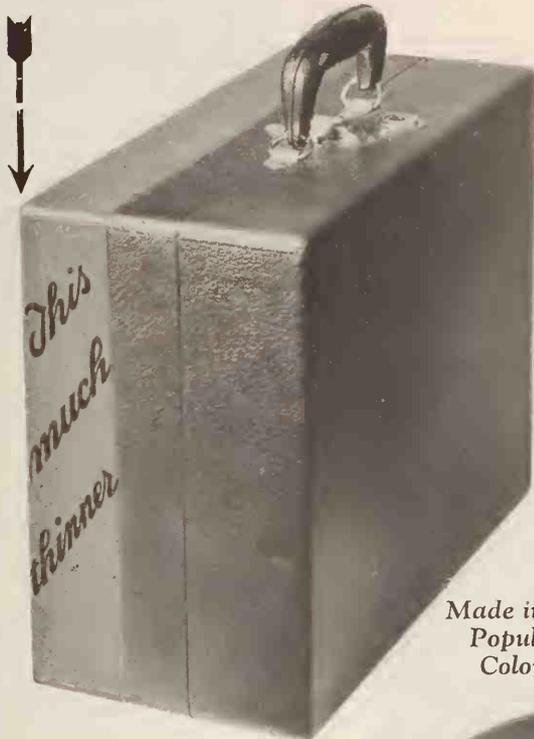
\$15 List

Dealer's Price  
\$9.50

Quantity Price  
on Request

## A Portable Phonograph Built to Suit Trend of Popular Demand

THIN model portables are wanted—  
not the bulky machine that bangs  
against your leg as you carry it. The  
THIN MODEL Swanson is compact  
and light—no parts to remove or apply.  
Price within the reach of all.



Made in All  
Popular  
Colors



## Improved Tone Quality

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

### Consolidated Talking Machine Co.

CONSOLIDATED BUILDING

227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.

Detroit: 2949 Gratiot Ave.

## Deca-Disc Co. Re-names Its Products

Automatic Instrument Now Known as the Fulamatic Creatone—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



Speaker With Remote Control Panel 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.

While the name of the Deca-Disc Phonograph Co. will remain the same as heretofore, the instrument itself will hereafter be called the Fulamatic Creatone. This name has been selected as being more fully descriptive of the instrument than the name Deca-Disc phonograph. It is pointed out that it is more than a phonograph, as it is an automatic record-playing instrument that will play ten records continuously or any predetermined number which might be selected. The method of reproduction is by power amplification.

The Model 25 and the smaller but equally efficient Model 15 will be retained in the line this year. There has also been introduced within the last few months Model O, which is either the Model 25 or 15 equipped with a remote control box. The newest product is a speaker, including a remote control panel which

## 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

allows the music to be brought to any room of the building without moving the Fulamatic Creatone itself, and the control panel controls the playing of the machine no matter how far distant the speaker may be removed.

The speaker, which is illustrated herewith, is known as the Model R-2 when equipped with a cone speaker, and the Model R-3 when equipped with dynamic speaker.

The officers of the Deca-Disc Phonograph Co. for the ensuing year remain the same, 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



H. R. Fletcher

special line of horns and loud speakers manufactured under the Racon trade-mark.

The new Racon official brings to his position a wide experience in radio, having at various times been associated with the Apco Manufacturing Co., Amsco Products, Inc., Algonquin Electric Co., and other radio interests. He is a prominent member of the Radio Manufacturers' Association and is actively identified with a number of its important committees.

## Grebe Co. Guarantee a Dealer Protection

A. H. Grebe & Co., Inc., New York City and Los Angeles, Cal., have issued a new guarantee of apparatus which is included with every piece of equipment leaving its factory. The three sections of this guarantee are printed on one card and are readily detachable. This card includes the guarantee itself, a purchaser's record card, which is to be filled out by the purchaser and returned to the Grebe Co., and a dealer's record card, which is detached and kept on file by the dealer for his own protection.

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely. Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

## EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers  
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

## "Aunt Jemima" on Columbia Records

"Aunt Jemima," who has been a vaudeville headliner for a number of years, and who has



"Aunt Jemima"

this season won new laurels as Aunt Jemima in the Ziegfeld success, "The Show Boat," recently contracted to record for the Columbia Phonograph Co. Her first release is one of the song hits of the production, "Can't Help Lovin' Dat Man."

"Aunt Jemima" is a blackface artist, but has been known to deceive many of her audiences, so successful a "mammy" is she. Her voice is of a surprising range and quality.

## Ties Up With Movie and Record Artist

The Brunswick record of the theme song of the "Jazz Singer," motion picture in which Al Jolson, Brunswick recording artist is starred, and which Jolson recorded, namely, "Mother of Mine, I Still Have You," was attractively featured by the Chas. E. Wells Music Co., of Denver, Col. In addition to this very attractive window, the store ran an effective advertisement in the Denver Post for five consecutive days. A model P-13 Panatrope was placed in the lobby of the Aladdin Theatre where "The



Wells Co.'s Clever Tie-Up

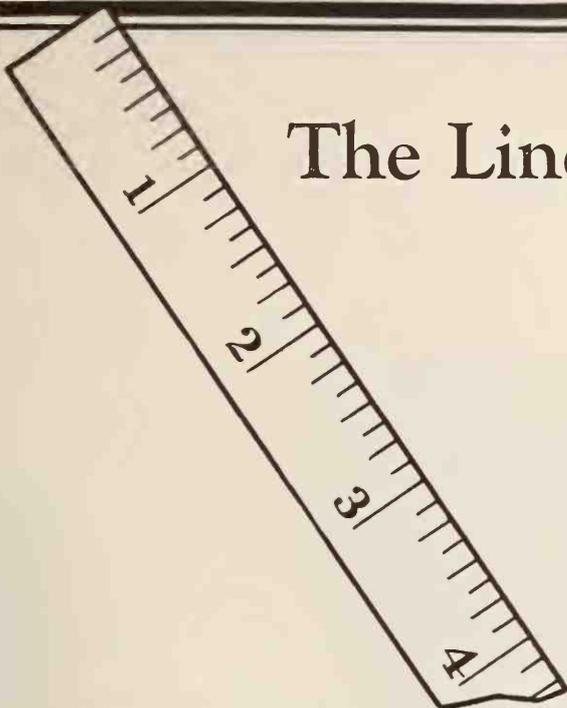
Jazz Singer" was being shown and Jolson's record "Mother of Mine, I Still Have You," was played softly. This proved a very effective tie-up and the dealer reports gratifying results.

## In New Quarters

SAN FRANCISCO, CAL., April 4.—The local branch of the Columbia Phonograph Co., of which A. J. Schrade is manager, has now settled in its new quarters at 941 Mission street.

---

---



## 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—

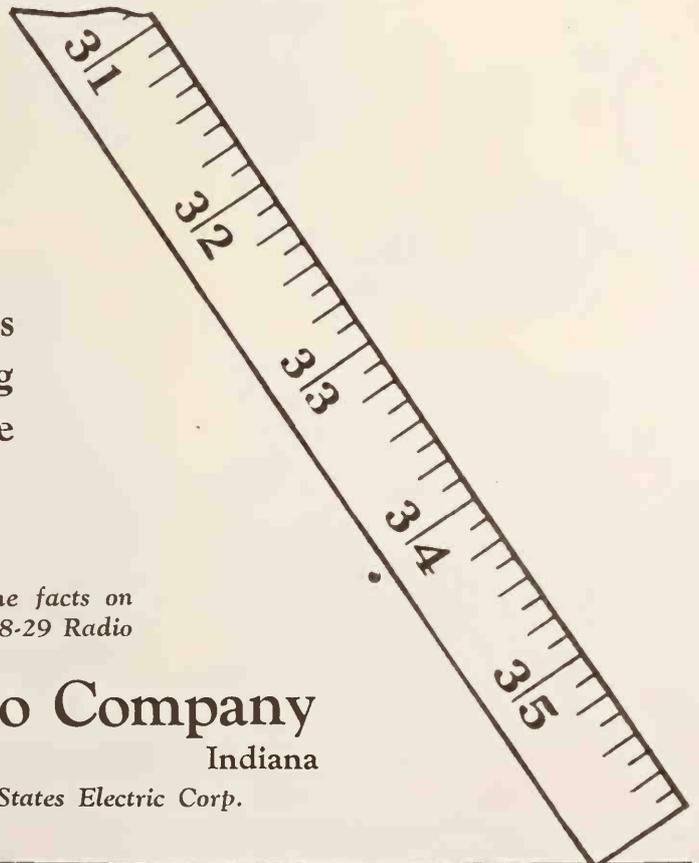


# Slagle Radio

—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 Burton 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.

Standke'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 attraction at this time is the new Orthophonic Radiola with AC operation.

At the recent Better Homes and Building Exposition 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 appointed 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.

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 Brunswick and RCA Shop, which has space 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 getting still better.

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

L. D. Fairall, son of P. J. Fairall, proprietor of Fairall's 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.

## 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 better 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 machine has 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 8-35 Orthophonic Victrola, which retails at \$300. This has been demonstrated to local dealers. Following the demonstration here it was taken to Indianapolis, Louisville and other cities.

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

"Our greatest trouble is to get high-grade

## 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 plan the following letter was sent to Federal retailers by L. E. Noble, president of the Federal Radio Corp.:

"Letters 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 we have been first in the industry to institute on a national basis, 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 other and older 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 current merchandise. We are advised that various agencies external to the Federal family have questioned the intent and sincerity of the trade-in allowance plan and we wish to state emphatically at this time that the plan is only as it appears on the surface, that is, it is designed to 'secure a wider consumer ownership of Federal Ortho-sonic receivers in order that there may be a greater appreciation of the extraordinary value of the equipment and consequently more general word-of-mouth advertising of it.' The plan can in no way be construed to intimate implied future reduction of suggested list prices.

"We wish to take this occasion to compliment wholesalers and retailers who have been and are aggressively taking advantage of the possibilities which the plan offers and profiting 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 inferior or battery apparatus. Federal intends to push to the limit the advantage gained by first instituting this plan on a national basis."



### To Hold Trade (Give Good Service)

The surest way of holding your customers' trade is to give them good service. This means that you must use good service instruments.

A Jewell service instrument which will help you keep customer good-will is the Pattern No. 137 A.C. and D.C. Set Analyzer. It is the most popular development in radio service equipment because of its ease of operation. Plainly marked, individual push button switches indicate the tests to be made.

The instruments incorporated are a 0-150 A.C. voltmeter for checking line voltage and filament voltage of tubes operated in series; a double range 0-3-15 A.C. voltmeter for adjusting filament voltage on A.C. tubes, and a D.C. voltmeter having a voltmeter resistance of 1000 ohms per volt with ranges of 0-10-50-100-500 volts and 0-10-100 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.



Pattern No. 137

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!



**N**O 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.

**Sonora** 



*With Bracket*



*Without Bracket*

**FELT HEAD  
NEEDLE REST**

# H.K. Lorentzen

Manufacturer of

## PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES

155 Leonard St.                      NEW YORK, N. Y.

Samples and Prices on Request

SNAP COVER  
STAYS  
OPEN  
OR  
CLOSED



**NONSPILL  
NEEDLE CUP**  
PATENT PENDING

MEMBERS OF A BIG FAMILY—LEADERS IN THEIR LINE

## Phonograph Record Sales Gained in Germany in the Year 1927

Interesting Report of Commercial Attache 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 Attache 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 4,261,446 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 round numbers 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 833,714 records, valued at 1,017,000 marks in 1926. Out of the total in 1927, 966,000 records came from Great Britain and nearly 53,000 from the United States.

## Talking Machine and Radio Patents

Sound-Reproducing Machine. William H. Thommen, Plymouth, Wis. Patent No. 1,661,396 and Patent No. 1,661,397.

Phonograph System. Joseph P. Maxfield, Maplewood, N. J. Patent No. 1,661,539.

Sound-Reproducing Means. George W. Smith, Jr., Riverton, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,662,135.

Talking Machine. Costantino Moccia, Lynch Mines, Ky. Patent No. 1,662,584.

Sound Reproducer. George C. Lindsey, Los Angeles, Cal. Patent No. 1,663,256.

Operator for Tuning Units of Radio Apparatus. Dorsey F. Asbury, Washington, D. C. Patent No. 1,660,368.

Rheostat. Daniel E. Moore, Chicago, Ill., assignor to Central Radio Laboratories of Wisconsin. Patent No. 1,660,879.

Combined Radio Loud Speaker and Phonograph. Newman H. Holland, East Orange, N. J. Patent No. 1,660,996.

Radiocapenser. James Barnet, Baltimore, Md. Patent No. 1,661,159.

Logging and Indicating Device for Radio Tuning Instruments. James P. Coughlin, Kansas City, Mo. Patent No. 1,661,410.

Radiolog. Harry D. Bartlett, Delevan, Wis. Patent No. 1,661,456.

Duplex Radio Signaling Set. Ralph K. Potter, New York, N. Y., assignor to the American Tel. & Tel. Co., same place. Patent No. 1,662,126.

Loud Speaker. Jack A. Glassman, Chicago, Ill. Patent No. 1,662,742.

Radio Signaling System Employing Machine Switching Dial. Milton L. Almquist, Brooklyn, N. Y., assignor to the American Tel. & Tel. Co., New York, N. Y. Patent No. 1,662,877.

Radio Receiver. Wm. M. Bruce, Jr., Springfield, O. Patent No. 1,663,110.

Radio Receiver. George F. Borkman, Salt Lake City, Utah. Patent No. 1,663,583.

Radio Apparatus. Matthew H. Loughridge, Bogota, N. J., and John S. Holliday, New York, N. Y. Patent No. 1,663,635.

Radio or Radiophone Receiving Set Demonstrator. Archie R. Wolfe, Summit, N. J. Patent No. 1,663,743.

Radio Loud Speaker Assembly. Roger H. Bryant, Wilkingsburg, Pa., assignor to the Westinghouse Electric & Mfg. Co. Patent No. 1,664,241.

## Open Dallas Branch

DALLAS, TEX., April 6.—The Wolf Manufacturing Industries, makers of the Mastercraft line of phonographs, recently opened a division office in this city, which makes immediate delivery to dealers in the Southwest. This branch office covers the States of Texas, Arkansas and Oklahoma, and since its inception a great number of new accounts have been opened. The bulk of shipments are received from the Wolf plant at Kokomo, Ind. In addition to the company's line of phonographs the branch is doing a large business with the reproducer recently introduced to the trade.

## Emil Velazco New Columbia Artist

Well-known Motion Picture Theatre Organist Has Won Fame 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



Emil Velazco

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..



JAMES E. HAHN  
President



POWEL CROSLY, JR.  
Chairman of the Board



F. E. JOHNSON  
Chief Engineer



A. B. AYERS  
General Manager



W. H. LYON  
General Sales Manager

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



A Display That Makes 'Em Stop takes something decidedly out of the ordinary to get a rise out of city crowds. Realizing this fact, and that to sell the passer-by anything he must first be induced to enter the store, the Darrow Music Co., of Denver, has hit upon a unique and very effective way of advertising phonographs and radios.

The loud speaker was removed from a Panatrope and placed in a ten-gallon beer keg, with a portion of the upper part sawed off, and a pair of swinging doors in the front. After placing the speaker in the keg, facing the open doors, the top is put back in place and the speaker connected, either with a Panatrope or a six-tube radio set. In the latter case the second stage of audio is cut out.

The mellow notes of "Turkey in the Straw," "Little Brown Jug" and other old-time music, issuing from the keg, seems to fascinate the passing crowds fully as much as would the original contents of the keg, if opened on a hot Summer's day. In fact so many people gather about the unique display that police have requested the company to cut out the performance when too large a crowd congregates.

"The Keganola, as we call it, has been so successful that we soon 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 Splittorf Radio Corp. Gives Interesting Facts and Figures on Buying Conditions on the Coast

Hal P. Shearer, general manager of the Splittorf 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 28,806, 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:

	Per Cent Population	Per Cent Sales
San Francisco .....	59.8	67.1
Outside territory .....	40.2	32.9
	100.00	100.0

"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

PHILADELPHIA, PA., April 6.—A. N. Doty, who was formerly connected with the Pooley Co., of this city, has joined the sales staff of the



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.

and Now

FANSTEEL

Balkite  
RADIO

Watch for complete announcement

FANSTEEL PRODUCTS COMPANY, INC.

NORTH CHICAGO, ILLINOIS

# 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!



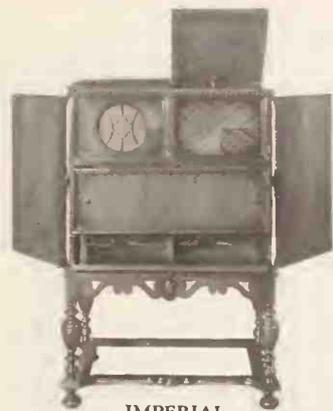
THE MADRID

Made in walnut and mahogany finishes. Contains RCA 100-A Speaker. Accommodates any radio set. Height 29"; width 30".



THE SEVILLE

Butt walnut front, attractively overlaid in rippled maple. Equipped with RCA 100-A Speaker. Accommodates all makes of radio sets. Height 42"; width 32".



IMPERIAL

Combination PHONO-RADIO Cabinet. Handsome, massive walnut cabinet. Striped walnut veneer front with maple overlay. Equipped with spring motor or GE Electric Phonograph Motor and Cone Speaker. Efficient electric pick-up. Sliding drawer accommodates any radio set. Special compartment for records. Height 50"; width 32".

## 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 during March, and many of the 100 dealers in New England have entered the competition, responding to the request of the Pitts Co. to come to the fore.

### Addresses Sales Meeting

There was an important sales meeting one evening recently at the Columbia branch, which was attended by a large contingent of the employes of the F. C. Henderson Co. Manager Bill Parks gave an informative talk on the Columbia product and its great possibilities.

### Brunswick Branch Activities

Branch Manager Charles F. Shaw, of the local Brunswick headquarters, is rapidly getting the machinery of his new environment into that complete working order to which he has become accustomed in his earlier associations with the Brunswick line. Dealers from all of the territory have either got in touch with him by letter or through personal calls to wish him the best of luck in his new undertaking. In addition to the new men he added a few weeks ago to his staff, and which were mentioned in

the March issue of *The World*, he has taken on still another, A. Schulman, who comes here from New York, and who will be in charge of the foreign record department. W. H. Stevens, who has been with the record merchandising department of the Brunswick, was over in New York for a short visit to the laboratories.

### Reports Big A. K. Demand

Business in the Atwater Kent line appears to be holding up well with the J. H. Burke Co., and if the needed merchandise could be secured in such lots as the house actually can use, business could be reported as much larger. Orders on the Burke Co.'s books total far more than can be taken care of at the present time. A local caller has been Vernon Collamore, general sales manager of the Atwater Kent Co., who paid a hurried visit here a week ago for the special purpose of attending the auto show in Mechanics Building. A new addition to the Burke personnel is John F. Burke, who will take charge of the credit department of the company's business, having already been experienced in this line of undertaking. Joe Burke, head of the Burke Co., was over in New York and Philadelphia recently to hasten shipments.

### Victor President "Addresses" Dealers

President E. E. Shumaker, of the Victor, was in town (by proxy) a few days ago to address the New England Victor dealers, the same as he has been doing and will continue to do for a while yet in other parts of the country. The sales convention was held at the Ritz-Carlton, Boston's newest hotel, and there was a large attendance. Mr. Shumaker's address was actually delivered at the Camden, N. J., factory of the company. He spoke into a microphone and it was recorded accordingly on an Orthophonic Victor record, signed by Mr. Shumaker and despatched to this city by air mail, arriving just before the meeting. This is said to have been the first phonograph record

that ever came to the East Boston airport by air mail. In his address Mr. Shumaker indicated the rapidly growing demand for the permanently recorded great music which gives the listeners the absolute option as to programs. He traced the "come-back" of the talking machine industry, saying that it never was dead, but only dormant, awaiting the advent of the new instruments, to again awaken it. Thus at relatively the same time, or at least within the same week, Mr. Shumaker was heard throughout the country at many Victor gatherings; and in these cases his voice is reproduced through the medium of the new Model 8-35 Orthophonic Victrola, which is at this writing having an advance showing in Boston.

### W. S. Parks Plans Business Trip

William S. Parks, New England manager of the Columbia Co., is planning to take a trip among the agencies in his jurisdiction within the next few weeks, and will have a business conference with the respective managers. Mr. Parks has just returned from New York, where he conferred with the Columbia officials regarding business conditions touching the next few months. The Boston headquarters are entirely out of Columbia-Kolsters, and the new Columbia portable is finding a ready sale.

## 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.



## DOLLARS OR DIMES?

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.

*DITSON Service Will Supply the Products—and Help in Their Selling*

**Oliver Ditson Co.**  
 BOSTON

**Chas. H. Ditson & Co.**  
 NEW YORK

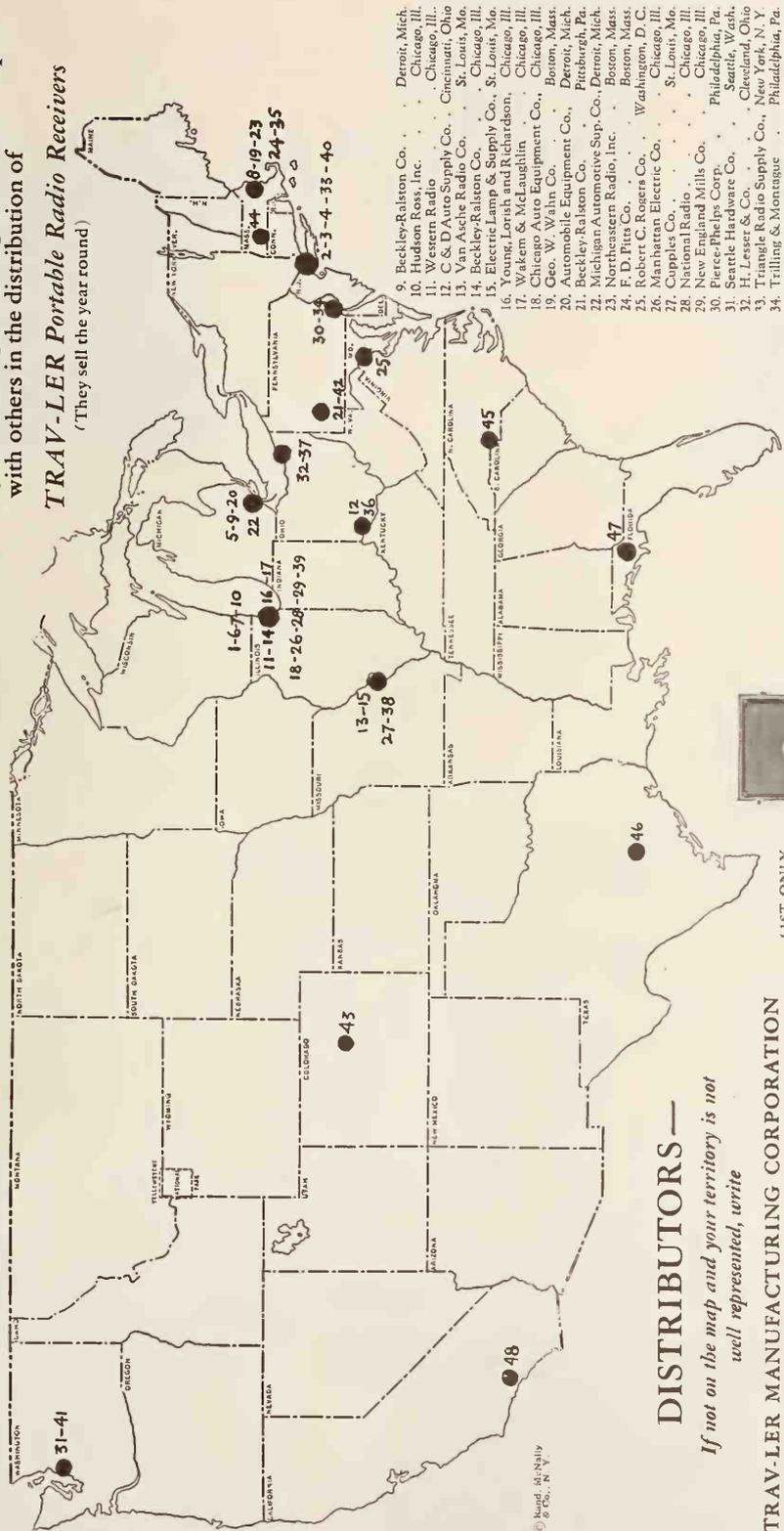
[ LYON & HEALY of CHICAGO ]  
Leads this month!

# —ARE YOU ON THE MAP?

—IF SO, note your standing according to number compared with others in the distribution of

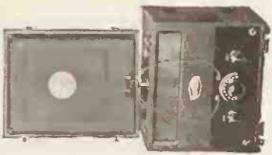
## TRAV-LER Portable Radio Receivers

(They sell the year round)



DEALERS — write your nearest distributor

1. Lyon & Healy Chicago, Ill.
2. Specialty Service Corp. Brooklyn, N. Y.
3. Auto Hardware Equip. Co. New York, N. Y.
4. Mackenzie Radio Corp. New York, N. Y.
5. Detroit Electric Co. Detroit, Mich.
6. Triangle Electric Co. Chicago, Ill.
7. Telephone Maintenance Co. Chicago, Ill.
8. Milhender Electric Supply Co. Boston, Mass.
9. Beckley-Ralston Co. Detroit, Mich.
10. Hudson Ross, Inc. Chicago, Ill.
11. Western Radio Chicago, Ill.
12. C. & D. Auto Supply Co. Cincinnati, Ohio
13. Van Arche Radio Co. St. Louis, Mo.
14. Beckley-Ralston Co. Chicago, Ill.
15. Electric Lamp Supply Co. St. Louis, Mo.
16. Younger Electric Hardware Co. Chicago, Ill.
17. Walker & McLaughlin Chicago, Ill.
18. Chicago Auto Equipment Co. Chicago, Ill.
19. Geo. W. Wahr Co. Boston, Mass.
20. Automobile Equipment Co. Detroit, Mich.
21. Beckley-Ralston Co. Pittsburgh, Pa.
22. Michigan Automotive Sup. Co. Detroit, Mich.
23. Northeastern Radio, Inc. Boston, Mass.
24. F. D. Pitts Co. Boston, Mass.
25. Robert C. Rogers Co. Washington, D. C.
26. Manhattan Electric Co. Chicago, Ill.
27. Cupples Co. St. Louis, Mo.
28. National Radio Chicago, Ill.
29. New England Mills Co. Chicago, Ill.
30. Pierce-Phelps Corp. Philadelphia, Pa.
31. Seattle Hardware Co. Seattle, Wash.
32. H. Lesser & Co. Cleveland, Ohio
33. Triangle Radio Supply Co. New York, N. Y.
34. Trilling & Montraque Philadelphia, Pa.
35. Wernor-Savage Auto Equip. Co. Boston, Mass.
36. Johnson Electric Hardware Co. Cincinnati, Ohio
37. C. C. Gordon Co., Inc. Cleveland, Ohio
38. Inc. C. Gordon Co., Inc. St. Louis, Mo.
39. Moore & Evans Chicago, Ill.
40. R. H. McMann, Inc. New York, N. Y.
41. L. C. Werner Co. Seattle, Wash.
42. O. M. C. Supply Co. Pittsburgh, Pa.
43. Rocky Mountain Radio Co. Denver, Colo.
44. Tarvell-Watters Co. Springfield, Mass.
45. Shaw's, Inc. Charlotte, N. C.
46. The Walter Tips Co. Austin, Texas
47. Nat West Marianna, Fla.
48. Western Radio, Inc. Los Angeles, Calif.



LIST ONLY \$5750  
East of Rockies  
\$6000 West

DISTRIBUTORS —  
If not on the map and your territory is not well represented, write

TRAV-LER MANUFACTURING CORPORATION  
3401 North Halsted Street, Chicago, Illinois (Manufacturers of)



THE "ORIGINAL ONE-MAN PORTABLE RADIO"

## Harry Chirelstein Returns From Trip

President of Sonatron Tube Co. Completes  
Three Months' Trade Tour—Sees Combination Unit as a Big Seller

Harry Chirelstein, president of the Sonatron Tube Co., Chicago, has just completed a three months' trade tour from Maine to Washington and from Minnesota to Florida. On this com-



Harry Chirelstein

prehensive tour Mr. Chirelstein had occasion to observe various phases of the radio business, and he has drawn some interesting deductions as a result.

His trip carried him to every large city and every important point of distribution in the country, and everywhere he saw signs of healthy prosperity. Mr. Chirelstein describes business in the Eastern territory as very good. The most reliable dealers and jobbers all reported increased business over the same period last year. Among jobbers, those who followed the principle of specializing on a few lines instead of carrying large and cumbersome assortments of lines were 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 set lines, one or two tube lines, one or two speaker lines and one or two "B" battery and power-unit lines, gave his salesmen 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 merchandiser, who is doing a business of a half-million or more at retail, feels that the combination of AC sets and phonographs will be a dominant seller this year. Of course, Mr. Chirelstein points out the fact that such a combination must be listed at a very fair price. The table model AC sets are and always will be big sellers, and a flourishing accessory business on speakers and tubes is looked for. Mr. Chirelstein reports that the Sonatron line is

rapidly gaining a prominent position in tube affairs, aided by advertising, which Sonatron has been placing in the Saturday Evening Post since January.

"The June RMA Show will be more important than ever this year," said Mr. Chirelstein, and "dealers and jobbers may well look for many remarkable features at this show. The events of the past season all point definitely towards a final clearing up of the radio situation this year, and June should bring big news to the radio world."

## Amrad Officials Meet in Chicago

MEDFORD HILLSIDE, MASS., April 6.—Officials of the Amrad Corp., of this city, recently returned from Chicago, where a general meeting of Amrad men in the Western territory took place. Another mission of this journey was to start the wheels of progress in the new Amrad branch factory at Chicago. The gathering was a success from every viewpoint and the executives of the Amrad Corp. are very optimistic regarding their plans for the year 1928.

The party included Major James E. Hahn, president of the Amrad Corp.; Albert B. Ayers, general manager; F. E. Johnston, chief engineer, and W. H. Lyon, general sales manager, together with Louis Glaser, general executive of Glaser & Marks, Inc., advertising agents for the Amrad Corp.

## Grebe Ties Up With Dodge Bros. Hour

A. H. Grebe & Co., Inc., New York City, effectively tied up with a recent broadcast hour of Dodge Brothers, in which Norma Talmadge, Charlie Chaplin, Douglas Fairbanks, D. W. Griffith, John Barrymore, Dolores Del Rio and Paul Whiteman broadcast. Through an arrangement with Bishop, McCormack & Bishop, Dodge distributors in New York, nineteen showrooms of this organization were equipped with Grebe Synchronphase AC-6 radio receivers, through the medium of which many thousands of guests of the Dodge Co. listened-in on this remarkable radio program.

## Sonora Phonograph Co. Opens Branch

SAN FRANCISCO, CAL., April 5.—The Sonora Phonograph Co. has opened a branch office in this city which will sell direct to talking machine and radio dealers located in the Far Western territory. Henry E. Gardiner, who formerly held the position of district sales manager, is in charge of the new headquarters.

## Visits Bremer-Tully Plant Via Airplane

Major Edwin H. Cooper, New England Representative of Bremer-Tully Mfg. Co., on Tour of Inspection of Airports

Upon his arrival by airplane in Chicago recently Major Edwin H. Cooper, New England representative of the Bremer-Tully Mfg. Co., Chicago radio manufacturer, was welcomed by Gilman Anderson, sales manager of the airport



Major E. H. Cooper Travels by Plane

in Chicago. Major Cooper, who maintains his headquarters in Boston, escorted Mrs. Evangeline Lindbergh, "Lindy's" mother, upon the first lap of his journey from Boston to Detroit. He is now making an inspection of army airports and landed in Chicago to pay a visit to the Bremer-Tully headquarters en route.

## Okeh-Odeon Catalog Issued to Dealers

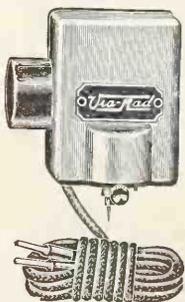
Active Records Listed Numerically With  
Space Provided for Future Releases—  
Inventory System Is a Feature

The Okeh Phonograph Corp., New York City, recently issued a domestic numerical catalog of Okeh and Odeon records containing a complete revised list of active records issued up to and including March 5, 1928. The records are listed in groups according to classification, there being eleven separate listings. Blank spaces are provided for future releases. On the thirtieth of each month the numbers and titles of these new records will be printed on perforated, gummed paper and sent to each dealer for inclusion in the numerical catalog.

In addition to the complete listing of records the booklet contains a practical system for ordering, stocking and keeping inventory. Opposite each record number twelve blank spaces are provided, one for each month. Detailed instructions for keeping record of orders, number of recordings in stock, etc., are given for the instruction of dealers in making the best possible use of the catalog.

## Radiola and Speaker in Mexico City Clock

An interesting radio installation in Mexico City is the Radiola Clock, located at Parque San Martin, a new residential section in Mexico City. In this clock there are installed RCA Radiola 25 and four model 104 loudspeakers, one under each face of the clock. The radio set and speakers are operated by means of Tork clocks and relays. These relays have been adjusted in such a way that at certain hours during the day a local broadcasting station is tuned in and the program is reproduced. At the conclusion of the desired program the apparatus is automatically turned off until it is time for the next program.



## Electric Pick-Ups

for

## Manufacturers

Modernize your phonographs or portables  
with an electric pick-up.

Write us for particulars. We are specializing  
upon manufacturer's needs and will be pleased  
to quote.

**BROOKLYN METAL STAMPING CORP.**  
720 Atlantic Ave. **Brooklyn, N. Y.**

# 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 the proper interest of the manager or owner in the record department were discussed in an address by Geoffrey J. Daley, Wisconsin representative for the Victor.

Otto Schopen, sales representative of the Badger Talking Machine Co., spoke on the possibilities that continual demonstrations of new instruments hold forth for the dealer.

Edmund Gram, Inc., made a very successful

featuring of the Brunswick Panatrope at the Milwaukee Home Show recently. The Panatrope provided most of the music for the show, and its performance attracted much favorable comment from those present.

Irving Shalek, of the Tay Sales Co., jobber of the Sonora in Wisconsin, reports business as being fairly good. The Tay Sales Co. is putting on some big advertising campaigns on the Sonora. Newspaper advertising is the chief medium being used and it has been found very effective.

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 Pfefer, 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, convention; Fred Yahr, of Yahr-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 or 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 Electro-Phonic 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-Phonic Needles* are selling like wild-fire! Electro-Phonic 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

Stand outfit contains complete assortment of 100 packages in three tones—Loud, Extra Loud—Medium. Each package in attractive colored box.

**\$5.50**

Retail Value \$15.00

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

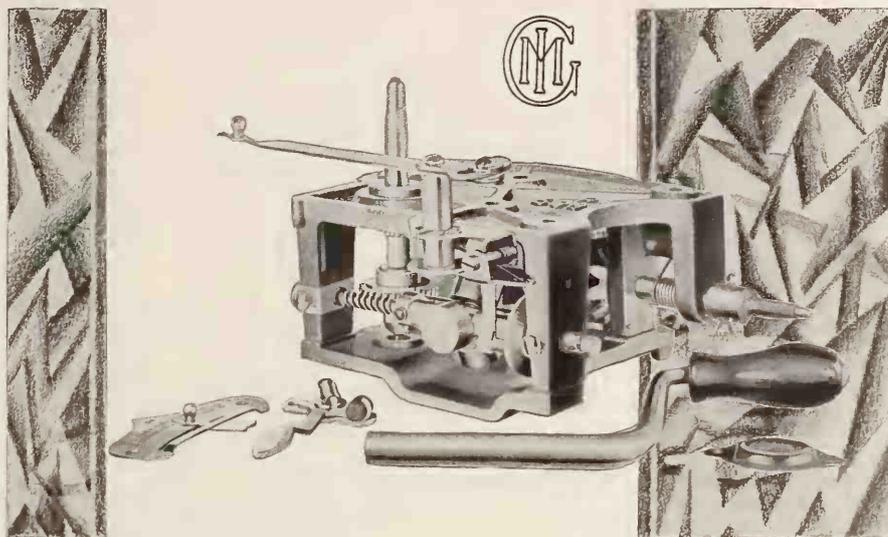
**ELECTROPHONIC NEEDLE COMPANY**

506 So. Wabash Ave., Chicago, Ill.



Refill Cartons of  
**100 Pkgs.**  
**\$4.50** PER  
CARTON





## 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* **G**ENERAL INDUSTRIES CO.  
FORMERLY NAMED THE GENERAL PHONOGRAPH MFG. CO.

ELYRIA, OHIO

*Makers of Precision Products for a Quarter of a Century*

## Pittsburgh Stewart-Warner Distributor Sponsors Dealer Meet

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

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, will devote a department next year to the radio. In the past few years there have been radio exhibits, and it was only at a recent meeting of the State Farm Show Commission that it was decided to give the radio the recognition it deserves. It was stated by a representative of the Farm Show that since the popularization of the radio every county fair has had its radio display. The farmer, he said, was quick to discover in the radio something he wanted and needed.

More than 125 dealers handling Stewart-Warner radio products in western Pennsylvania were guests of Walter and Ralph Friday, Stewart-Warner distributors in the western Pennsylvania territory, at the Stanton Heights Golf Club. E. R. Stoll, of the Pittsburgh Newspaper Publishers' Association, was toastmaster, and the principal address was by Wm. C. Hamilton, of the S. Hamilton Music Co., who spoke on what radio has done and is doing for people in a music sense. Frank Dugan spoke on the increasing value of radio to the modern home, while F. R. Railand pointed out the possibilities of the Stewart-Warner line and the excellent service that is given to the dealer and patron.

The O-M-C 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, indicated an increasing 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 well-known Player-Tone talking machine, through I. Goldsmith, the president, reports a very satisfactory volume of business for the fifteen models, consoles and consolettes and uprights, that are made by the company. The local dealers in a number of cities, it was stated, find 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. McCausland, 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 Oliver M. Kaufmann, 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.

speaker. The club elected Mrs. Marie Scherer, treasurer. The Koerber-Brenner Co. announced that the St. Louis Music Co. has opened a Victor record account with it.

W. F. Peterson, wholesale manager of Harbour-Longmire Co., of Oklahoma City, spent several days in St. Louis discussing plans for the coming portable season with officials of the Columbia branch. Among the new accounts opened by the local Columbia branch is the Schneider-Jordan Music Co., of Evansville, Ind.

At a recent meeting of the St. Louis Kolster Club at the Coronado Hotel here, Eric Bruns, of the Baldwin Piano Co., was elected president; M. G. Dorton, of the Dorton Radio Co., first vice-president; Ralph Crancer, of the South Side Electric Co., second vice-president, and Thomas Crabb, of the Straus Co., secretary.

Announcement was made during the past month that the All Star Square Stores have been authorized to handle the Atwater Kent radio receiving set line.

## 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 space for the dealer's imprint. The seven models of the line are shown ranging from the Artone No. 14 at \$12.50 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 type measurements of these pages have been so arranged that they may be trimmed to fit any size binder.

## Emil S. Schenkel on Middle Western Trip

Emil S. Schenkel, president of the Madden-Schenkel Co., Inc., New York City, manufacturers' representative, left last week for an extended Middle West trip to consult with executives of a number of large organizations who have solicited the representation of the Madden-Schenkel Co. in the East. Mr. Schenkel's itinerary includes Chicago, Quincy and Rockville, Ill.; Evansville, Indianapolis and Peru, Ind.; Bay City, Jackson and Grand Rapids, Mich.; Minneapolis and St. Paul, Minn.; Dayton and Cincinnati, O., Milwaukee, Wis.

## Magnavox Speaker Licenses Granted

OAKLAND, CAL., April 5.—The Magnavox Co., maker of Magnavox speakers and other radio accessories, recently announced that the following companies have been licensed under the Magnavox electro-dynamic loud speaker patents: Electrical Research Laboratories, Chicago, Ill.; Newcombe-Hawley, Inc., St. Charles, Ill., and the Jensen Radio Manufacturing Co., Oakland, Cal.

## New Kolster Jobbers

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, Ia., and Howard Cranfill Co., South Bend, Ind.

## "Two Black Crows" Dominate Trade Activities on St. Louis Visit

Met by Reception Committee—Tie-Ups by Dealers and Appearances of Artists in Store Draw Crowds and Result in Sales—Brunswick Business Gains—Other News

St. Louis, Mo., April 7.—Moran and Mack, known as the "Two Black Crows," dominated the activities of the talking machine and record trade in St. Louis during the past month. The famous team came to St. Louis the last week in March with Earl Carroll's "Vanities." They were met upon their arrival by a reception committee composed of dealers and officials of the local Columbia branch. The following afternoon they visited the music department of Nugent's Dry Goods Store, where they autographed records and entertained more than 1,500 people. They climaxed their visit here by visiting the city hall, where they were warmly greeted by Mayor Miller, who presented Charlie Mack with a key to St. Louis.

The appearance of the two comedians had a tremendous effect upon Columbia business in St. Louis, particularly records, according to N. B. Smith, manager of the local branch of the Columbia Co. The company released Mack's latest record, "Our Child" and "Elder Eatmore's Sermon on Throwing Stones," simultaneously with the appearance of the two world-famous artists.

The reception accorded the "Two Black Crows" in the city, however, had a counterpart in the welcome given Ed Lowry, master

of ceremonies at the Ambassador Theatre here, upon his return from Los Angeles, where he has been making Vitaphone pictures and recordings and Columbia recordings.

Brunswick business, insofar as the St. Louis branch is concerned, also is reacting favorably under the stimulus given it during recent weeks by the appearances of artists, new records released and greater concentration upon territory, according to H. A. Brown, manager. He asserted that business handled by the St. Louis branch the first three months of this year increased 130 per cent, compared with the same period last year. The company has added A. J. Tucker and E. S. Cahill to the staffs. Mr. Tucker will be in charge of the southern Missouri and southern Illinois territory, while Mr. Cahill has been named a record salesman in New Orleans. The Brunswick Co. also reported a notable addition to its list of accounts—the Bry-Block Mercantile Co., of Memphis, Tenn., a most successful firm.

The organization of a Victor Record Club in St. Louis has proved a boon to Victor business in the city, according to officials of the Koerber-Brenner Co., local distributor. At the March meeting of the club Miss Josephine McKeough, of the Victor Co., was the principal

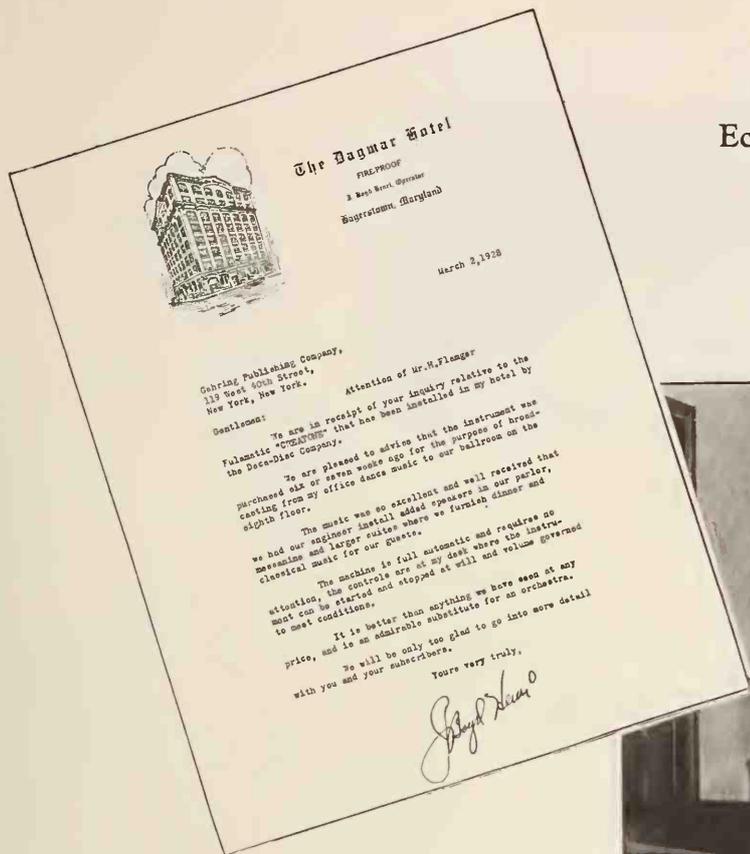
# DECA-DISC Fulamatic "Creatone"

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



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

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 Straus 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.

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 man-

ager of the company, is intended for consumer use, and is in the form of a four-page paper with a number of human interest stories and articles to relieve the possible monotony of mere listings of records. The record releases are illustrated and described in a series of eye-arresting boxes with characteristic reading matter relating to the title of the song and a sketch illustrative of the subject matter of the composition. The first issue of this supplement contained a full-page story of race superstition in which the words of one of the most popular spirituals are contained. Humorous dialogue and snatches of poetry are also included, making a unique and interesting supplement.

The record releases are illustrated and described in a series of eye-arresting boxes with characteristic reading matter relating to the title of the song and a sketch illustrative of the subject matter of the composition. The first issue of this supplement contained a full-page story of race superstition in which the words of one of the most popular spirituals are contained. Humorous dialogue and snatches of poetry are also included, making a unique and interesting supplement.

## 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 as 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 pick-up, 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-29 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.



No. 7401-16. With Newcombe-Hawley horn, 35 inch air column and panel cut for Radiola 16.

H. 43. W. 27½. D. 17½. Shipped in antique mahogany. Average weight crated 102 pounds. Battery compartment 24 inches wide, 11 inches high, 14¾ inches deep inside.

## Radio Cabinets

by

## UDELL

A beautiful new 32 page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Cabinets and Tables for Radiola 17 and Atwater Kent 37.

Write for your copy today.

## The UDELL WORKS

28th St. at Barnes Ave.  
Indianapolis, Ind.

# 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 for the Far Eastern trade having begun on January 11 of the present year. Recording takes place daily and Japanese artists and dealers are most enthusiastic over the outlook for the future.

It is the announced intention of the company to go thoroughly into the matter of recording Japanese music and the Japanese drama, 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 His 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, Melba, Zimbalist, Alda, Galli-Curci, Elman and Heifetz, have been received with remarkable appreciation and understanding. With centuries of artistic tradition behind them, cultured Japanese usually reach 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 thriving 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 peculiarly 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" or 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 initiative 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 Forging 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 western 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 goes into effect at once. It is now ruled that an American going to Canada for pleasure may take with him any musical instrument which he plans to use solely for his own and his friends' entertainment, but which will not be used for gain or hire. All the owner has to do under the new plan is to deposit with the Canadian customs officials a sum equal to the duty which would be collected on the instrument if it were to be taken into that country for permanent use. This sum will be re-

turned when the instrument is brought back to the United States.

Floyd Barber, one of the pioneer radio and talking machine dealers of Kenmore, a Buffalo suburb, was presented with a beautiful watch by the Kenmore Retail Merchants' Association, in appreciation of his three years of service as president of that organization.

One of the finest and most complete displays of radio seen here in some time was that of Charles Freshman, Inc., held recently in the Hotel Lafayette in this city. The company's entire line was shown, under the direction of F. 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 L. F. 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 Zorn Building, 80 Clinton avenue, Rochester, and will open a fine musical instrument store there.

**You Can't Go Wrong With Any FEIST Song**

**The New Fox Trot HIT! I CAN'T HAVE YOU (I WANT TO BE LONESOME - I WANT TO BE BLUE) by Walter Donaldson**

**As Hot As They Come! CHANGES A Donaldson Novelty!**

**Another Sleepy Time Gal KISS and MAKE UP By NED MILLER, AL BOGATE & CARL HOEFLE**

**The Sensation! MY BLUE HEAVEN by Walter Donaldson & George Whiting**

**Brilliant Melody Song! The SUNRISE (Will Bring Another Day For You) by Lester Santly & Cliff Friend**

**A Real Ballad Hit! MY OHIO HOME by Walter Donaldson & Gus Kahn**

**LEO. FEIST, INC. 231 W. 40th St., NEW YORK, N.Y.**

# 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

wholesalers were submitted for membership and approved.

The executive committee approved copy for



Executive Committee of Jobbers' Section, Federated Radio Trade Association

Left to right: F. Thiebe, Brown & Hally Supply Co.; C.K. Purdy, Geo. C. Beckwith Co.; W. H. Roth, Radio Specialty Co.; H. G. Erstrom, Executive Secretary, F. R. T. A., and Radio Wholesalers' Ass'n.; Harold J. Wrape, President, F. R. T. A.; Thos. White, Wholesale Radio Equipment Co.; Harry Alter, The Harry Alter Co.; H. H. Cory and Martin Wolf, Electric Appliance Co.

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

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. The 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 Sparton radio line.

# Trade News From Richmond Territory

RICHMOND, VA., April 7.—Victor dealers in this territory are very much interested in the new Orthophonic Victrola No. 8-35, 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 311 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 record lines to its stock. This company also carries Victor, Columbia, Okeh and Paramount records.

James K. Polk, Inc., has placed a new portable machine, the Old Glory, on the market.

# 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 to fix on a simultaneous date for Schubert weeks to be held throughout the world and to co-ordinate the Centennial plans. Mr. Sterling recently started a fund to relieve the destitution of Ignatz Stuppock, living descendant of Schubert. A series of Schubert Centennial Scholarships are being established by Mr. Sterling to aid talented students in European conservatories to continue their musical studies.

# Les Backer Gennett Records 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.

## Announcing the MUSIC BOX

Suit-Case Size  
17" Long  
11" High  
6 1/4" Wide  
Weight 28 Pounds



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



# ARMS and SOUND BOXES

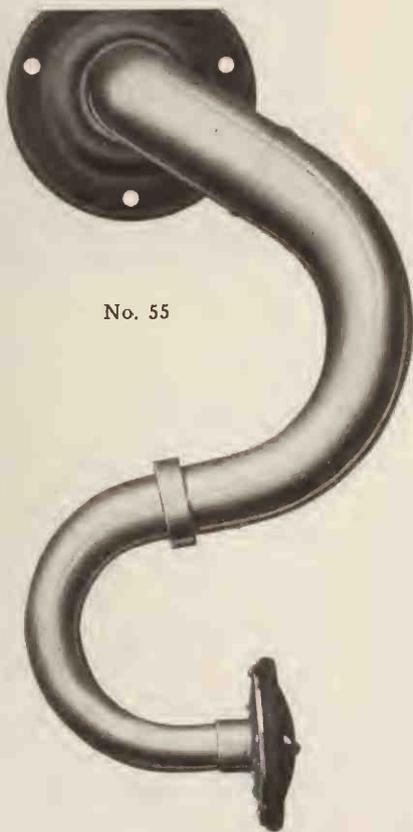
(Made in their entirety in our own plant)

*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



No. 55

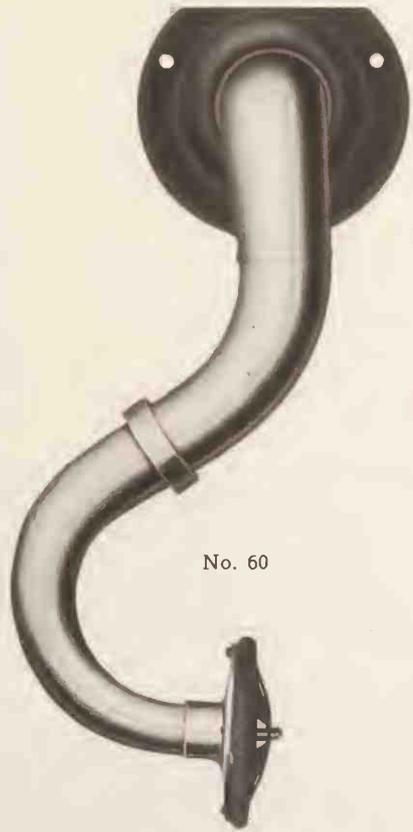
## Kent Products

EXCEL IN  
*Value*  
*Quality*  
*Material*  
*Workmanship*  
*Simplicity*  
*Durability*  
*Practicability*



Noteworthy for

*Grace*  
*Beauty*  
*Tone and*  
*Execution*



No. 60

Manufactured by

# F. C. KENT CO.

Irvington, New Jersey, U. S. A.

(Makers of the Famous KENT ATTACHMENTS)

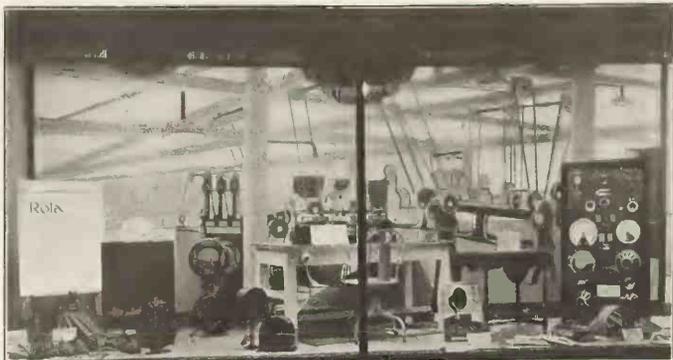
Organized in 1914

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 show windows of the H. C. Capwell Co.,



H. C. Capwell Co. Shows How Rola Speakers Are Made

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.

## 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."

## Hinde & Dauch Own Many Large Plants

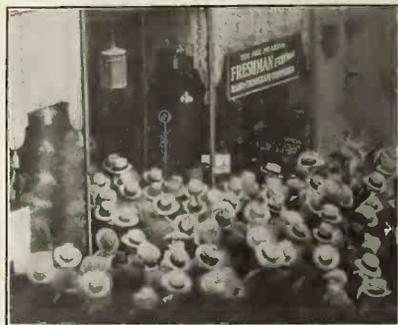
Through its recent assimilation of the Thompson & Norris and J. M. Raffel interests, the Hinde & Dauch Paper Co., of Sandusky, now owns and operates twenty-eight individual manufacturing units, grouped in twenty sepa-

rate 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, conveniently situated as 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.

## 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 display stunts was recently produced by the Charles Freshman 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



Crowd Viewing Freshman Radio

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.

Such well-known stars as Guy Robertson and Marie Dayne, now playing in two of Broadway's leading musical productions, appeared. Oscar Grogan, Columbia recording artist, and Frederick Fradkin, 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 AC-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 complete by the Freed-Eisemann Radio Corp. of Brooklyn, N. Y.

The Silver Electro-plated Needle

**THE HUMAN VOICE**

Especially adapted for electrically  
recorded records

Attractive prices for jobbers

**WALL-KANE NEEDLE MFG. CO., Inc.**

3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone and Retencky Phonograph Needles

# 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

Plans are maturing 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. An attendance of 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 meetings 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 Hotel 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 delivered 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 displayed by about 300 of the leading manufacturers (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 that of the first and highly successful 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 assemblage of radio interests ever held under one roof. The entire ballroom, foyer and exhibition hall of the Stevens Hotel will be devoted to the Trade Show, and three entire floors have been reserved by exhibitors for demonstrating purposes.

Arrangements for the Trade Show are again in the hands of Major H. H. Frost, chairman of the RMA Trade Show Committee, and the exhibition is again in direct charge of G. Clayton Irwin, Jr., of Hermann & Irwin, the managers of the RMA Radio World's Fair in Madison Square Garden and the Chicago Radio Show held at the Coliseum, the annual public show features.

Invitations to the Chicago Trade Show will be sent to 25,000 radio jobbers and retail dealers. These will go out about May 1, and if they are not received promptly inquiry should be made of the Radio Manufacturers' Show Association, 1800 Times Building, New York.

For the radio throngs going to Chicago, reduced railroad rates, a fare and a half, have been granted by the Eastern and Central Passenger Associations. Trade Show travelers should request reduced fare certificates when purchasing tickets for Chicago—certificates, not receipts, should be secured from the railroads. The certificates will be exchanged at Chicago for reduced fare credentials.

RMA Convention and Trade Show special trains will be run from several cities. A private section of the Twentieth Century Limited—probably two sections—will be chartered from the Atlantic Coast. One, and possibly two, special trains from the Pacific Coast, San Francisco and Los Angeles, are being arranged, and another from the South and Southwest is in prospect.

At Chicago during the entire week of June 11 a continuous and elaborate program of en-

tertainment for the radio visitors is being completed by Henry C. Forster, of Chicago, chairman of the RMA convention program committee. The principal social event will be the annual RMA banquet, on Flag Day, Thursday, June 14. This will be staged at the Rainbo Gardens, the famous million-dollar entertainment resort.

Instead of a long list of speakers at the banquet, there will be a lavish entertainment program, with celebrities of the musical and entertainment world appearing for a national chain broadcast. Rainbo Gardens also will be equipped with amplifiers within the banquet

## New Victor Model Introduced to Trade of the New York Territory

Victor Distributing Organizations Meet at Hotel Roosevelt, New York, for First Demonstration—Followed by Gatherings of Dealers—Enthusiasm Marks Showing

On Tuesday, March 27, members of the Victor distributing organizations in the metropolitan territory, including the Blackman Distributing Co., Inc., C. Bruno & Son, C. H. Ditson



Victrola No. 8-35

& Co., New York Talking Machine Co., all of New York City, and Collings & Co., of Newark, N. J., gathered at the Hotel Roosevelt, New York City, and heard the first demonstration in this territory of the new Orthophonic Victrola, No. 8-35. Following this gathering a series of dealer meetings were held at the Hotel Roosevelt and the Newark Athletic Club, Newark, N. J., and the new instrument was displayed and demonstrated to the retail representatives, who received it enthusiastically.

The outstanding feature of the 8-35 is its appearance. The work of a prominent interior decorator, it is modern in design, has beauty of lines and it is of convenient size. The accompanying photograph gives an idea of the attractiveness of the instrument, but it must be seen to appreciate the value of the color harmony that is added by the twelve record albums. These albums are finished in six different, rich, blending color schemes with genuine leather backs and harmonize with the furnishings of any room in which the instrument is placed. The albums provide space for 144 records and the index markings are such that either a numerical or alphabetical system can be used.

A new type lid allows space at sides and back for vases or other decorations. Other features incorporated in this model are an overhang top, which permits the instrument to fit flush against the wall, concealed drawers for needles, catalogs or other small articles, and turntable covered with chrome-green leather.

hall, and music for diners and dancers will be furnished by Isham Jones' famous orchestra. Rainbo Gardens will be closed to the public during the RMA festivities, but all of its various entertainment features will be in full blast, including the Spanish speed game of Jai Alai. Also there will be a revue during the banquet by professional entertainers. Special entertainment features for ladies accompanying the radio visitors, such as excursions, theatres, dances, etc., also will be provided.

During the RMA Annual Convention, which will be presided over by C. C. Colby, of Canton, Mass., president of the Association, there will be open sessions for the discussion of radio problems and one or two closed sessions, including election of new Association officers. There will also be many meetings of RMA committees and the RMA membership will consider the proposed patent interchange plan and adoption of a new Constitution and By-Laws designed to increase the activities and extend to a still greater degree the influence and scope of the RMA.

The Victor Talking Machine Co. has prepared a great deal of literature, advertisements and suggestions to assist dealers in building sales volume on the new instrument. A four-page brochure gives a detailed description of the 8-35, stressing its outstanding features, and also contains a full-page illustration in colors of the new instrument in a home setting. A portfolio for dealer use with every talking point emphasized and with window display suggestions and a sample presentation has also been distributed.

## Sparton Radio Ad. Campaign a Success

"Radio's Richest Season" Ad Drive, Sponsored by Sparks-Withington Co., Results in Continued Good Sales

The music-radio trade, which has been watching the results of the "radio's richest season" advertising campaign now being conducted by the Sparks-Withington Co., Jackson, Mich., will be interested in the following data made public regarding the sale of Sparton instruments: Sparton newspaper advertising, starting in January, was built around the theme that "January, February, March and April are radio's richest months." The idea has been followed consistently. Weekly advertisements of usually six hundred lines were run in approximately one hundred metropolitan daily newspapers. The aim was to help extend the radio season as far as possible beyond the usual "falling off" in January.

In contrast to the general tendency in radio sales at this season of the year, in March Sparton deliveries were approximately 75 per cent those of December and 60 per cent those of November. This shows a remarkable sales activity during the early Spring months. Two dealers report that their January sales were double their December sales. One dealer reports January as his best month in two years.

The idea of selling the public on the desirability of the entertainment offered well into the Spring originated with Captain William Sparks, president of the Sparks-Withington Co. The campaign was well received by Sparton distributors and dealers and the gratifying results form an excellent example of what can be accomplished with a real sales idea, backed by earnest dealer co-operation.

# Company Formed to Exploit RCA Photophone Apparatus

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

Formation of a new company to be known as "RCA Photophone, Inc.," is announced by Major Gen. James G. Harbord, president of the Radio Corp. of America, who will act as chairman of the Board of Directors of the new subsidiary company. The enterprise has been entirely financed by the Radio Corp. and the General Electric and Westinghouse companies, and there is no public offering of its securities.

The RCA Photophone, an apparatus for synchronizing motion pictures with voice and music, will be sold to motion picture theatres, schools, churches and other institutions. Engineers of the radio group are now at work in their laboratories on a simplified photophone

device suitable for use in the home, which will make it possible, it is stated, to reproduce "talking movies" in the home very much 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. Harden, Cornelius N. Bliss, James R. Sheffield and David Sarnoff.

The president of the new company will be David Sarnoff, and Elmer E. Bucher will be vice-president in charge of commercial activities. Doctor A. N. Goldsmith will be vice-president in charge of technical matters. The other officers of the company will be George S. DeSousa, treasurer; Lewis MacConnach, secretary, and Charles J. Ross, comptroller. A board of consulting engineers has been created and its members are: A. N. Goldsmith, C. W. Stone and S. M. Kintner.

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 to photograph the President of the United States—voice as well as action—and 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 can be seen or heard, whether it is a nightingale singing 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, or with 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, and open it when he does not want the 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 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 an instrument for the spread of knowledge, for bringing the peoples of the world closer together, and for the advancement of civilization.

"It is 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 home-users. Through the National Broadcasting Co., another Radio Corp. associate, it will be able to obtain programs and artists which can be recorded and reproduced by the RCA Photophone.

Experimental motion picture laboratories at 411 Fifth avenue have been established by the Photophone Co. for the development of "talking movie" technique. With 20,000 motion picture houses, 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 absolutely no current, requires no lightning arrester, and cuts static down to almost zero. You will get the same perfect reception as you've just listened to here—because we always demonstrate with the Dubilier Light Socket Aerial. Expensive? No, sir! Only \$1.50."

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

Dubilier Condenser Corp.

4377 Bronx Blvd.

New York

**Dubilier**  
LIGHT-SOCKET AERIAL

## 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, CAL., 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 entrance to the exposition, and permits of eighty feet of window display visible through the scrim—instead of glass, and will enable the thousands of visitors to view the entire line of Victrolas, Electrolas 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 Califor-

nia, left three or four weeks ago for a trip to Hawaii. Irving J. Westphal, manager of the phonograph division in Southern California, has been awaiting the return of Mr. Simpson in order that a final selection of space in the Pageant of Music may be made for the display of Brunswick Panatropes, Panatropes-Radiolas and Brunswick records.

Walter M. Fagan, president of Pacific Wholesale, Inc., distributor of Sparton radios, Okeh records and portable phonographs, contracted for two center exhibition spaces in the Pageant of Music and Exposition.

H. J. Zeusler, manager, Edison Phonograph Distributing Co., was in Los Angeles last month and accompanied W. G. Carson, Southern California representative, in visiting the trade. Mr. Zeusler 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 Panatope, 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 re-

sults. The various models of Victor instruments are also selling 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. 5 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., presided, in his capacity of president of the Music Merchants' Association of Ohio, at the mid-year meeting held at Columbus. He was ac-

## 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 files.

"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

companied to Columbus by Rexford C. Hyre, secretary of the organization, Otto C. Muehlhauser and Henry Dreher, past presidents of the Association. Considerable interest in the meeting was taken by the Cleveland branch, practically all of whom are members, on account of the vote on whether the Association should affiliate with the national body, and which was voted down.

R. J. Mueller, manager of the Columbia Phonograph Co. branch in this city, recently sent a message to dealers advising them to loan a set of the Bayreuth Festival recordings to local newspaper reviewers to secure free publicity for the Masterworks set.

The second annual radio show of Bergers, West Side department store, was held during the month with gratifying results.

Emerson Gill and his Bamboo Garden Orchestra went to Chicago on March 27 to record for Columbia. They are the second Cleveland organization now on the Columbia recording list, and it is expected by the local Columbia branch that their records will prove brisk sellers. Many dealers had special window displays of the new Columbia hits.

pleasing customers and giving 'instant radio service,' and right there, I firmly believe, is the basic reason why 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 charge 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!"

## Newspaper 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., McPhilben-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 its inception, news and 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 forceful 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.



## For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. *Write us for quotations.*

### AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

# The Trade in PHILADELPHIA and LOCALITY

## 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 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 the newer types of straight models of the Orthophonic. Following out a similar plan worked out successfully on the radios, the firm will this week inaugurate its new sales policy on the Orthophonic. A direct mail campaign among a large list of customers will place before the public the opportunity of a three days' demon-

stration of the Victor machine in the home without cost. Of course the firm is placing the machine in the homes of patrons who are reliable—discriminating rather than promiscuously installing the instruments where irresponsibility is likely to incur trouble and future returns of its property. 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 three 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 within 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 shown 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, will do 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 Adelpia 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 formerly was associated 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 Howe," the new musical comedy in which his band now is appearing, and which made its bow here in the early days of April. The Philadelphia branch tied up with the appearance by exploitation in co-operation with the dealers.

That the trade has given a warm welcome to the traveler for the Brunswick in the central Pennsylvania district, M. R. Walanka, is evidenced by the growth of business 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., entertained the dealers and then demonstrated the new Victor Model No. 8-35 which has just been introduced to the trade. The new model has been much complimented because of its beautiful cabinet. The session was opened with a word of greeting by President Louis Buehn, of the Philadelphia Victor Distributors, Inc., and then by a word of cheer from the president 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 Pruett, 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 Victrola held at the Penn Harris Hotel, in Harrisburg, Pa., on February 27 for the dealers in that section of the State. George Tatem and James Robinson, of the Philadelphia Victor Distributors, Inc., presided at the Harrisburg gathering.

### Featuring T. M. Department

That the dealers are alive to the needs of the day in exploitation of talking machines through proper displays, and the visualizing of the attractiveness of the instruments as furnishings for the home is demonstrated by the prominence given these trade commodities in the department stores. During the month Gimbel Bros. talking machine department, under

(Continued on page 80)

## 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 & SON, INC.**  
1103 Chestnut Street - Philadelphia, Pa.  
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

Philadelphia, Pa.

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

the management of G. F. Wurtle, rearranged its department so that a full view of its Victor and Brunswick Panatropes was available to customers. Heretofore the records and machines were confined to the rear of the seventh floor, but now 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 the Pennsylvania Music Merchants' 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 president of the State Association and President G. C. Ramsdell, of the Philadelphia organization, chairman; A. C. Weymann, of H. A. Weymann & Son, Inc.; George Witney, C. J. Heppe & Son, and George Miller, of the Lester Piano Co., and the F. A. North Co., met here and selected the Adelphia Hotel as the place for the annual gathering.

## 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



3 1/4 inches diameter  
Patented 1922

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, south New Jersey and Delaware territory.

## Brisk Demand for Valley Forge Line

Returned from a tour of the South, Irvin Epstan, 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 Riophonic, 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 rigidity 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 or ten new springs added for the new type of portables 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

## Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

## PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

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 portables. This season 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 it when packing is eliminated. The new Guarantee Special is guaranteed to play two records at a single winding. It is made in pastel tints with the Guaraphonic reproducer which enhances the volume. The third and latest development in the \$25 model is the Guarantee Deluxe with the serpentine tone arm and high grade synchronized Guaraphonic reproducer—a remarkable value for the money. There has been a lively demand for the Guarantee portables in Venezuela, South America and Australia, where distributors have been successful in promoting the sales of these Quaker City-made products. E. Bauer, who travels for the Guarantee Co., is now en route South taking in Baltimore, Washington, Richmond and other points en route. The Guarantee Talking Machine Supply Co. has been appointed distributor for the Mack Aerial, made by the Mack Mfg. Co., of Philadelphia.

## M. Grass &amp; Son Expand

M. Grass & Son have removed the wholesale sheet music department to the music store in West Philadelphia. The firm recently took over an additional floor and enlarged its business in the talking machine section, and extending stocks 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 Stores, 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 840 North Second 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 releases. 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 Eastertide. 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 very interesting 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 an enviable 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)

## Distributors for Eastern Penna. and Southern New Jersey



**"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; and 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."

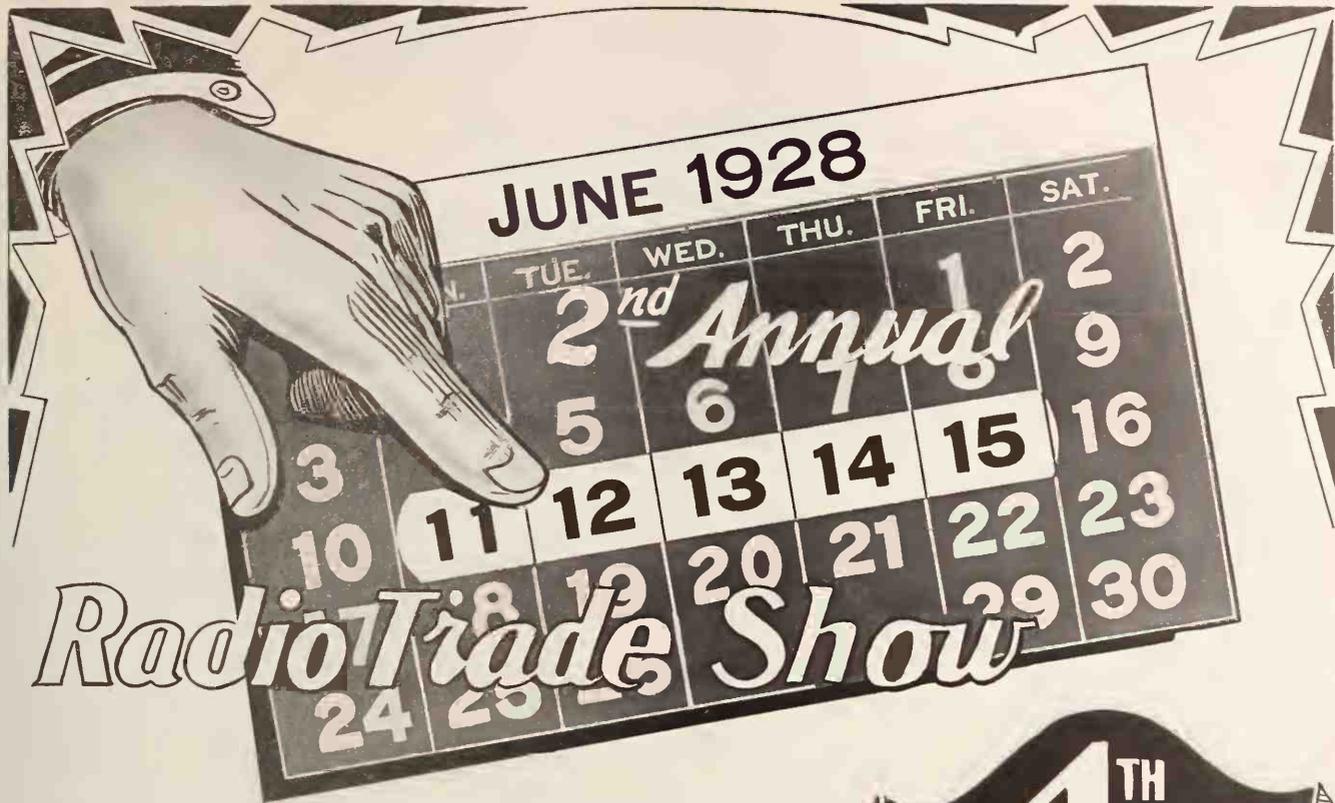
## TRILLING &amp; MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N.W. COR. 7TH AND ARCH STREETS

PHILADELPHIA, PA.

*"Grow With Us"*



# Radio Trade Show

# STEVENS HOTEL

CHICAGO

## 2nd ANNUAL R. M. A. RADIO TRADE SHOW

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)

tion, "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 WLIT, 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 popular-priced radio receivers, which has been selected after a thorough survey of the new offerings of leading radio manufacturers. Trilling & Montague are well known as 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 extensive 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. J. 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 5655 North Fifth street, removing from the old quarters at 5617 North Fifth street, just a few doors away.

Stricken suddenly while conversing with Harold Cregar of the Philadelphia Victor Distributors, Inc., J. C. Holtby, Sr., father of J. C. Holtby, 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 Dover dealer was in turn benefited by the sale of the records.

A tour of the Victor plant was enjoyed by the Philadelphia Victor Record Sales Club in March. The visitors were conducted over the plant by Miss I. M. Groell, Philadelphia record representative, and then were shown to the Auditorium, where they heard the Quaker City sales representative tell 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



'Nuf Said

Penn Phonograph Co.  
913 Arch St. Philadelphia

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 4231 Germantown avenue.

An attractive Easter window was made a feature for the sales of the Victor talking machines, RCA and Atwater Kent radios at Ertel'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" from "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 Fada 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 Hay, assistant production manager. John Andrea is treasurer and Frank Rampp is secretary, with Charles Davis and Joe Poitras 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 helping buyers 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 closing new business connections. 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. Paul street, exclusive Atwater Kent dealer, presents an



Unusual Interior at Low Cost

unusually attractive appearance, and yet \$6.45 was the total sum expended on the decoration of the interior of the shop.

As can be seen in 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.

## Correcting an Error

A paragraph in the March issue of The Talking Machine World gave the impression that Jacob H. Keen, of this city, distributed RCA, Atwater Kent and Magnavox lines. This is incorrect, as Mr. Keen is devoting his activities to talking machine repair parts and Keen portables, and has no working agreement either as distributor or dealer with any of the aforementioned manufacturers.

## Change of Name

The corporate name of the Indiana Mfg. & Electric Co., of Marion, Ind., has been changed to the Case Electric Corp. (Division of the United States Electric Corp.) to conform to the name of Case products. The Case 1928-29 radio receiving sets will be announced around April 15.

The regular monthly meeting of the Philadelphia Victor Record Club was held at the Chamber of Commerce on April 10 Dorothy Martin of the Victor Co. spoke. Fred and Tom Waring were among the guests.

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

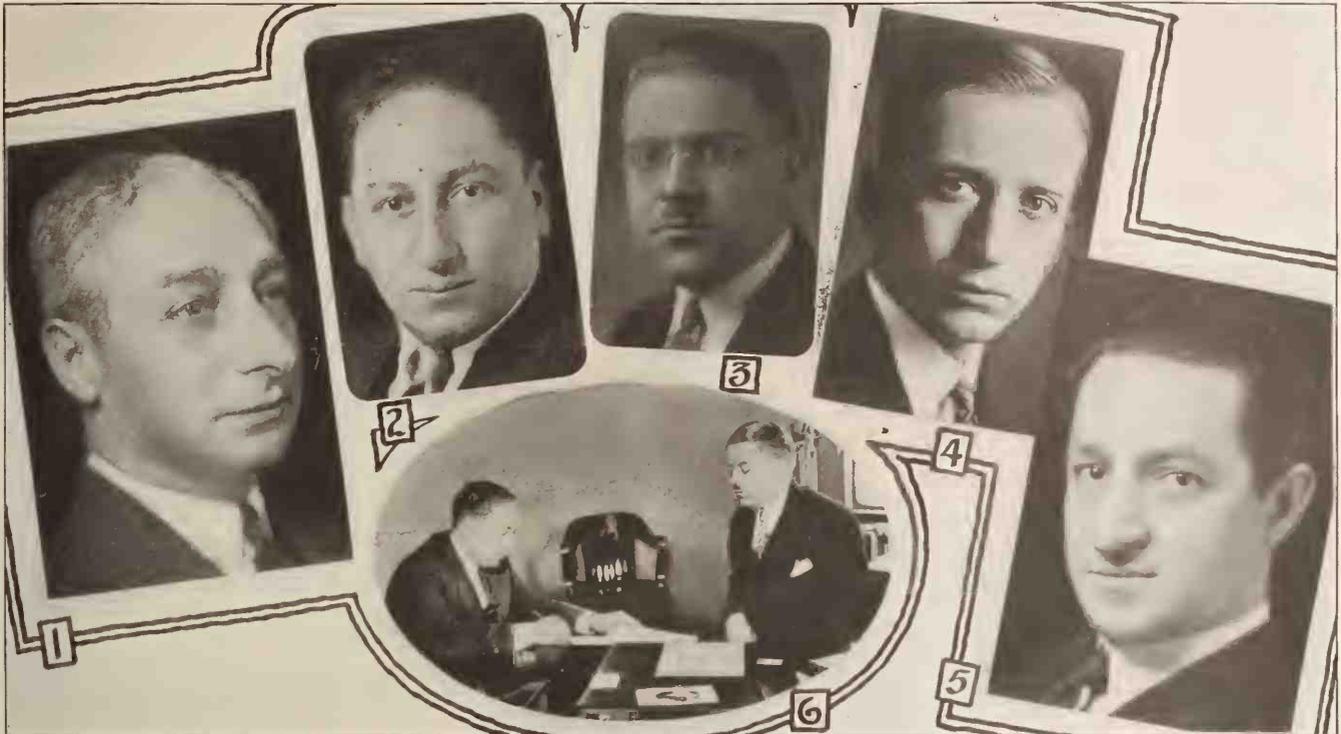
(Continued from page 34d)

best possible facilities for the building of radio receivers, with all manufacturing facilities under one roof, and to thus be enabled to give the

ciated with the progress of the radio industry for many years. Mr. Rauland, formerly president of the All-American Radio Corp., has been

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.



Officials of the All-American-Mohawk Corp.

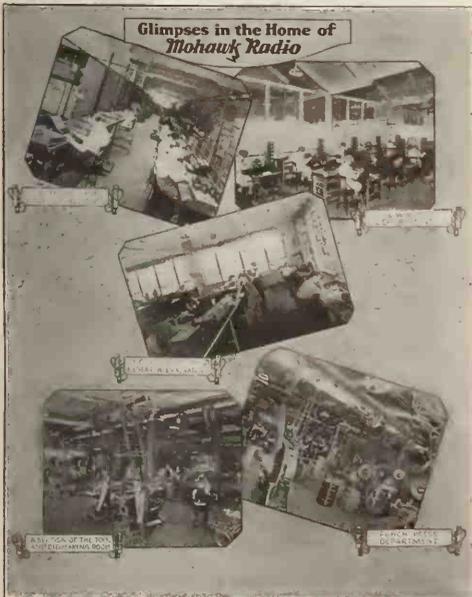
1—Otto N. Frankfort. 2—Gustave Frankel. 3—E. N. Rauland. 4—Donald MacGregor. 5—Douglas DeMare. 6—E. N. Rauland and Gustave Frankel signing articles of agreement.

making of the products the most thorough supervision. The new headquarters of the All-American-Mohawk Corp. are located in the modern and thoroughly equipped plant at 4201

identified with 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, formerly 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

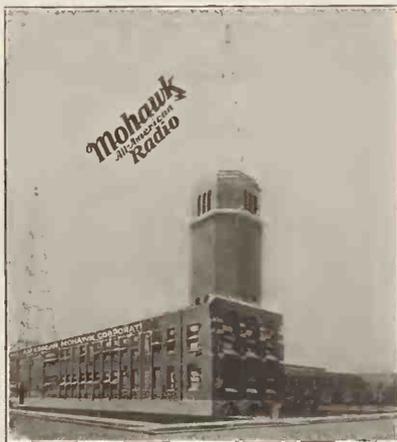
Both of the firms in the consolidation are licensees of the Radio Corp. of America, American Telephone & Telegraph Co., Westinghouse Electric Co. and General Electric Co. In addition the Mohawk Corp. of Illinois owns a number of other valuable patents. The Mohawk organization is known as the pioneer 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.



Belmont avenue, Chicago, with the factory and general offices housed in one building. The line of radio receiving sets to be produced by the All-American-Mohawk Corp. will be known as Mohawk-All-American products.

The officers of the All-American-Mohawk Corp. are E. N. Rauland, president; Gustave Frankel, vice-president; Otto N. Frankfort, vice-president in charge of sales; Donald MacGregor, treasurer, and Douglas DeMare, secretary. All of the officers are well-known figures in the trade, having been prominently asso-



All-American-Mohawk Plant

his task of directing the sales of the new corporation a wide background of experience. Mr. Frankfort has played an important part in bringing Mohawk products, during the past two years, to their present widespread distribution

## 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.

### TYPE M RECORDING WAX

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

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

## K. Bancroft Is With the Brunswick Co.

Covering Syracuse and Northern New York Territory in the Interest of the Brunswick Line of Instruments

Brunswick Panatrope and record dealers in Syracuse and northern New York are now being contacted by a new Brunswick representative, Kenneth Bancroft, who succeeded Paul Herrity as New York State representative for the Panatrope division of the Brunswick-Balke-Collender Co. For several years Mr. Bancroft was connected with the McCall Pattern Co., New York, as their Canadian and Pacific Coast representative. Prior to that time he was associated with the 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 Terwilliger

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 Terwilliger, 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. Terwilliger 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 Columbia directorate; H. C. Cox, president; W. C. Fuhri, vice-president and general sales manager; Fred Ames, secretary; Frank De'rian, 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 "Pal" 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 width, but the copy and illustrations 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., Vic-tor 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. I. 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. Magcc, president of the Trav-Ler Mfg. Corp., has issued a defi 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



Carl F. Propson

and sales promotion for the Bausch & 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, whereunder the Brunswick Panatrope and Radiola as heretofore has been available to you, not only covers a period of time which eliminates any need for disturbance upon your part as to our ability to serve and supply you, but as a matter of fact has, by negotiations just completed, been amplified whereby our service at an early date will be expanded so that, in addition to our present comprehensive line of 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 of quality, patent protection, performance and inclusion of latest developments which 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

Well-known Chicago Radio Distributor Adds Line of Popular Grigsby-Grunow-Hinds Co. Receiving Sets

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 general line of speakers at their factory in this city. The radio division of the business will be under the supervision of Leslie H. Jocknuss, who is well qualified for this work.

## Demonstrate Automatic Zenith Set at Jobbers' Convention

Receiver Which Tunes to Desired Station at Touch of a Lever Arouses Enthusiasm of Distributors—Coming Year's Orders Total \$12,367,438

CHICAGO, ILL., March 31.—The annual convention of the wholesalers of the products of the Zenith Radio Corp. was held at the Hotel Stevens this week and was a decided success viewed from every angle. The high point of the gatherings was the demonstration of the new automatic Zenith radio receiver, which tunes to 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 nor 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 then exhibited and demonstrated. Mr. Klugh then introduced Thomas H. Endicott, the recently 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 a "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 helps, 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. Pletcher, 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. Pletcher was followed by Warren Ripple, president, and L. G. Chadbourne, vice-president of the Johnson Motor Co., maker of Johnson onboard 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.

J. A. Prestele, in charge of the Philadelphia territory for the Atwater Kent Mfg. Co., Philadelphia, Pa., is receiving congratulations upon the birth of a son on March 20.

## 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. Andrea, 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.

**Blackman**  
WHOLESALE DISTRIBUTORS  
VICTROLAS - RADIO - ACCESSORIES  
**DISTRIBUTING CO., INC.**

28-30 W. 23rd St., New York, N. Y.

## 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 affairs 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



Leslie S. Gordon

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 hum is said to have been eliminated. Since the 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 r.p.m. 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 gain-

ing 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, Made-



Madeline 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 amount 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."

# Stevens Speakers

have everything

Sturdy ability to perform brilliantly *always* because of exclusive scientific features.

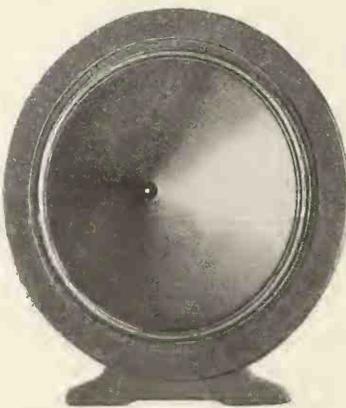
Attractive beauty of design and finish.

Full line of models in a range of prices to meet the needs of every buying prospect.

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.

46-48 East Houston St., New York



Model A-27  
14 1/2 in.

Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime"

Price  
**\$18.50**

## 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 Grogan, tenor; Irving and Jack Kaufman, The Cavaliers, waltz artists; Sam Lanin, 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, Lilienfeld and his Hotel Biltmore orchestra, Winniger and his Penn Boys and the Rollickers. 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 WHN with N. T. G. at the microphone in the announcer's role.

## 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 making 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 Wholesalers' 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.

## 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 portables. The Astral Co. will produce portables equipped with this new arm.

Herbert N. Teepell, radio dealer of Watertown, N. Y., has added the Victor line.

## 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 126 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.



Model 201

Adler-Royal Table with R.C.A. 100-A Speaker. Height 28 7/8 inches, width 30 1/4 inches. For use with Radiola, Atwater Kent, Crosley and other standard A.C. sets.

# ADLER-ROYAL

## RADIO CABINETS

Distributors in 21 States tell us "this first of the new Adler-Royal 200 series is topping all previous sales records."

It speeds the sale of any set to say "Cabinet by Adler-Royal." You need Adler-Royal numbers in your line. Write for details today.

# ADLER

Manufacturing Co.

Incorporated

LOUISVILLE  KENTUCKY

# The Newest in Radio



## Radio Cabinets

**Symphonic Sales Corp., New York City.** (Wasmuth Goodrich Cabinets). Seville model with butt walnut front, attractively overlaid in rippled maple. Has drop door to serve as desk or elbow rest. Is equipped with RCA 100-A speaker. Lifting top for easy access to tubes and ventilating device to prevent excess AC tube heat are provided. Will house any set. Height 42 inches and width 32 inches.

Madrid model. Spanish table type, containing RCA 100-A speaker. Top



area sufficient to accommodate any radio set. Available in mahogany and walnut. Height 29 inches, width 30 inches.

Imperial combination phono-radio cabinet of walnut with striped walnut veneer front with maple overlay. Equipped with spring motor or G-E electric phonograph motor and cone

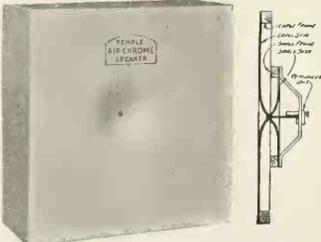


speaker. Has efficient electric pick-up. Sliding drawer is large enough to accommodate any radio set. Special shelved compartment for record library. A ventilating device prevents excessive AC tube heat. Height 50 inches, width 32 inches.

## Radio Speaker

**Temple, Inc., Chicago, Ill.** The Temple Airchrome speaker with two diaphragms of airplane linen pulled together under 200 pounds tension to the square inch, fastened to a wooden framework and drawn together at the exact center where the driving unit

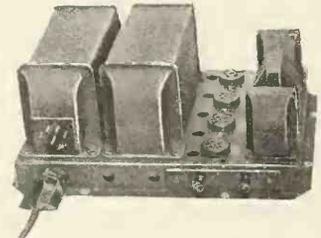
operates, securing a balanced tension. Slightest impulse of driving pin is transmitted to the two taut diaphragms without loss. Linen is chemically treated, impervious to climatic changes, and speaker will handle tremendous volume without rattling or distortion. Furnished in three manufacturers' models for cabinet or console installation, size 14 inches by 14 inches, 18 inches by 23 inches and 24 inches by 24 inches. Prices \$20, \$23 and \$25, respectively. Temple, Inc., will later introduce two



standard models, one of the "clock" type for use on table or radio receiver, and a cabinet style.

## Audio Unit

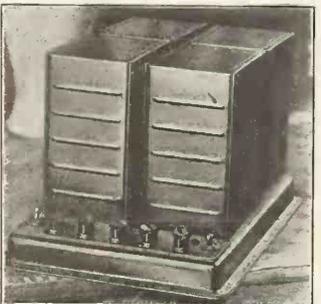
**Wholesale Radio Service Co., New York City.** Ra-Pam Audio Unit, designed for use with practically all makes and models of radio receivers and for phonograph reproduction. Is self-contained, light-socket operated, two-stage amplifier employed, heater-type AC tube in first stage and two 210 type power tubes in second stage. A 251 type rectifier tube is used to supply "B" current through the power transformer and filter system, which is self-contained in a metal case ap-



proximately 15 inches by 11 inches by 7 inches. The Ra-Pam unit does not supply the "B" current for the tubes in the set that remain in use after the unit is connected.

## "B" Eliminator

**Radio Corp. of America, New York City.** RCA "B" eliminator, model AP-1080, designed to meet demand for reliable "B" or plate supply requiring minimum attention and expense. Employs no acids or liquids; has no mechanical parts or tubes to be replaced; operating mechanism enclosed and sealed in permanent steel containers; measures 7 1/4 by 10 1/4 by 6 1/4 inches and fits readily into usual radio cabinet. When attached to lighting socket and radio set, no further attention is required. Tests made on rectifier have been going on for 4,600 hours of continuous operation, during

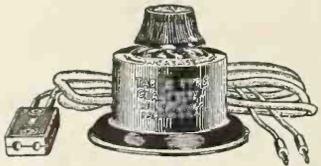


which no adjustments or replacements have been required. Power output ample for any type receiver up to eight-tube circuit with power tube. Maximum voltage limited to 135.

## Clarostat

**American Mechanical Laboratories, Brooklyn, N. Y.** Table type Clarostat, providing precise variable resistance in the form of an accessory, together with sufficient current-handling ca-

capacity for long-life operation. Comprises a micrometric variable resistor of from zero to 500,000-ohm range, mounted in metal stand, with two flexible conducting 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 as a through connection or to cut in resistance in



any given circuit. May also be used as a volume control for electric phonographs. List price \$2.50.

## Radio Tables

**The Pooley Co., Philadelphia, Pa.** Three radio table models—Model 1, Model 2, Model 5-R-1. The first two models are designed to accommodate either the Atwater Kent 37 or 38 receiving sets. Model 1 has single shelf beneath to accommodate book rack or



loud speaker; Model 2 has two shelves to accommodate two rows of books; Model 5-R-1 accommodates Atwater Kent 37 on top and is equipped with built-in Pooley speaker and Atwater Kent new AC reproducer unit.

## Indoor Aerial Kit

**Belden Mfg. Co., Chicago, Ill.** Indoor aerial kit containing a seventy-foot spool of indoor aerial wire, a



twenty-five-foot coil of Belden Cololrubber ground wire and a ground clamp. The indoor aerial wire consists of fine-stranded copper wire inside a neat brown braid, is very flexible and can be run around a window frame or over the molding. The Cololrubber ground wire is tinned copper, rubber insulated.

## Resistance Unit

**Anylite Electric Co., Fort Wayne, Ind.** The King Cole resistance unit for 32-volt systems is a means of connecting the radio receiver direct to the house lighting circuit. Units are made to screw into the light socket and furnish the current for the "A"



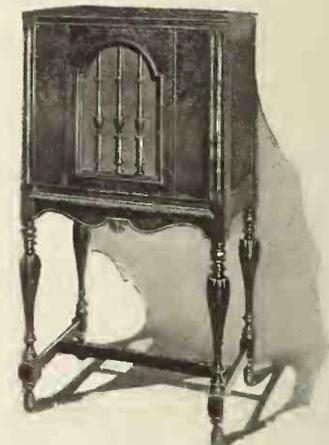
circuit and are made in different sizes suitable for four, five and six-tube sets. Are designed to give a lifetime of service and are wound with a specially heavy resistance wire having plenty of surface.



## Radio and Speaker

**Radio Corp. of America, New York City.** Radiola No. 50 embodying the Radiola No. 17 and loud speaker No. 100-A. Cabinet model in walnut with two doors in front which when open reveal the tuning control panel, with a (pillared) loud speaker opening below. Four UX-226 Radiotrons are used as first audio and radio frequency amplifiers, one UX-227 Radiotron functions as a detector and a 1X-171-A as the second audio amplifier. The new model weighs 88 pounds and measures 38 1/4 inches high, 24 1/2 inches wide and 14 inches deep. It lists at \$285.

De Luxe loud speaker No. 105, a floor cabinet model employing the new



super-power amplifier Radiotron UX-250 and two alternating current rectifier Radiotrons UX-281. Has an acoustic response that is markedly better than Model No. 104 and will handle three times the load of the 104. A new type of cone is employed, provided with corrugations and rendered moisture-proof, eliminating "paper rattles" even at maximum power, as well as distortion due to climatic conditions. In addition to supplying its own power requirements, Loud Speaker 105 furnishes "B" voltages up to 90 volts, as well as "C" potential for the receiver with which it is employed. It operates only on 110-volt, 50-60 cycle alternating current. The wattage consumption is approximately 140 watts. A "high-low" switch is provided to take care of line-voltage variation between the limits of 105 and 125 volts. The mechanism is housed in an attractive two-toned walnut cabinet measuring 41 1/2 inches high, 23 3/4 inches wide and 16 1/4 inches deep.

## Electric Pick-Up

**United Air Cleaner Co., Chicago, Ill.** Portable electric pick-up designed for



use by families with old type phonographs and new AC radios. By

# The Newest in Radio

simply plugging the new device into the detector socket of the radio receiver the phonograph is converted into an electrically reproducing medium.

## Radio Set Tester

Weston Electrical Instrument Corp., Newark, N. J. Weston model 537 A.C.-D.C. radio set tester ingeniously designed and fully adaptable to the testing requirements of every set made, whether operated by batteries or socket power. Measures various currents and voltages employed anywhere in the set. Provided with two instruments, an A.C. voltmeter and a



D.C. volt-milliammeter. A system of switches and binding posts provides for automatically connecting the instruments to circuits being tested. A.C. voltmeter has three ranges and D.C. volt-milliammeter four voltage ranges. All voltage ranges have resistance of 1,000 ohms per volt. The set is furnished with the necessary socket adapters and complete instruction book.

## AC Tube

C. E. Mfg. Co., Inc., Providence, R.I. "Ceco" AC tube, RF-22, with four element shielded grid. Can be used to advantage only in special circuits or equipment designed for its use. De-



signed primarily as a radio frequency amplifier and as such is capable of voltage amplification of from 30 to 60 per stage. Operating data: filament 3.3 volts, filament amps .132, plate volts 135, control grid bias 1 to 1.5, shielded grid bias plus 45.

Three additional new AC tubes, L50—a 7½ volt 1½ amp. power tube, and F-12A and J-71A, described as being similar to the 112 and 171 type tubes in all characteristics, excepting in "A" current consumption, which in the new types is ¼ amp. current drain as against ½ amp. in the older types.

## "B" Battery

National Carbon Co., Inc., New York City. A new smaller size Eveready Laverblitt "B" battery, known as No. 485, 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 retails at \$3.50.

## Condenser

Aerovox Wireless Corp., Brooklyn, N. Y. Moulded mica condensers in genuine bakelite. Dielectric of India Ruby Mica, plates of pure tin foil with condenser element thoroughly impregnated. Lugs allow for screw or soldering assembly. Soldering tabs have split, elongated slots for easy connection to wires. List prices from 35 cents to \$1.50.

## Condenser

Aerovox Wireless Corp., Brooklyn, N. Y. Paper dielectric condensers are non-inductively wound with a moisture proof wax pitch compound of high melting point resulting in high insulation resistance. List prices from 55 cents to \$25.50.

## AC Receiver

Crosley Radio Corp., Cincinnati, O. Jewelbox single unit AC radio set is self-contained. Supplies 180 volts to power output tube and gives pure,



undistorted volume. Is acutely selective, using accumulators which enable one to tune sharply on distant stations, increasing signal strength and volume. Has illuminated dial and is completely shielded. Lists at \$95.

## Radio Speakers

Steinlite Laboratories Co., Chicago, Ill. Steinlite Polyphonic speaker, console model, with tone travel chamber of non-vibrant cast-iron. Outer am-



plifying chamber is of hard wood, speaker accentuates neither high nor low notes, and has no tonal characteristics of its own. Made of solid Philippine mahogany, in Duco finish. List price \$45.

Steinlite Polyphonic speaker, table model, with tone travel chamber of



non-vibrant cast-iron, outer amplifying chamber of hard wood. Speaker accentuates neither notes of high nor low pitch and has no tonal characteristics of its own. Made of solid Philippine mahogany, in Duco finish. List price \$20.

## AC Wire Kit

Belden Mfg. Co., Chicago, Ill. Colorubber AC Wire Kit is designed to smooth the path of the amateur set builder in constructing an alternating current receiver. Consists of a black twisted pair of Colorubber Insulated Hookup Wires for the 1½ volt filament circuit, a yellow twisted pair for the 2½ volt filament circuit, a red twisted pair for circuits of five volts or more, and a coil of green Colorubber Hookup Wire. The twist-

ed pairs have the precise number of turns necessary for best results. Con-



ductors are flexible tinned copper. A cotton serve inside the insulation makes stripping for soldering easy.

## Connectorals

Alden Mfg. Co., Springfield, Mass. Na-ald Connectorals, designed to electricity sets with the new AC tubes. Bring the filament voltages 1.5 volts, 2.5 volts and 5.5 volts to the tubes, at the same time making the other necessary connections to the set wiring. They provide the necessary compensations for the new tubes.



Standard harnesses are made for three models of Atwater Kent sets, Crosley Bandbox, Radiola 16, Kolster and many others. The Na-ald AC Connectorals are listed: No. 926 red all purpose; 927 U green detector; 928 orange power; 929 GT red, and 926 GT orange power. The Connectorals are colored for the different tubes. Red—all purpose. Green—detector. Orange—power. List prices: first three models \$1; others \$1.25.

## Power Cone

Decatur Mfg. Co., Inc., Brooklyn, N. Y. Decatur power cone, which, it is claimed, re-creates the complete tonal range without giving exaggerated prominence to any particular part

## Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for February—General Increase Over the Year Previous

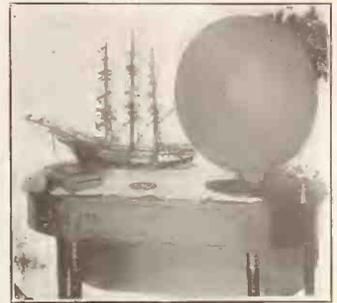
Washington, D. C., April 10—In the summary of exports and imports of the commerce of the United States for the month of February, 1928, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during February, 1928, amounted in value to \$34,589, as compared with \$35,069 worth which were imported during the same period of 1927. The two months' total ended February, 1928, showed importations valued at \$64,890; in the same period of 1927, \$104,420, a substantial decrease.

Talking machines to the number of 11,406, valued at \$513,934, were exported in February, 1928, as compared with 8,190 talking machines, valued at \$303,580, sent abroad in the same period of 1927. The two months' total showed that we exported 21,574 talking machines, valued at \$852,580, as against 20,043 talking machines, valued at \$714,035, in 1927.

The total exports of records and supplies for February, 1927, were valued at \$239,302, as compared with \$173,422 in February, 1928. The two months ending February, 1928, show records and accessories exported valued at \$500,242, as compared with \$380,975 in 1927.

The countries to which these machines were sent during February, and their values were as follows: Europe, \$11,824; Canada, \$10,789; Central America, \$27,913; Mexico, \$50,686; Cuba, \$30,593; Argentina, \$58,577;



of the scale. Careful engineering design, combined with the selection of best possible materials and accurate workmanship, have made the Decatur power cone one of great fidelity. It responds to faintest impulses without forcing; has ability to carry volume of power tube; is well balanced and harmonious in appearance. List price \$30. Far West \$32.50.

## Electric Pick-Up

Allen-Hough Mfg. Co., Milwaukee, Wis. Allen Pick-up, which when connected with the phonograph tone arm and plugged in on any radio receiver,



imparts electrical reproduction of records. Simple in operation and moderate in price. May be purchased separately or in conjunction with the Allen portable phonograph.

## Metal Cabinet Corners

Doelcher Die Casting Co., Brooklyn, N. Y. Cast metal corners for radio cabinets designed in unlimited variety, available in imitation of any grain or wood or electro-plated, bronzed, lacquered or enameled to match any color scheme. Stock cabinet corners are in Doric, Greek, Renaissance and Etruscan design.

## Twin Cities Trade News

St. Paul and Minneapolis, Minn., April 9.—Business in March picked up noticeably at the George C. Beckwith Victor headquarters, according to the manager, C. C. Hicks. In fact, quite a phenomenal volume of record orders was received. The heaviest demand is for the Automatic Orthophonic.

The Geo. C. Beckwith office sponsored a dealer meeting at the Radisson Hotel, Tuesday, March 27. Never has so much unanimous approval been expressed over any model as was accorded the S-35, which was presented at this time. William R. Lewis, of Chicago, was here to introduce the new model.

R. C. Coleman, manager of the radio division of the George C. Beckwith Co., announces the addition of the Crosley line to their distribution. The company will have exclusive rights in Minnesota and parts of Wisconsin and North Dakota. Five new Crosley accounts were opened the last day of March and Mr. Coleman is especially pleased with the reception given the Jewel Box.

Columbia continues at the high speed set when the Kern-O'Neill Co. took over the Northwest territory.

A. L. Toepel, manager of the Lawrence Lucker Co., is more than satisfied with March volume. The demand for Sparton AC sets has been remarkable and the business done in the Carryola portable has exceeded all predictions.

# Baltimore Music-Radio Trade Reports Good March Business

Satisfactory Volume of Sales With Outlook for Coming Year Encouraging—Records Still Selling Consistently—Chickering Warerooms 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 continuation of this prosperity during the balance of the year. This, in spite of the doldrums in which business in general finds itself.

H. R. Eisenbrandt & 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 Panatropes 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 Warerooms, at 309 North Charles 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. Oldewurtel, who have for over fifteen

years been conducting the Talking Machine Shop, at 305 North Howard street, are removing to 316 North Howard street. Pollacks, 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 have been 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.,



"Two Black Crows" Window Display

which featured the records in the eye-arresting and attractive window display which is pictured herewith. Figures representing the two black-face comedians are shown placing a record on the Columbia Viva-tonal phonograph, and display material provided by the Columbia Phonograph Co. is used. A profusion of farm products lent an unusual touch.

A meeting and luncheon of Victor dealers, sponsored by the Victor Talking Machine Co., was held March 31, at the Southern Hotel, in this city. Announcement was made that the new model No. 335 will replace model No. 300. The hundred or more dealers present were all greatly enthused over business conditions and prospects. Addresses were made by William T. Davis and David Pruitt. Larry Richardson,

division manager, gave an interesting sales talk.

Braiterman-Fedder Co., of 414-416 East Pratt street, distributor of "Brafcro Products," deserve 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 business to South America and other distant points. And to such places, their catalog is, of necessity, their only representative. An idea of its widespread 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 distributors in New York and the Paul Susseman Co. to represent them in the Philadelphia section.

L. L. Andrews, president of the Columbia Wholesalers, Inc., Baltimore, tells of the securing by that energetic firm of a 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.

March business 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 gathering, 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 Kunkel 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-Kolster model, one of the most effective 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 other of the Columbia Celebrity records.

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 Stieff 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-



## The Head "Black Crow" Makes 12-inch Record

Now's the time for every Columbia dealer—and every live dealer who wants to add to his prestige and profits by becoming a Columbia dealer—to display, play, and advertise the special new 12-inch record by Charles E. Mack of Moran and Mack ("The Two Black Crows"), the most talked of comedians in America.

This record No. 50061-D, retailing at \$1.25, carries on one side Mack's favorite selection, "Our Child," and, on the reverse, "Elder Eatmore's Sermon on Throwing Stones," in which Mack is assisted by Moran.

Special advertising material, free upon request, tells the story to your customers.

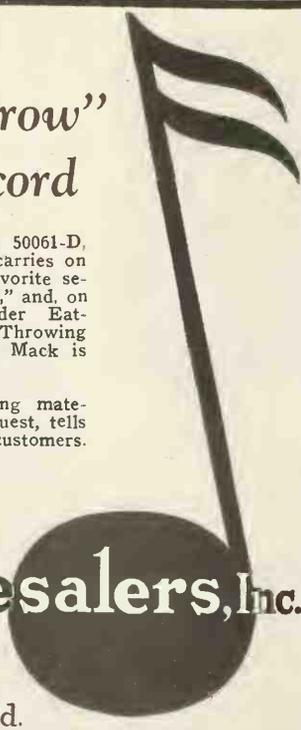
Write us for details

# Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



lumbia 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.

## Grossman Bros. Music Co. an Okeh Jobber

Otto Heineman, president of the Okeh Phonograph Corp., New York, announced this week the appointment of the Grossman Bros. Music Co., Cleveland, O., as an Okeh jobber. 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 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. Strayer, 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.—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.

The Okeh record in question is a coupling of "Does It Make Any Difference to You" and "Wonderful Pal of My Dreams," both compositions the work of Memphis residents. The songs are played by Homer Guenette and His Washington Syncopators from the Lyceum Theatre, and the vocal choruses were sung by Lysle Talbot, leading man of the Lyceum Theatre. The record was made in this city in a studio specially constructed by the Okeh Phonograph Corp. Twenty-three dealers in Memphis are selling the record and report a most satisfactory demand.

The New England Cycle & Radio Co., Boston, Mass., has taken on the Amrad line.

## 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 Sprage, of the Eastern Maine Musical Association, recently announced that Allen McQuhae, 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

Window displays that can easily be set up by each radio dealer to fit his own space at a very small cost are planned and photographed



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.



YOU'RE  
there WITH  
A CROSLEY

## RADIO

Licensed only for Radio Amateur, Experimental and Broadcast Reception.

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

Write Dept. 26 for descriptive information.

## The Crosley Radio Corporation

POWEL CROSLEY, Jr., President

Cincinnati, Ohio

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

1. Single Unit AC Jewelbox 704, \$95. Completely shielded and very selective.
2. Dry cell operated Bandbox Junior, \$35. Loud speaker volume—most economical.
3. Bandbox 601, \$55. Operates from batteries or power supply units. Splendid volume.
4. New Type—D Musicone, \$15, gold highlighted to match Jewelbox.

# OUR SPECIAL MODERNISTIC



## MUSIC

### Frankie Trumbauer and His Orchestra

40979 { MISSISSIPPI MUD—Fox Trot  
10 in. 75c { THERE'LL COME A TIME (Wait  
and See)—Fox Trot

### Bix Beiderbecke and His Gang

41001 { SORRY—Fox Trot  
10 in. 75c { SINCE MY BEST GAL TURNED  
ME DOWN—Fox Trot

### Joe Venuti's Blue Four

40947 { FOUR STRING JOE—Fox Trot  
10 in. 75c { PENN BEACH BLUES—Fox Trot

### Boyd Senter

41018 { MOBILE BLUES—Instrumental  
10 in. 75c { I WISH I COULD SHIMMY LIKE  
MY SISTER KATE—Instrumental,  
with Guitar by Ed Lang (Boyd Senter  
and His Senterpedes)

### McKenzie and Condon's Chicagoans

41011 { SUGAR—Fox Trot  
10 in. 75c { CHINA BOY—Fox Trot

40971 { LIZA—Fox Trot  
10 in. 75c { NOBODY'S SWEETHEART  
—Fox Trot

40949 { WABASH BLUES—Clarinet with  
10 in. 75c { Piano; Guitar by Ed Lang  
THE BOSS OF THE STOMPS—Clari-  
net with Piano; Guitar by Ed Lang

40888 { HOT LIPS—Clarinet with Piano;  
10 in. 75c { Guitar by Ed Lang  
THE GRIND OUT—Clarinet with  
Piano; Guitar by Ed Lang

EXCLUSIVE OKEH ARTISTS

# Consolidated Talking Machine Co.

227 West Washington Street

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., So., Minneapolis, Minn.

LEONARD P. CANTY

## 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 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. Ap-

parently, 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)

# KIMBALL Phonographs

Again Words of Praise  
From Dealers:

### MONTGOMERY, ALABAMA:

"We like the Kimball phonographs. Believe these the best phonographs on the market, selling for less than \$300.00."

### MEADVILLE, PA.:

"A noted singer possesses a mighty particular ear for tone and told us the Kimball had the BEST TONE of any they had heard and they had listened to different makes in competition."

### PLEASANTVIEW, KY.:

"Kimball has beautiful quality, durability and the FINEST TONE we have ever heard."

### McMINNVILLE, TENN.:

"Well pleased with all of them. They are FULLY UP TO EVERY RECOMMENDATION."

### PADUCAH, KY.:

"Much pleased. They are the best phonographs we have ever heard."



Style 275 Walnut

These quotations, entirely unsolicited come from those meeting sharp competition every day. Each speaks from experience with the Kimball line.

Write or wire for particulars as to open territory, prices and terms.

## W. W. KIMBALL COMPANY

Established 1857

306 So. Wabash Ave.

Kimball Bldg., Chicago

## 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, fully equipped with the latest fixtures and with merchandise of high quality, should realize their hope of making 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 1501 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, Sperton, 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 4123 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, in 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 three shifts. The popularity and improved tone quality established by the use of power speakers in the electric receivers will cause another wave of demand which we will meet by being the first radio manufacturer on the market with new

**Manufacturers of the Alto Fibre Needle Cutter**



**Accurate!**

**The Alto**

**Automatic Stop**

**For Phonographs**

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

**Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.**  
Canadian Distributor: Universal Supply Co., Toronto, Ont.



Ralph Smith

street, Danville. Ralph Smith, president of the Illinois Corp., was for ten years manager of the Cable store in Danville, and is widely known and popular with the people of that section. His wife was formerly Miss Elsie Trent, daughter of O. J. Trent, of the Trent Lumber Co., also a Danville institution.

Dr. W. C. Smith, St. Louis, and Dr. D. Hally Smith, of France, are associated financially with Mr. Smith. W. Carlyle Smith, son of Dr. W. C. Smith, is the other active member of the firm. Carlyle Smith, who has been connected with the National Cash Register Co. until recently, will act as secretary and treasurer of the new company and have charge of the Victrola and small goods departments.

These gentlemen, with their new and beauti-

receivers in the early part of this year, and by also being able to make early deliveries. We look forward to the largest sales in the history of the Zenith Radio Corp. The market for electric radio has barely been scratched during the past year—the real volume will come during 1928."

## Chicago T. M. Co. in New Home

The Chicago Talking Machine Co., Victor wholesaler, formally opened its new offices and warehouses in the South Butler Building, 111 North Canal street, on Monday, March 19. The organization has been established for the past fifteen years at 12 North Michigan avenue, and the new headquarters are in the wholesale district that has been created just west of the Loop and within easy access of the majority of the railroad terminals. The removal of stock and equipment to the new quarters was effected without interruption to the ordinary business schedule.

## Theatres Broadcast Dodge Program

The great interest aroused by the new Dodge Hour programs, inaugurated March 29 and featuring Hollywood movie stars and Paul Whiteman, was responsible for Chicago theatres making it a part of their evening program. Through the enterprise of Young, Lorish & Richardson, leading Chicago radio jobbers, a group of twenty-two theatres controlled by Lubliner & Trinz broadcast this program, using AC Sperton Electric sets. This arrangement was received with a great deal of enthusiasm, and Young, Lorish & Richardson received many compliments from the public and the trade for this novel hookup in theatre programs.

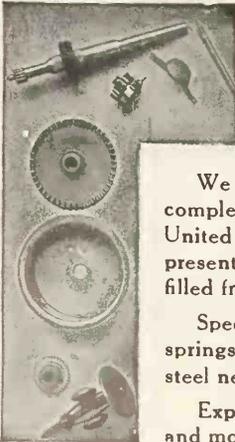
## Designates Friday as "Radio Day"

The Electric Association, 30 North Dearborn street, Chicago, has designated each Friday as "Radio Day," and at 1.15 p. m., in the lounge of the Electric Club, radio authorities and well-known trade figures address the members of the Association. Among those who have made addresses are Paul B. Klugh, vice-president of the Zenith Radio Corp., Chicago; H. E. Richardson, of Young, Lorish & Richardson, radio distributors, and C. W. Pierson, president of the Pierson Co., Rockford, Ill., who addressed the club on April 6. Mr. Pierson stressed the profit possibilities of quality radio furniture and illustrated his talk with samples of period furniture.

## A Unique Advertising Plan

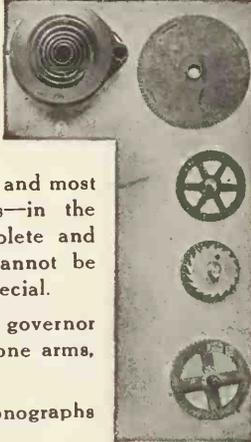
A departure in trade advertising is being made this month by the Trav-Ler Mfg. Corp., Chicago, makers of the Trav-Ler portable radio receiver. In the trade publication advertisements prepared by this company for April the comparative sales standing of all distributors of Trav-Ler receivers is shown upon a map of the United States, Lyon & Healy, Chicago, holding the first position this month. By glancing at the map, a dealer is able to tell in which nearby city Trav-Ler portables are distributed and the names of the distributors handling the Trav-Ler line. The firm plans to show the comparative standing of all distributors in the sale of Trav-Ler portables each month in its advertising.

A new store, the Smith Music Shoppe, opened at 16 East Third street, Danville, Ill., recently with a full line of Victor products.



## Repair Parts

For All and Every Motor  
That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated  
Talking Machine Co.

SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Aretino Co.

High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.



TRADE MARK  
"CONSOLA"  
CABLE ADDRESS  
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



## 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 acoustical method, as witness the long-distance recording which was accomplished last month Dolores Del Rio, film star, singing over the telephone in Hollywood, Cal., through a special hook-up over the American Telegraph & Telephone Co.'s lines from the drawing room of Miss Del Rio's home and the recording studio of the Columbia Phonograph Co., located in New York City.

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.

## Two Distributors for Splitdorf Appointed

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., has announced the appointment of two distributors for the Splitdorf line of radio receivers. The Williams Hardware Co., Minneapolis, Minn., will distribute the Splitdorf line in Minnesota, North

and South Dakota. The Piper & Taft Co., Seattle, Wash., has been reappointed as Splitdorf distributor for the entire State of Washington. Announcement from the executive offices of the Splitdorf Radio Corp. states that for the first quarter of 1928 more business was done than during the entire year of 1927.

## E. J. Biel to Act as Makers' Agent

Edward Jay Biel, who recently resigned his executive post with the Progressive Musical Instrument Corp., New York, has announced his re-entry into the music-radio trade as manufacturers' representative, with offices at 1239 Broadway, New York City. Mr. Biel has been identified with music and radio for many years, as advertising manager for Landay Bros.' chain store organization and as co-founder of the Progressive Musical Instrument Corp., wholesale distributor. Mr. Biel will shortly announce his acquisition of prominent radio lines, negotiations for which are now under way.

## Transfer License

The RCA licenses for tuned radio frequency receivers and also for power supply and power amplifier units heretofore held by the Pfanstiehl 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. B-6, 45-volt upright, formerly \$1.95, is now \$1.60; B-20, 45-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 \$25 and the other being an original design along modernistic lines in two-tone effect, listing at \$35. 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 Burtex 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.

Motor gives quiet operation on AC for radio hook-up; on DC or AC for phonograph use alone.



When sopranos  
sound like baritones  
with a buzz saw  
obligato

OUR Turntable Department supplies turntables for all types of electric-drive motors.

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-phonograph 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)

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 Schemadect before joining the Crosley organization.

During his radio career Mr. Langley has worked with some of the most prominent men



F. Clifford Estey

in the industry, such as Dr. Lee De Forest, Frederick A. Kolster, Sanatore Marconi, S. M. Kintner and many others. He was formerly vice-chairman of the radio section of the Associated Manufacturers of Electrical Supplies, and is now chairman of the committee on section activities in the radio division of the National Electric Manufacturers' Association and also served on the standardization committee of the Institute of Radio Engineers.

Clifford Estey, one of the best-known sales executives in the industry, became interested in radio in 1906, being one of the first amateurs in the country to operate radio on steamships out of Boston. He owned and operated the Salem Evening News station at Salem, Mass., in the early days and designed and built one of the first amateur stations to be heard across the Atlantic.

He was one of the first sales managers in

the radio field, starting with the American Radio & Research Corp. in New York, later joining the Clapp-Eastham Co. of Cambridge, Mass., as sales and advertising manager. He was general sales manager of the Priest 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 a general music store, handling the Victor and Brunswick lines, 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 Devine, local manager of the Columbia Phonograph 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. Devine reports brisk sales of the Columbia portable at \$50, and the Columbia-Kolster instrument.

The J. L. Hudson Music House was the first locally to announce the new Columbia Beyreuth 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 Dsuabak, 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 Tuller, 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 staging 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.

# Dixie Co. Atwater Kent Distributor

RALEIGH, N. C., April 7.—The Dixie Radio Co., of this city, of which C. H. Rawls is president, was recently appointed Atwater Kent distributor, covering the central part of North Carolina. The first shipment of Atwater Kent mer-



Big Shipment of Atwater Kent Sets

chandise received by this new distributor was the subject of a motor parade and celebration in this city. This shipment, consisting of a solid carload, was placed upon four motor trucks with banners on the side announcing the event. Preceded by a band this motor cavalcade went up and down the streets of Raleigh.

Last month this new distributor held its first dealer meeting to organize a Spring and Summer sales drive. It is pointed out that a meeting of dealers at a time when in previous years dealers have been marking time is significant of a new trend in year-around radio selling.

At this meeting dealers pledged sales every week in the year. The dealers were greeted by C. H. Rawls, president of the Dixie Radio Co., after which followed addresses by P. A. Ware, L. A. Charbonnier, A. E. Bucholz and others of the staff of the Atwater Kent Mfg. Co. in Philadelphia.

# 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. Color pages are being run in consumer mediums such

**RADIOLA 17**  
the "wonder box" that has become  
the most popular of all Radiolas



**The great start in progress in the service of the Radio Corporation of America is evidenced on the liberating performance and young Radiola 17 before it was offered to the public.**

**They achieved the goal—radio sets that are simple to operate, but so perfect in performance that it would meet the most exacting requirements of the broadcast reception.**

**They achieved the goal—radio sets that are simple to operate, but so perfect in performance that it would meet the most exacting requirements of the broadcast reception.**

**The radio industry quickly realized that this new service, with its simple operation from the electric light socket, was the answer to the problem of the radio set that would be as simple to operate as a radio set, but so perfect in performance that it would meet the most exacting requirements of the broadcast reception.**

**They achieved the goal—radio sets that are simple to operate, but so perfect in performance that it would meet the most exacting requirements of the broadcast reception.**

**RCA Radiola**  
MADE BY THE RADIO CORP. OF AMERICA

One of the RCA Radiola Ads as the Saturday Evening Post, Liberty, Collier's Weekly and the Literary Digest on Radiolas and Radiotrons. 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.

# IN THE MUSICAL MERCHANDISE FIELD

## Instrument and Accessories Mfrs. Meet

National Association of Musical Instrument and Accessories Manufacturers Hold Spring Meeting in W. Va.

The members of the National Association of Musical Instrument and Accessories Manufacturers held their Spring meeting at the Greenbriar Hotel, White Sulphur Springs, West Virginia, in March. The following members were present: President Walter M. Gotsch, Walter M. Gotsch Co.; Bjorkman, Armour & Co.; D. L. Day, Bacon Banjo Co.; L. A. Elkington, L. A. Elkington; J. P. Grant, Wm. L. Lange; Walter Grover, A. D. Grover & Son; F. R. Johnson, Globe Music Co.; Jay Kraus, Harmony Co.; H. Kuhmeyer, Stromberg-Voisinet Co.; H. C. Lomb, Waverly Musical Products Co.; H. H. Slingerland, Slingerland Banjo Co.

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 year after 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. deRochemont, 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 re-

vealed. 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.

The interest created by this knowledge can be turned into buying desire by putting a King in the prospect's hands. For every instrument in the broad King line is thoroughly good in every part and detail.

Two strong points, but there is still a third. Progressiveness means much to you. Constant improvement in instruments, cases and selling co-operation bring easier selling and greater profits.

If you feel that your band instrument department is falling short of its possibilities, give us an opportunity to tell you about the White Way to added profits.

THE H. N. WHITE CO., 5215-97 Superior Ave., Cleveland, Ohio

Makers of **"KING"**  
BAND INSTRUMENTS

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 97)

## Trumpet Prodigies Use King Instruments

Jean and Mariane Fonda, of Portland, Ore., Age 6 and 8, Respectively, Create a Sensation in Orgeon 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



Jean and Mariane Fonda

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 for the younger generation. Mr. Stanchfield is also presenting these two children at various high schools, where bands have been organized

or are in process of organization under his jurisdiction. These two little ladies are the pupils of Mrs. Edward Wetmore, former Columbia recorder and band instrument teacher of Sherman, Clay & Co.

## 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

**B & D**  
**"Silver Bell"**  
**BANJO ARTISTS**  
**MONTANA**  
Cowboy Banjoist

**ROY SMECK**  
Wizard of the Strings

**FRANK REINO**  
Banjoist, Ben Black's Orchestra  
Paramount Theatre, N. Y. City

**STEVE FRANGIPANE**  
Banjoist, Levitow's Commodore  
Hotel Grill Orchestra

**SLEEPY HALL**  
With His Orchestra at  
Castilian Royal Pelham Parkway

New 1927-28 Illustrated 48 Page  
Combined Catalog and Silver  
News—Free.

**THE BACON BANJO CO., Inc.**  
Groton, Connecticut

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 Guitarists, 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 WLTH 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 WLTH 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 Farwell 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. Bjur Brothers, Gordon and Starr are included in the piano lines.

Harry Von Tiltzer, 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."

# BRUNO

THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA

*Exclusively Wholesale*  
ESTABLISHED 1834

C. BRUNO & SON, INC.  
351-53 FOURTH AVE. NEW YORK CITY

# 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 open trade for the creator of 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 Brunswick-Balke-Collender Co.; Henry Lanahan, counsel for Thos. 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 charge and could be continued only on such a basis, and with his confreres urged that the compensation should be limited so much per record, excluding lump sum and percentage basis settlements. Mr. Smith also expressed surprise at the form that had been suggested for the bill, as presented at the hearing.

"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.

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,



Fraser Gange

after which he will make a similar tour of Australia, which country he has visited before and where he is widely known. Before leaving for this tour, he recorded five new couplings for Columbia which will shortly be released.

## Velour Background Is Aid to 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



Effective RCA Display

the center of the background one of the velour curtains is hung to serve as a background for the new Nickel-a-Day poster and Radiola 30. 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,

## Extend Life of the Radio Commission

President Signs Radio Bill Making It Law—Equal Distribution of Stations, Wave Lengths and Power Required

WASHINGTON, D. C., March 29.—The radio bill extending the life of the Federal Radio Commission was signed by President Coolidge yesterday, after many weeks of uncertainty and delay, and became a law, effective immediately. The law, briefly summarized, extends the life of the Commission until March 16, 1929, allows broadcasting licenses to be issued for periods of three months only, and requires equal distribution, as nearly as possible, of broadcasting stations, wave lengths, power and hours of operation among the five radio zones and equitable distribution among States on a population basis.

The law also provides that when the full power is not applied for within the State or zone, unused facilities may be "borrowed" by stations in other States or zones. Such licenses for "borrowed" power and wave lengths can be issued for only ninety-day periods, and are subject to withdrawal when application is made for their use by the State originally entitled to the facilities.

The Radio Commission, soon after the signing of the bill, announced a number of changes regarding locations, frequency and the sharing of time in the South and West and stated that in view of the new law many changes will be necessary and in all probability some stations in New York and Chicago will be eliminated.

During the past month Congress confirmed

## 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.

Joseph 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.

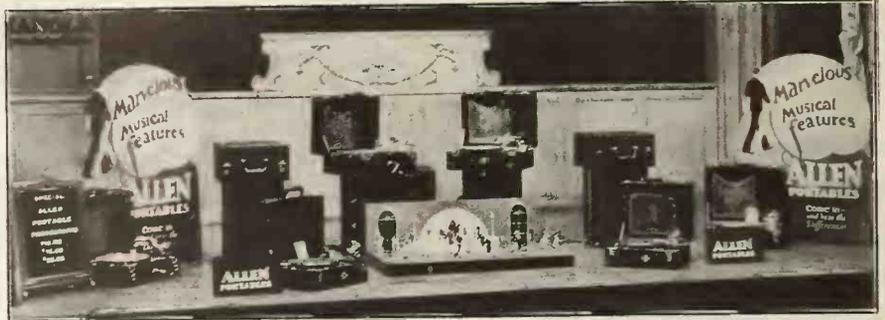
Alexander Kipnis, celebrated bass singer, world-famed as an interpreter of Wagnerian bass roles, recently recorded the "Serenade Mephistopheles" and the "Veau d'Or" (Calf of Gold) from Faust for the Columbia Phonograph Co. catalog. Mr. Kipnis was heard on the Columbia Bayreuth recordings.

## LARGE ST. LOUIS MUSIC STORE FOR SALE

A large retail music store centrally located in the rapidly expanding downtown shopping district of St. Louis offers an exceptional opportunity for continued profit to a wide-awake, progressive management. This store has operated for ten years at the same location and has built up a large patronage at a substantial, consecutive annual profit with numerous agencies for the highest grade, nationally advertised lines of musical instruments, phonographs, records, radios, etc., in the music trade to-day.

Full information will be given to executives of firms or substantial individuals interested. Address communications to Box No. 1631, Talking Machine World, 420 Lexington Ave., New York City.

## Features Allen Portables in Fine Display



Portable phonographs have with the arrival of Spring been put to the foreground of dealer activities. Allen portables, made by the Allen-

Hough Mfg. Co., are being featured in many window displays throughout the country. Above is a display of the Dreher Piano Co., Cleveland.

## 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 for 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 properties and plants of its subsidiary companies have a sound value after depreciation of \$1,252,137.11. With the exception of \$380,000 fifteen-year 6½ 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 date 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 Brandes, 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., had outstanding 21,200 shares of preferred stock, 542,400 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.

## Nita Mitchell New Okeh Record Artist

Okeh dealers were more than pleased with the first Nita Mitchell record. It not only gave



Nita Mitchell

to them an excellent singer but a record that was an artistic achievement. Miss Mitchell's voice is of a plaintive Blues quality and is keenly in sympathy with the mood of her songs.

## World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

### 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 1632, 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 complete details in first letter. For further information and terms address Drayton-Erisman, Inc., 128 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 give experience and references. Bush & Lane Piano Co., Radio Div., Holland, Mich.

### PHONOGRAPH DEPT. MANAGER

Experienced Phonograph man who is capable of creating and closing sales. Must understand Radio and Combinations, one with Victor experience preferred. Salary and commission. All applications strictly confidential. Address Box No. 1633, Talking Machine World, 420 Lexington Ave., New York.

**SALESMAN WANTED:** Reliable man to travel over the entire United States selling a nationally known article to jobbers only. Salary and commission. Address Box No. 1634, Talking Machine World, 420 Lexington Ave., New York.

**AVAILABLE:** Recording manager—thoroughly experienced. Address Box No. 1635, Talking Machine World, 420 Lexington Ave., New York.

**AVAILABLE:** New York-Metropolitan district manager or agent. More than ten years' experience in similar capacity in piano and phonograph lines. Address Box No. 1636, Talking Machine World, 420 Lexington Ave., New York.

**WANTED:** New York representation of music store merchandise. Either one or more lines. Address Box No. 1637, Talking Machine World, 420 Lexington Ave., New York.

**RECORDING ENGINEER** with 20 years' experience is open for engagement. C. Kanuath, 92 6th St., Maspeth, L. I.

## Sheet 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

Bremer-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.

# GLEANINGS *from the* WORLD *of* MUSIC

## Walter Donaldson Week Observed Throughout the Entire Country

Broadcasting Stations, Orchestra Leaders, Organists and Artists in Vaudeville and Movie Theatres Joined in Concentrated Exploitation

The week of April 9, just ended, was observed by music dealers throughout the entire country as Walter Donaldson Week, and the com-



Walter Donaldson

positions 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 hook-up of stations and letters in untold numbers have been received by the popular tenor and the stations which co-operated in the hook-up. 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.

The event wrote a new chapter in the exploitation work of Irving Berlin, Inc., which includes similar introductions in the past of Irving Berlin ballads by artists of the caliber of Frances Alda, John McCormack and Lucretia Bori.

During the week following his introduction of "I Can't Do Without You," Mr. Crooks



Richard Crooks

appeared in concert in Kansas City and as soloist with the Chicago Symphony Orchestra. In addition to his concert appearances Mr. Crooks has a wide following through his Victor Red Seal recordings, of which he has made many.

## "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.

### FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

**IRVING BERLIN INC., 1607 Broadway, New York**

# FELIX THE CAT

Pat Sullivan's Famous Creation

## Now in Song



Backed by the Biggest  
Promotion Campaign  
Ever Arranged  
on a Song

# 10,000

# Theatres in a Hook-Up



Nation-wide Tie-up of Sun-  
day Papers Blanketing the  
Country, All Supplemented  
by Daily Papers of Prominence



# Circulation of MILLIONS

PLUS—Broadcasting Stations,  
Dance Orchestras, Vaudeville Acts,  
Organists and Singers everywhere—  
combined with other advertising.



Free!!! The Details of This  
Tremendous Exploitation Drive—  
Write Us—Now



## 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, O., 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 dealer takes 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 organists 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.

## Allen McQuhae 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.

## "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 nation-wide hook-up of stations. During the program Dolores Del Rio, star of "What Price Glory" and of the forthcoming film "Ramona," sang this Feist hit. Incidentally, the composition is dedicated to Miss Del Rio and it is the theme of the film of the same name. Later in the program Paul Whiteman and His Orchestra 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.

Leo Feist, Inc., anticipated the sensation which "Ramona" would prove in the nation-wide broadcast and some time prior to the event sent special "hurry-up" order blanks to dealers throughout the country.

**The Dealers' Jobber**  
**Middle West Music Jobbers**  
 228 So. Wabash Ave., Chicago  
 Service With Right Prices  
 Everything Published in Sheet Music

## 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, "Serenata."

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 release was also enriched by Ethel Waters' version of "I'm Saving It All for You." Dolly Kay may be heard singing "I Ain't Got Nobody" and "A Good Man Is Hard to Find" on Vocation releases. The Triangle waltz ballad hit, "You'd Rather Forget Than Forgive," has been recorded 100 per cent by the following artists: Joe White, "The Silver Masked Tenor," Victor; Art Gillman, "Whispering Pianist," Columbia; Joe Green's Marimba Orchestra, Brunswick; Richard Greene, Vocation; Joe Davis, the "Melody Man," Harmony; Carolina Club Orchestra, Perfect; Golden Gate Orchestra, Cameo; Seger Ellis, vocal, and Sam Lanin and His Orchestra, Okeh; 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 ballad, 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, "Fidgets," by Carson J. Robinson, 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 programs. 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," "Tin Pan 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. 3 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 Saxopholio No. 2, a saxophone folio, also containing the "cream" of the popular catalog, and judging by its reception it gives every indication of being a very big seller.

A New Hit By The Writer Of "MY BLUE HEAVEN"

There Must Be

**"A SILVER LINING"**  
 (THAT'S SHINING FOR ME)  
 by WALTER DONALDSON and DOLLY MORSE

YOU CAN'T GO WRONG

London's Newest Dance Craze!

**"YALE BLUES"**  
 COLLIE KNOX & VIVIAN ELLIS

WITH THESE 'FEIST' SONGS"

Snappy Fox Trot Ballad Great Dance Rhythm

**"WHEN YOU'RE WITH SOMEBODY ELSE"**  
 by Abel Baer, L. Wolfe Gilbert, & Ruth Etting

NEW! DIFFERENT! A REAL NOVELTY FOX TROT!

**"Coquette"**  
 by Gus Kahn, Carmen Lombardo, & John W. Green

YOU CAN'T GO WRONG

A New Waltz Hit by the writers of "IN A LITTLE SPANISH TOWN"

**"ROMONA"**  
 Theme Song of "ROMONA" starring Dolores Del Rio  
 by L. WOLFE GILBERT and MABEL WAYNE

WITH ANY 'FEIST' SONG"

DONALDSON'S EXQUISITE WALTZ SONG!"

**"A SHADY TREE"**  
 WALTER DONALDSON

**LEO. FEIST INC.**  
 231 W. 40<sup>TH</sup> ST., New York.

## "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. Munden, choirmaster 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. Munden, "The church was eroded 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 will, in all probability, soon find the place that rightfully 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; "Waitin' 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 Baer.

## Will Sing "Beloved"

Marguerite Namara, 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 B. 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, embracing comparatively lengthy visits to the larger cities and flying trips to smaller towns. The best spots of Canada were included, and at the present time 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.

# SONGS THAT HIT THE MARK!

TOGETHER (New)
LILA (New)
AMONG MY SOUVENIRS
ONE MORE NIGHT
WITHOUT YOU SWEETHEART
TIN PAN PARADE
MY ANGEL
CHURCH BELLS ARE RINGING FOR MARY
THERE AIN'T NO SWEET MAN
WORTH THE SALT OF MY TEARS
SWEETHEART MEMORIES
BLUEBIRD SING ME A SONG
I'M RIDING TO GLORY
Song Hits from the Collegiate Musical Comedy
"GOOD NEWS"
GOOD NEWS
THE VARSITY DRAG
LUCKY IN LOVE
THE BEST THINGS IN LIFE ARE FREE
<b>Big Sellers in Folios</b>
EACH CONTAINING "AMONG MY SOUVENIRS"
SUPREME DANCE FOLIO (New)
SAXOPHOLIO (No. 2)
TENOR BANJO FOLIO (3rd Edition)
(Each containing fifteen great songs)

DE SYVA, BROWN AND HENDERSON, INC.  
Music Publishers  
DE SYVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE, NEW YORK

## 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 subtitle, "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.

## Piantadosi Songs Proving Popular

"I'm Tired of Making Believe," the ace number in the catalog of Al Piantadosi, New York City, is showing decided strength and is proving popular with vaudeville and radio entertainers, justifying the confidence which Mr. Piantadosi placed in the number and which led him to place a strenuous campaign behind the number. The composition, which was written by Al Piantadosi—who has had innumerable "hits" to his credit—and George Kelly, immediately drew an offer of \$15,000, which was refused by the firm.

"Dancing Shadows," a novelty fox-trot, and "My Stormy Weather Pal," waltz ballad, also featured in the Piantadosi catalog, are showing up well in both sheet music, record and roll form, and are heard nightly over the leading broadcasting stations.

### More Profits in Your Sheet Music Department

Buy your music where you can get the utmost in selection and service at the lowest possible prices!

### BIG HITS OF THE DAY IN SHEET MUSIC

Everything published in sheet music—or rather everything that sells—is on hand here. Your mail orders will receive the same conscientious attention as though you were here in person selecting your numbers yourself.

Quick Delivery—the same day as your order is received—and a fully itemized memo accompanies each shipment so that you know at once what each selection costs you.

Send for our new Sheet music bulletin and see for yourself the extensive variety of offerings—and the new prices!

**PLAZA MUSIC COMPANY**  
10 West 20th St. New York

# The Latest Record Bulletins

## Victor Talking Machine Co.

### LIST FOR APRIL 6

21259 Little Mother—Waltz, Nat Shilkret and the Victor Orch. 10	Without You, Sweetheart—Fox-trot, Nat Shilkret and the Victor Orch. 10
21258 Who's Blue Now?—Fox-trot, Waring's Pennsylvanians 10	Stay Out of the South! (If You Want to Miss a Heaven on Earth)—Fox-trot, Coon-Sanders Orch. 10
21256 The Beggar—Fox-trot, Nat Shilkret and the Victor Orch. 10	The Sunrise (Will Bring Another Day for You) —Fox-trot, Johnny Hamp's Kentucky Serenaders 10
21241 Ol' Man River (From "Show Boat"), The Revelers 10	Ob Lucindy ..... The Revelers 10
21257 Dream Kisses ..... The Silver Masked Tenor 10	You'd Rather Forget Than Forgive, The Silver Masked Tenor 10

### LIST FOR APRIL 13

21273 My Ohio Home ..... Harold Yates-Cooper Lawley 10	In the Evening ..... Harold Yates-Cooper Lawley 10
21276 The Black Jacks—Part 3, George Le Maire-Rex Van 10	The Black Jacks—Part 4, George Le Maire-Rex Van 10
21274 Mississippi Mud—Fox-trot, Paul Whiteman and His Orch. 10	From Monday On—Fox-trot, Paul Whiteman and His Orch. 10
21275 Speedy Boy—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10	The Grass Grows Greener—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10
21260 Let's Misbehave—Fox-trot, Irving Aaronson and His Commanders 10	An' Furthermore—Fox-trot, Irving Aaronson and His Commanders 10

### LIST FOR APRIL 20

21299 Mary Ann ..... Johnny Marvin and Ed Small 10	Old-Fashioned Locket ..... Johnny Marvin 10
35912 Ol' Man River (from "Show Boat"). Selections from "Show Boat". Paul Whiteman and His Concert Orchestra with Paul Robeson and Mixed Chorus ..... 12	21298 Chloe (Song of the Swamp), Shilkret's Rhyth-Melodists 10
When You're With Somebody Else Shilkret's Rhyth-Melodists 10	21297 That Melody of Love—Waltz, Waring's Pennsylvanians 10
Was It a Dream?—Waltz, Waring's Pennsylvanians 10	

### VOCAL AND INSTRUMENTAL

35914 The Man I Love (From "Strike Up the Band"), Victor Salon Orch. 12	Manhattan Serenade ..... Victor Salon Orch. 12
21250 A Dream (Corey Bartlett) ..... Jesse Crawford 10	Humoreske (Dvorak) ..... Jesse Crawford 10
21251 Light Cavalry—Overture—Part 1 (von Suppe), Victor Symphony Orch. 10	Light Cavalry—Overture—Part 2 (von Suppe), Victor Symphony Orch. 10
21296 Anchors Aweigh—March, United States Navy Band 10	All Hands—March ..... United States Navy Band 10
21223 The Storm—Part 1 ..... Arthur Meale 10	The Storm—Part 2 ..... Arthur Meale 10
21142 Blue Yodel ..... Jimmie Rodgers 10	Away Out on the Mountain, ..... Jimmie Rodgers 10
21122 'Twas on a Cold and Stormy Night, The Tietje Sisters 10	Only a Flower ..... The Tietje Sisters 10

### DANCE RECORDS

21301 Coquette—Fox-trot, Paul Whiteman and His Orch. 10	Dolly Dimples—Fox-trot, Paul Whiteman and His Orch. 10
21304 Parade of the Wooden Soldiers—Fox-trot, Paul Whiteman and His Orch. 10	Oh, Ya Ya—Fox-trot, Paul Whiteman and His Orch. 10
21184 Waitin' for Katie—Fox-trot, Ben Pollack and His Orch. 10	Memphis Blues—Fox-trot, Ben Pollack and His Orch. 10
21305 Sluefoot—Fox-trot ..... Coon-Sanders Orch. 10	The Wail—Fox-trot ..... Coon-Sanders Orch. 10

21307 Collegiana—Fox-trot .. Waring's Pennsylvanians 10	The Yale Blues—Fox-trot, Waring's Pennsylvanians 10
21302 From Monday On, Paul Whiteman's Rhythm Boys 10	What Price Lyrics? ..... Paul Whiteman's Rhythm Boys 10
21303 Little Mother ..... Franklyn Baur 10	I'm Waiting for Ships That Never Come In, Franklyn Baur 10
RED SEAL	
6822 Song of the Volga Boatmen (Kocemmann), Feodor Chaliapin 12	In questa tomba oscura (Within the Tomb For- gotten) (Beethoven) ..... Feodor Chaliapin 12
6802 Lichesleid (Love's Sorrow) (Kreisler), Alfred Hertz and San Francisco Symphony Orch. 12	1. Serenade (Moszkowski); 2. Auhade (Auer), Alfred Hertz and San Francisco Symphony Orch. 12
1320 The Rosary (Nevin-Kreisler), ..... Fritz Kreisler 10	Mighty Lak' a Rose (Nevin-Kreisler), ..... Fritz Kreisler 10
1321 Dear Old Pal of Mine (Robe-Rice), John McCormack 10	Roses of Picardy (Weatherly-Wood), John McCormack 10
1319 Songs My Mother Taught Me (Macfarren- Dvorak) ..... Rosa Ponselle 10	Since First I Met Thee (Watson-Rubinstein), Rosa Ponselle 10
1317 'A Vucchella (A Little Posy) (D'Annunzio- Tosti) ..... Tito Schipa 10	Nina (Pergolesi) ..... Tito Schipa 10
6791 Lohengrin—Prelude—Part 1 (Wagner), Leopold Stokowski-Philadelphia Symphony Orch. 12	Lohengrin—Prelude—Part 2 (Wagner), Leopold Stokowski-Philadelphia Symphony Orch. 12

## Columbia Phon. Co., Inc.

### CELEBRITY SERIES

2063-M Jesu, Joy of Man's Desiring (Chorale from Cantata No. 147) (Bach-Hess)—Piano Solo, Myra Hess 10	Gigue From Fifth French Suite (Bach)— Piano Solo ..... Myra Hess 10
2064-M Faust: Serenade Mephistopheles (Gounod)— Bass Solo ..... Alexander Kipnis 10	Faust: Veau d'Or (Calf of Gold) (Gounod)— Bass Solo ..... Alexander Kipnis 10
2061-M Jota (DeFalla-Kochanski)—Violin Solo, Yelly D'Aranyi 10	Hungarian Dance, No. 8 (Brahms-Joachim) Violin Solo ..... Yelly D'Aranyi 10
5075-M Grave (Friedman-Bach-Kreisler)—Violin Solo ..... Naoum Blinder 12	Ave Maria (Schubert-Wilhelm)—Violin Solo, Naoum Blinder 12
2062-M Elegie (Massenet)—Soprano Solo, Maria Kurenko 10	Traviata: Addio del passato (Farewell to the Bright Visions) (Verdi)—Soprano Solo, Maria Kurenko 10
7150-M To Spring (Grieg); One More Day, My John Sailor's Sea-Chanty) (Grainger)—Piano Solo ..... Percy Grainger 12	Wedding Day at Troldhaugen (Grieg)—Piano Solo ..... Percy Grainger 12
2060-M Obstinata (A Resolve) (de Fontenay)— Baritone Solo ..... Cesare Formichi 10	D'une Prison (Hahn)—Baritone Solo, Cesare Formichi 10
7149-M Der Rosenkavalier: Waltz, Parts 1 and 2 (Strauss)—Instrumental, Eduard Moerike and the Orchestra of the State Opera House, Berlin 12	7148-M Dance Macabre—Parts 1 and 2 (Saint-Saens; Op. 40), Sir H. J. Wood and New Queen's Hall Orch. 12
INSTRUMENTAL MUSIC	
50062-D Victor Herbert Waltz Medley, Eddie Thomas' Collegians 12	Beautiful Ohio—Waltz, with Vocal Refrain by James and Shaw-Eddie Thomas' Collegians 12
1297-D Al Fresco (Herbert), Columbia Symphony Orch. (Dir. R. H. Bowers) 10	Badinage (Herbert), Columbia Symphony Orch. (Dir. R. H. Bowers) 10
50060-D Pan American (Herbert), Columbia Symphony Orch. (Dir. R. H. Bowers) 10	March of the Toys (From "Babes in Toy- land") (Herbert), Columbia Symphony Orch. (Dir. R. H. Bowers) 10
50059-D Selection from La Boheme—Parts 1 and 2 (Puccini), Columbia Symphony Orch. (Dir. R. H. Bowers) 10	

1305-D Little Log Cabin of Dreams—Pipe Organ, with Vocal Chorus by Frank Harris, Marsh McCurdy 10	Did You Mean It?—Pipe Organ, Marsh McCurdy 10
---	--

SPECIAL MOTHER'S DAY RECORD	
1327-D Little Mother—Tenor and Baritone Duet, Lewis James-Elliott Shaw 10	Little Log Cabins of Dreams—Tenor Solo, Lewis James 10

### DANCE MUSIC

1313-D Mary Ann—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band Cobble-Stones—Fox-trot, Ted Lewis and His Band 10	1321-D When—Fox-trot, with Vocal Chorus by Frank Harris, ..... Ben Selvin and His Orch. 10
Tell Me You're Sorry—Fox-trot, with Vocal Chorus by Frank Harris, Ben Selvin and His Orch. 10	1306-D Since My Best Gal Turned Me Down—Fox- trot, with Vocal Chorus by Goldie, Jan Garber and His Orch. 10
I Wish I Could Shimmy Like My Sister Kate —Fox-trot, ..... Jan Garber and His Orch. 10	1308-D Sunshine—Fox-trot, with Vocal Chorus by Harold Lambert, Ipana Troubadours (S. C. Lanin, Dir.) 10
After My Laughter Came Tears—Fox-trot, with Vocal Chorus by Harold Lambert, Ipana Troubadours (S. C. Lanin, Dir.) 10	1322-D Wings—Fox-trot, with Vocal Chorus by Tom Stacks, Cliquot Club Eskimos (Harry Reser, Dir.) 10
Humoreskimo—Fox-trot, with Vocal Chorus by Tom Stacks, Cliquot Club Eskimos (Harry Reser, Dir.) 10	1314-D What Do You Say?—Fox-trot, with Vocal Chorus by Ed. Kirkeby, California Ramblers Singapore Sorrows—Fox-trot, California Ramblers 10

1326-D Rain or Shine (From "Rain or Shine")— fox-trot, with Vocal Chorus by Frank Harris, The Radiolites 10	Forever and Ever (From "Rain or Shine")— Fox-trot, with Vocal Chorus by Frank Harris, ..... The Radiolites 10
1301-D My Ohio Home—Fox-trot, with Vocal Chorus by Frank Harris, Cass Hagan and His Park Central Hotel Orch. 10	I Still Love You—Fox-trot, with Vocal Chorus by Harold Lambert, The Radiolites 10
1307-D St. Louis Shuffle—Fox-trot, Paul Specht and His Orch. 10	Corried!—Fox-trot, Paul Specht and His Orch. 10
1311-D After We Kiss—Waltz, with Vocal Chorus by Oscar Grogan, The Cavaliers (Waltz Artists) 10	Moonlight Lane—Waltz, with Vocal Chorus, The Cavaliers (Waltz Artists) 10
1309-D Lovely Little Silhouette—Fox-trot, with Vocal Chorus by Frank Harris, V. Rose-J. Taylor and Their Hollywood Orch. 10	In My Little Dream House on the Hill—Fox- trot, with Vocal Chorus by Frank Harris, V. Rose-J. Taylor and Their Hollywood Orch. 10
1317-D Dreams That Remind Me of You—Waltz, with Incidental Singing, South Sea Islanders Sailing Along to Hawaii—Waltz, with Inci- dental Singing ..... South Sea Islanders 10	

### VOCAL NUMBERS

1312-D I Ain't Got Nobody (And Nobody Cares for Me)—Vocal ..... Ruth Etting 10	Don't Leave Me, Daddy—Vocal, Ruth Etting 10
1319-D Silver-Haired Sweetheart—Vocal, The Whispering Pianist (Art Gillham) 10	Who Gives You All Your Kisses?—Vocal, The Whispering Pianist (Art Gillham) 10
1302-D Away Down South in Heaven—Vocal Duet, Van-Schenck 10	You Can Tell Her Anything Under the Sun —Vocal Duet ..... Van-Schenck 10
1303-D There Must Be a Silver Lining—Vocal, Lee Morse and Her Blue Grass Boys 10	Let a Smile Be Your Umbrella on a Rainy Day—Vocal, Lee Morse and Her Blue Grass Boys 10
1324-D One More Night—Vocal ..... Little Jack Little 10	I Wonder—Vocal ..... Little Jack Little 10
1316-D When I Was Hikin' With You—Vocal Duet, Ford-Glenn 10	Hum All Your Troubles Away—Vocal Duet, Ford-Glenn 10
1315-D Mine—All Mine—Vocal ..... Ed. Lowry 10	Mamma's Gone Young—Papa's Gone Old— Vocal ..... Ed. Lowry 10

(Continued on page 106)

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 Bigger Every Day

Read This Chorus  
and Then You'll  
Know Why We  
TURNED DOWN

**\$15,000**

1576 Broadway

**AL PIANTADOSI, Music Publisher**

JOSEPH P. WHALEN, General Manager



### CHORUS

I'm so tired of making believe  
I'm so tired of wearing a mask  
For all that I do is just grieve  
Say you're sorry is all that I ask  
Though you've crushed every dream in  
my soul  
I've a heart that I cannot control  
I want you, I need, God help me,  
I love you,  
I'm tired of making believe.

Copyright 1928 Al Piantadosi

Fox-trot  
**"Dancing  
Shadows"**  
This Has "It"

New York

THE LATEST RECORD BULLETINS—(Continued from page 105)

- 1304-D Ol' Man River (From 'Show Boat')—Male Quartet—Goodrich Silverton Quartet 10
- Can't Help Lovin' Dat Man (From 'Show Boat')—Vocal—Aun Jemima 10
- 1323-D I'm Rollin' Along (Havin' My Ups and Downs)—Vocal—Vaughn de Leath 10
- Watching for the Boogie Man—Vocal, Vaughn de Leath 10
- 1320-D What Do You Say?—Vocal—Hughie Barrett 10
- Passing the Time Away—Vocal, Hughie Barrett 10

NOVELTY RECORD

- 50061-D Our Child, Charles E. Mack, of Moran and Mack, "The Two Black Crows" 12
- Elder Eatmore's Sermon on Throwing Stones, Charles E. Mack, asst. by George Moran, "The Two Black Crows" 12

FAMILIAR TUNES—OLD AND NEW

- 15232-D Cindy—Vocal, Riley Puckett Clayton McMichen 10
- Little Brown Jug—Vocal, Riley Puckett Clayton McMichen 10
- 15237-D Buckin' Mule, Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
- Casey Jones, Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
- 15238-D Engineer Joe—Singing, with Banjo Joe 10
- I'm Just a Ramblin' Gambler—Singing with Banjo Accompaniment, Banjo Joe 10
- 15236-D Ticklish Reuben—Vocal, Charlie Parker-Mack Woolbright 10
- The Man Who Wrote Home Sweet Home Never Was a Married Man—Vocal, Charlie Parker-Mack Woolbright 10
- 15234-D Chinese Rag—Dance Music, The Spooney Five 10
- My Little Girl—Dance Music, The Spooney Five 10
- 15233-D Fight to Win—Royal Summer Quartet 10
- Be a Man—Royal Summer Quartet 10
- 15229-D Sweetest Flower—Waltz Music, East Texas Serenaders 10
- Combination Rag—Dance Music, East Texas Serenaders 10
- 15250-D I Want to Go to Heaven, Smith's Sacred Singers 10
- We Shall Rise—Smith's Sacred Singers 10
- 15231-D Down Where the Cotton Blossoms Grow—Vocal, Hugh Cross 10
- The Mansion of Aching Hearts—Vocal, Hugh Cross 10
- 15235-D Hallehujah! He Is Mine—Sacred Singing, Bush Brothers 10
- Oh, Wonderful Day—Sacred Singing, Bush Brothers 10

IRISH RECORDS

- 33240-F Hail! Glorious Apostle—Irish Melody, Irish Male Chorus 10
- Hymn to the Holy Name, Irish Male Chorus 10
- 33241-F Shall My Soul Pass Through Ireland—Tenor Solo, Seamus O'Doherty 10
- Ned o' the Hill—Tenor Solo, Seamus O'Doherty 10
- 33242-F Oh, Mind Your Eye—Vocal, Frank Quinn-Joe Maguire 10
- The Hare in Corn—Reel, Accordion Solo, with Liltin', Frank Quinn-Joe Maguire 10
- 33243-F The I. R. A.—Vocal, Flanagan Brothers 10
- Shaskeen Reel—Banjo and Accordion, Flanagan Brothers 10
- 33244-F Kevin Barry—Bass Solo, John Oakley 10
- Wrap the Green Flag 'Round Me, Boys—Bass Solo, John Oakley 10
- 33245-F The Jolly Boatman—Flute Solo, with Liltin', John Griffin (The Fifth Avenue Bus Man) 10
- He Loved His Jenny Dear—Flute Solo, with Liltin', John Griffin (The Fifth Avenue Bus Man) 10
- 33246-F Green Fields of America; Swallow's Tail—Reels; Violin Solos, Michael Coleman 10
- Liverpool—O'Neill's Hornpipes; Violin Solo, Michael Coleman 10

Brunswick Records

LIST FOR APRIL 5

- 3829 Is She My Girl Friend? (How-de-oow-dow!) (Yellen-Ager)—Fox-trot, with Vocal, Ray Miller and His Orch. 10
- I Wish I Could Shimmy Like My Sister Kate (Fron)—Fox-trot, with Vocal, Ray Miller and His Orch. 10
- 3808 Can't Help Lovin' Dat Man (From "The Show Boat") (Hammerstein-Kern)—Fox-trot, with Vocal Chorus by Vaughn de Leath, Ben Bernie and His Hotel Roosevelt Orch. 10
- Make Believe (From "Show Boat") (Hammerstein-Kern)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3772 When You're With Somebody Else (Gilbert-etting-Baer)—Fox-trot, with Vocal Chorus, Bernie Cummins and His Orch. 10
- Lonely Melody (Coslow-Meroff-Dyson)—Fox-trot, with Vocal Trio, Bernie Cummins and His Orch. 10
- 3770 Linger Longer Lane (Lyons)—Waltz, with Vocal Duet, Regent Club Orch. 10
- A Kiss Before the Dawn (Perkins)—Waltz, with Vocal Chorus, Regent Club Orch. 10
- 3817 Chloe (Song of the Swamp) (Kahn-More)—Comedienne, with Orch., Bessie Brown 10
- Someone Else May Be There While I'm Gone (Berlin)—Comedienne, with Orch., Bessie Brown 10
- 3816 Stay Out of the South! (If You Want to Miss a Heaven on Earth) (Dixon)—Vocal Duet, with Violin and Piano, Ed Smalle-Dick Robertson 10
- Wob-a-ly Walk (Green Warren)—Vocal Duet, with Violin and Piano, Ed Smalle-Dick Robertson 10
- 3800 Diane (I'm in Heaven When I See You Smile) (Rapee-Pollack)—Piano Solo, Lee Sims 10
- Are You Thinking of Me To-night? (Davis-Gilbert)—Piano Solo, Lee Sims 10
- 3779 Will the Circle Be Unbroken (Gabriel)—Vocal Duet, with Piano, Violin and Guitar, Frank and James McCravy 10
- When They Ring the Golden Bells (de Marbelles)—Vocal Duet, with Piano, Violin and Guitar, Frank and James McCravy 10
- 206 The Faded Coat of Blue—Voice, with Guitar, Buell Kazee 10
- Don't Forget Me, Little Darling—Voice, with Guitar, Buell Kazee 10

LIST FOR APRIL 12

- 3812 Golden Gate (Rose-Jolson-D. Dreyer-J. Dreyer)—Fox-trot, with Vocal Chorus by Lucas Brothers, Herb Wiedoeft and His Orch. 10
- Rose Room (In Sunny Land) (Williams-Hickman)—Fox-trot, with Vocal Chorus by Lucas Brothers, Herb Wiedoeft and His Orch. 10

- 3827 The Sunrise (Will Bring Another Day for You) (Stanley-Friend)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Herbert Gordon's Adelpia Whispering Orch. 10
- Thou Swell (From "The Connecticut Yankee") (Hart-Rodgers)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Herbert Gordon's Adelpia Whispering Orch. 10
- 3792 If I Can't Have You (I Want to Be Lonesome—I Want to Be Blue) (Donaldson)—Fox-trot, with Vocal Chorus, Hal Kemp and His Orch., for. of the U. of N. C. Mary Ann (Davis-Silver)—Fox-trot, with Vocal Trio, Hal Kemp and His Orch., for. of the U. of N. C. 10
- 3822 Lady of Havana (Bernie-Val-Van Loan)—Fox-trot, Anglo-Persians, under direct. of Louis Katzman 10
- Singapore Sorrows (Le Soir-Dall)—Fox-trot, Anglo-Persians, under direction of Louis Katzman 10
- 3798 There Ain't No Sweet Man That's Worth the Salt of My Tears (Fisher)—Comedienne with orchestra, Libby Holman 10
- The Way He Loves Is Just Too Bad (Curtis-Rose-Robbins)—Comedienne with orchestra, Libby Holman 10

- 3515 Stars and Stripes Forever (Sousa)—March, Concert Band, Walter B. Rogers and His Band 10
- National Emblem March (Bagley)—Concert Band, Walter B. Rogers and His Band 10
- 3780 I'm Forever Blowing Bubbles (Kenbrovin-Kellette)—Vocal Duet with Mandolin, Guitar, Violin and Piano, Lester McFarland and Robert A. Gardner 10
- Let the Rest of the World Go By (Ball)—Vocal Duet with Mandolin, Guitar, Violin and Piano, 197 When You and I Were Young Maggie (Johnson-Butterfield)—Vocal Duet with Piano, Violins and Cello, Frank and James McCravy 10
- Silver Threads Among the Gold (Rexford-Danks)—Vocal Duet with Piano, Violins, Cello and Bells, Frank and James McCravy 10

LIST FOR APRIL 19

- 3814 Maybe You'll Be the One Who'll Be the One to Care (McKiernan)—Fox-trot, with Vocal Chorus by Clyde Lucas, Herb Wiedoeft and His Orch. 10
- Trianon (Rose)—Toddlie, Herb Wiedoeft and His Orch. 10
- 3835 There Must Be a Silver Lining (Donaldson-Morse)—Fox-trot, with Vocal Trio, Lambert-Hillpot-Smale, Vincent Lopez and His Casa Lopez Orch. 10
- Sunshine (Berlin)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Vincent Lopez and His Casa Lopez Orch. 10
- 3838 I'll Think of You (Kahn-Schonberger-Lyman)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Colonial Club Orch. 10
- Beautiful (Shay-Gillespie)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Colonial Club Orch. 10
- 3843 March of the Marionettes (Savino-DeRose)—Novelty Fox-trot, Varsity Four 10
- Lovely Little Silhouette (Rose-Lewis-Young)—Novelty Fox-trot, Varsity Four 10
- 3819 Rain (Ford)—Vocal Duet with Steel Guitar Saxophone and Piano (White and Bessinger) Radio Franks 10
- Mary Ann (Davis-Silver)—Vocal Duet with Steel Guitar Saxophone and Piano (White and Bessinger) Radio Franks 10
- 3834 My Melancholy Baby (Norton-Burnett)—Novelty Violin Solo with Orchestra Acc., Dave Rubinoff 10
- Fiddlin' the Fiddle (Rubinoff)—Novelty Violin Solo with Orchestra Acc., with Vocal Chorus by Eddy Thomas, Dave Rubinoff 10
- 50133 Morning Greeting (Schubert)—Pianoforte Solo, Leopold Godowsky 10
- Good Night (Schubert)—Pianoforte Solo, Leopold Godowsky 10
- 3785 When You and I Were Young Maggie (Johnson-Butterfield)—Vocal Duet with Piano, Violin and Cello, Frank and James McCravy 10
- Silver Threads Among the Gold (Rexford-Danks)—Vocal Duet with Piano, Violins, Cello and Bells, McCravy Brothers 10
- 3802 The Faded Coat of Blue—Voice with Guitar, Buell Kazee 10
- Don't Forget Me, Little Darling—Voice with Guitar, Buell Kazee 10
- 199 Seeing Nellie Home (Quitting Party) (Fletcher)—Vocal Duet with Harmonica, Guitar and Mandolin, Lester McFarland and Robert A. Gardner 10
- Weeping Willow Tree—Vocal Duet with Harmonica, Guitar and Mandolin, Lester McFarland and Robert A. Gardner 10
- 205 Climbing Up De Golden Stairs (Heiser)—Male Voices with Orch., Kanawha Singers 10
- Swing Low, Sweet Chariot (Arr. by Frey)—Male Voices with Orch., Kanawha Singers 10

LIST FOR APRIL 26

- 3837 Back In Your Own Backyard (Jolson-Rose-Dreyer)—Fox-trot, with Vocal Chorus by Scrapy Lambert, Ben Bernie and His Hotel Roosevelt Orch. 10
- I Just Roll Along Havin' My Ups and Downs (Trent De Rose)—Fox-trot, with Vocal Chorus by Scrapy Lambert and Billy Hillpot, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3828 Sorry (Klages-Quicksell)—Fox-trot, with Vocal Chorus by Al Cameron, Ray Miller and His Orch. 10
- My Honey's Lovin' Arms (Ruby-Meyers)—Fox-trot, with Vocal Chorus by Al Cameron, 3824 Together (DeSylva-Brown-Henderson)—Waltz, with Vocal Chorus by Frank Munn, Regent Club Orch. 10
- When Love Comes Stealing (Rapee-Pollack-Hirsch)—Waltz, with Vocal Chorus by Frank Munn, Regent Club Orch. 10
- 3806 Until Tomorrow (Gillespie-Robson-Van Alstyne)—Baritone and Accordionist, Salerno Brothers 10
- The Desert Song (From "The Desert Song") (Harbach-Hammerstein-Romberg)—Baritone and Accordionist, Salerno Brothers 10

- 3793 The Sweetheart of Sigma Chi (Stokes-Vernor)—Tenor, with Orch., Allen McQuhae 10
- Charmaine (Rapee-Pollack)—Tenor with Orch., Allen McQuhae 10
- 3783 Down in Waikiki (Morse-Archer)—Hawaiian Instrumental, with Vocal Trio, Royal Hawaiians 10
- Rainbow of Love (Perry-Squires)—Hawaiian Instrumental, with Vocal Trio, Royal Hawaiians 10
- 204 Keep on the Firing Line (Jesus Leads His Army—Singing and Guitar, Howard Haney 10
- ALBUM NO. 10. To be Released both as separate Records and in Album Form. Male Choir Roman Polyphonic Society, recorded in America as "Vatican Choirs," under direction of Monsignor Raffaele C. Casimiri. 50124 Io Tacerò (Da Venosa) Chi La Gagliarda (Donati) 50125 Laudate Dominum (Palestrina) Exaltabo Te (Palestrina) 50126 Ave Maria (Palestrina) Alleluja: Tulerunt (Palestrina) 50127 Improprium (Palestrina) Innocentes (Palestrina) 50128 Credo—Parts 1 and 2 (Palestrina) 50129 Il Mare—Parts 1 and 2 (Alberti-Casimiri)

Edison Disc Records

SPECIALS

- 52186 Hawaiian Hula Medley, Mid-Pacific Hawaiians (W. Kalama, Dir.) 10
- Wahine u' i (Beautiful Woman), Mid-Pacific Hawaiians (W. Kalama, Dir.) 10
- 52213 Rain (Ford), The Rollickers 10
- Auf Wiederseh'n (We'll Meet Again) (Greenberg), The Rollickers 10
- 52217 Since My Best Gal Turned Me Down (Quick-sell-Lodwig), Jack Parker-Will Donaldson 10
- One More Night (Rose-Burke), Jack Parker-Will Donaldson 10
- 52219 Bridal Rose Overture (Lavallee)—Accordion Solo, Charles Magnante 10
- Dolores Waltz (Waldfuehl)—Accordion Solo, Charles Magnante 10
- 52220 Serenade (Squire)—Cello Solo, Oswald Mazuechi 10
- Danza Espanola (Granados)—Cello Solo, Oswald Mazuechi 10
- 52228 On a Laundry Wagon—A Darcy Sketch, Two Dark Knights 10
- The Dish Washers—A Darcy Sketch, Two Dark Knights 10
- 52229 Old Plantation Melody (Hall), Vernon Dalhart and Company 10
- A Memory That Time Cannot Erase (Robison), Vernon Dalhart and Company 10
- 52230 The Penitent (Words from St. Luke XV. 11-25) (Van de Water), Charles Hart 10
- The Lord is My Light (Words from Psalm XXV11) (Allitsen), Charles Hart 10
- 52233 Among My Souvenirs (Leslie-Nicholls), The Edisonans 10
- The Song Is Ended (But the Melody Lingers On) (Berlin), The Edisonans 10
- 52235 Sweet Elaine (Gerard-Armstrong), Arthur Hall and Chorus 10
- Memories of the Past (Jackson-Gilbert), Charles Harrison-Vernon Archibald 10
- 52236 It's in the Bag (Tobias-Sherman), The Happiness Boys 10
- Stay Out of the South (If You Want to Miss a Heaven on Earth), The Happiness Boys 10
- 52238 Christ Arose (Lowry)—Easter Hymn, Metropolitan Quartet 10
- Christ Is Risen (Sullivan)—Easter Hymn, Metropolitan Quartet 10
- 52240 Was It a Dream? (Coslow-Spier-Britt), J. Donald Parker 10
- You'd Rather Forget Than Forgive (Johnson-Davis), J. Donald Parker 10
- 52242 Love's Dream (After the Ball) (Zibulka), La Petite Concert Ensemble (Dir. Alex. Draesin) 10
- The Love Waltz (Jaquet), La Petite Concert Ensemble (Dir. Alex. Draesin) 10
- 80890 Arabesque, in G Major (Debussy)—Piano Solo, E. Robert Schmitz 10
- The Little Shepherd; and Golliwog's Cake Walk (From "Children's Corner"), Suite (Debussy)—Piano Solo, E. Robert Schmitz 10

FLASHES

- 52223 Can't Help Lovin' Dat Man (From "Show Boat") (Hammerstein, 2nd-Kern), B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- Why Do I Love You? (From "Show Boat") (Hammerstein, 2nd-Kern), B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52224 Stay Out of the South (If You Want to Miss a Heaven on Earth) (Dixon)—Fox-trot, Winegar's Penn. Boys 10
- I Call You Sugar (Baxter-Bowles)—Fox-trot, Winegar's Penn. Boys 10
- 52225 The Dance of the Blue Danube (Fisher)—Fox-trot, Duke Yellman and His Orch. 10
- Missouri Squabble (Holst-Kretzmer)—Fox-trot, Duke Yellman and His Orch. 10
- 52226 Anything to Make You Happy (Valentine)—Fox-trot, with Vocal Chorus by Victor Hall, Al Lynn's Music Masters 10
- O, Promise Me (That You Will Never Cry) (Porter-Perry)—Fox-trot, with Vocal Chorus by Victor Hall, Al Lynn's Music Masters 10
- 52227 I'm More Than Satisfied (Klages-Waller)—Fox-trot, Duke Yellman and His Orch. 10
- Symphonic Raps (Stevens-Abrams)—Fox-trot, Al Lynn's Music Masters 10
- 52231 When You're With Somebody Else (Gilbert-etting-Baer)—Fox-trot, with Vocal Chorus, The Florida Four 10
- Ramona (Gilbert-Wayne)—Waltz, with Vocal Chorus, The Florida Four 10
- 52232 Rain or Shine (From "Rain or Shine") (Yellen-Ager)—Fox-trot, with Vocal Chorus, Piccadilly Players (Dir. Mel. Morris) 10
- Feelin' Good (From "Rain or Shine") (Yellen-

**DREAMING AWAY** A BEAUTIFUL WALTZ

(TO FIND A WAY)

Special dance arrangement by Micky Guy. Featured everywhere.

**S. A. MATTER** 1658 Broadway, New York City

THE LATEST RECORD BULLETINS—(Continued from page 106)

- (Murphy)—Fox-trot, Piccadilly Players (Dir. Mel. Morris)
52234 Shepherd of the Hills (Leslie-Nicholls)—Fox-trot, with Vocal Chorus by Billy Jones.
Dave Kaplan, with His Happiness Orch.
Golden Gate (Jolson-Dreyer-Meyer-Rose)—Fox-trot, with Vocal Chorus by Ernest Hare, Dave Kaplan, with His Happiness Orch.

- Tiger Flowers' Last Fight—Sermon with Singing, Rev. J. M. Gates and Congregation
8563 Bop Hog Blues (Alexander)—Vocal with Guitar, "Texas" Alexander
Bell Cow Blues (Alexander)—Vocal with Guitar, "Texas" Alexander
EUROPEAN RECORDINGS (Odeon Label)
5142 Rienzi—Overture, Part I and II (Richard Wagner)—Symphony Orchestra, Eduard Moerike and the Orchestra of the State Opera House, Berlin
5143 Rienzi—Overture, Part III (Richard Wagner)—Symphony Orchestra, Eduard Moerike and the Orchestra of the State Opera House, Berlin

- Speedy Boy—Fox-trot, Gotham Society Orch.
7056 Ramona—Waltz, Royal Marimba Band
If You Loved Mary—Waltz, Imperial Dance Orch.
7057 Lila—Fox-trot, Herbert Spencer and His Orch.
Where Will I Be?—Fox-trot, The Original Indiana Five
7058 I'm Crying Cause I Know I'm Losing You—Fox-trot, Sam Lanin's Dance Orch.
I Found a Red, Red Rose in the Moonlight—Fox-trot, Hollywood Dance Orch.
7059 Ah Sweet Mystery of Life—Waltz, Royal Marimba Band, Yesterthoughts—Concert, Adrian Schubert's Concert Orch.
7060 Dolores—Fox-trot, Sam Lanin's Dance Orch.
Whisper You Love Me—Fox-trot, Hollywood Dance Orch.

Edison Blue Amberl Records

- 5486 There Ought to Be a Law Against That, Jack Kaufman and the Seven Blue Bahians
5490 Honolulu Hula Medley, Mid-Pacific Hawaiians
5491 My Heart Stood Still (From "A Connecticut Yankee")—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5492 I Fell Head Over Heels in Love—Fox-trot, Piccadilly Players and Singers (Dir. Mel. Morris)
5493 Christ Arose—Easter Hymn, Metropolitan Quartet
5494 She Don't Wanna—Fox-trot, Piccadilly Players and Singers (Dir. Mel. Morris)
5495 A Memory That Time Cannot Erase, Vernon Dalhart and Company
5497 Let a Smile Be Your Umbrella on a Rainy Day, Dick Robertson (The Radio Jester)
5498 That Good Old Country Town, Vernon Dalhart-Carson Robison
5500 My Blue Ridge Mountain Home—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5502 Baby Your Mother (Like She Babied You), Walter Scanlan
5503 A Red-Headed Widow Was the Cause of It All, Willard Hodgkin
5505 Billie Waltz, Henry Ford's Old-Time Dance Orch.
5506 Queen Among the Heather, Harry Lauder
5507 Three Quotations, No. 3—Nigger in the Woodpile, Sousa's Band

Regal Records

- DANCE RECORDS
8514 Coquette—Fox-trot, Sam Lanin's Dance Orch.
Tin-Ear—Fox-trot, Herbert Spencer and His Orch.
8515 I'm Cryin' Cause I Know I'm Losin' You—Fox-trot, Sam Lanin's Dance Orch.
When the Robert E. Lee Comes to Town—Fox-trot, The Rounders
8516 Lila—Fox-trot, Herbert Spencer and His Orch.
She's a Great, Great Girl—Fox-trot, Herbert Spencer and His Orch.
8517 Together—Waltz, Hollywood Dance Orch.
Ramona—Waltz, Dixie Marimba Players
8518 Hello Montreal—Fox-trot, The Rounders
You Can't Blame Me for That—Fox-trot, The Rounders
8519 Little Log Cabin of Dreams—Fox-trot, Markel's Society Favorites
Dolores—Fox-trot, Sam Lanin's Dance Orch.
8520 I Still Love You—Fox-trot, Herbert Spencer and His Orch.
Speedy Boy—Fox-trot, Markel's Society Favorites
8521 Ah! Sweet Mystery of Life—Waltz, Dixie Marimba Players
Gypsy Love Song—Waltz, Adrian Schubert's Concert Orch.

- POPULAR VOCAL RECORDS
7063 I Can't Do Without You—Baritone Solo, Orch. Acc., Ralph Haines
Moonlight Reminds Me of You—Baritone Solo, Orch. Acc., Ralph Haines
7064 My Ohio Home—Male Duet, Nov. Acc., Melody Twins
I Wanna Go Back to Indiana—Contralto Solo, Piano Acc., Helen Richards
7065 Beautiful—Tenor Solo, Orch. Acc., George Beaver
If You Can't Find a Man of Your Own—Contralto Solo, Piano Acc., Helen Richards
7066 Mary Ann—Male Duet, Nov. Acc., Melody Twins
The Big Things in Life to Me—Tenor Solo, Orch. Acc., Charles Harrison
7067 Girl of My Dreams—Tenor Solo, Orch. Acc., George Beaver
You'd Rather Forget Than Forgive—Tenor Solo, Orch. Acc., George Beaver
7068 I'm Away From the World—Baritone Solo, Orch. Acc., Ralph Haines
I Wonder If You Care—Tenor Solo, Orch. Acc., Charles Harrison
STANDARD RECORD
7069 Southern Roses—Waltz, Adrian Schubert's Concert Orch.
The Skaters (Les Patineurs)—Waltz, Adrian Schubert's Concert Orch.
NOVELTY RECORDS
7070 Two Licorice Drops—"Bricklayers"—Comedy Duet, Cook and Fleming
Two Licorice Drops—"Mule Mileage"—Comedy Duet, Cook and Fleming
7071 12th Street Rag—Ukulele and Piano Duet, Roy Smeck and Art Kahn
Laughing Rag—Octo-Chorda Solo, Piano Acc., Roy Smeck
7072 My Melancholy Baby—Duet Guitars, Vocal Refrain, Frank Ferera's Hawaiians
Home Again (Hawaiian Home Song)—Duet Guitars, Vocal Refrain, Frank Ferera's Hawaiians
7073 I'm Drifting Back to Dreamland—Male Duet, Nov. Acc., Dalhart and Robison
Drifting Down the Trail of Dreams—Male Duet, Nov. Acc., Dalhart and Robison
7074 Little Marian Parker—Tenor Solo, Nov. Acc., Vernon Dalhart
That Old Wooden Rocker—Male Duet, Nov. Acc., Dalhart and Robison

Okeh Records

LIST FOR APRIL 25

- DANCE MUSIC
41013 Take It Easy (Ellington)—Fox-trot, Duke Ellington and His Orch.
Jubilee Stomp (Ellington)—Fox-trot, Duke Ellington and His Orch.
41014 Pardon the Glove (Quickstep)—Fox-trot, Jack Linx and His Birmingham Society Serenaders
Buffalo Rhythm (Beaty-Smokey-Artuck)—Fox-trot, Ted Wallace and His Orch.
41017 Rain or Shine (From "Rain or Shine") (Yellen-Ager)—Fox-trot, with Vocal Refrain, The Okeh Melodians
Forever and Ever (From "Rain or Shine") (Yellen-Ager)—Fox-trot, with Vocal Refrain, The Okeh Melodians
VOCAL RECORDS
41015 We Love It (Rose-Dixon-Warren)—Vocal Duet, with Piano, Beth Chellis-Noel Taylor
Nothin' on My Mind (But the Moonlight, the Starlight and You) (Kalin-Fiorito)—Vocal Duet, with Piano, Beth Chellis-Noel Taylor
41016 Lila (Gottler-Tobias-Finkard)—Vocal Accomp. by the Okeh Novelty Orch., Lillian Morton
My Melancholy Baby (Norton-Burnett)—Vocal Accomp. by the Okeh Novelty Orch., Lillian Morton
INSTRUMENTAL
41018 Mobile Blues (Rose-Short)—Instrumental, with Guitar by Ed. Lang, Boyd Senter and His Senterpedes
I Wish I Could Shimmy Like My Sister Kate (Piron)—Instrumental, with Guitar by Ed. Lang, Boyd Senter and His Senterpedes
OLD TIME TUNES
45206 Whistling Rufus—Vocal and Whistling with Guitar Accomp., Short Brothers
Whistling Coon—Vocal and Whistling with Guitar Accomp., Short Brothers
45207 Hand Me Down My Silver Trumpet—Instrumental with Vocal Duet, Chas. Winters and Elond Auntry
You Tell Me Your Dream and I'll Tell You Mine—Vocal Duet with Violin and Guitar, Chas. Winters and Elond Auntry
45208 Red River Valley—Vocal Duet with Instrumental Accomp., Childers and White
Your Mother Always Cares for You—Vocal Duet with Instrumental Accomp., Childers and White
RACE RECORDS
8561 Climbing Up the Mountain, Children—Vocal, Invincible Quartet, Rust College
King Jesus Is A-Listening—Vocal, Invincible Quartet, Rust College
8562 The Ball Game of Life—Sermon with Singing, Rev. J. M. Gates and Congregation

- VOCAL RECORDS
8522 My Ohio Home—Male Duet, Nov. Acc., Lewis and Clark
Blue Land—Tenor Solo, Orch. Acc., Irving Kaufman
8523 Mary Ann—Male Duet, Nov. Acc., Lewis and Clark
Beautiful—Tenor Solo, Orch. Acc., Irving Kaufman
8524 I Can't Do Without You—Baritone Solo, Orch. Acc., Rodman Lewis
You'd Rather Forget Than Forgive—Tenor Solo, Orch. Acc., Irving Kaufman
8525 I'm Away From the World—Baritone Solo, Orch. Acc., Rodman Lewis
Girl of My Dreams—Tenor Solo, Orch. Acc., Irving Kaufman
NOVELTY RECORDS
8526 Little Marian Parker—Tenor Solo, Nov. Acc., Vernon Dalhart
Six Feet of Earth—Male Duet, Nov. Acc., Dalhart and Robison
8527 I'm Drifting Back to Dreamland—Male Duet, Nov. Acc., Dalhart and Robison
The Little Brown Jug—Tenor Solo, Nov. Acc., Vernon Dalhart
8528 My Ohio Home—Octo-Chorda Solo, Piano Acc., Roy Smeck
12th Street Rag—Ukulele and Piano Duet, Roy Smeck and Art Kahn
8529 My Melancholy Baby—Hawaiian Guitars, Vocal Refrain, Frank Ferera's Hawaiians
Down Hawaii Way—Hawaiian Guitars, Vocal Refrain, Frank Ferera's Hawaiians
RACE RECORD
8530 Second Hand Daddy—Comedienne, Nov. Acc., Lizzie Miles
A Good Man Is Hard to Find—Comedienne, Nov. Acc., Lizzie Miles

- RACE RECORD
7075 Nobody Shows What My Baby Shows—Comedienne, Nov. Acc., Lizzie Miles
Second Hand Daddy—Comedienne, Nov. Acc., Lizzie Miles
Domino Records
DANCE RECORDS
4114 I'm Cryin' Cause I Know I'm Losing You—Fox-trot, Sam Lanin's Dance Orch.
When the Robert E. Lee Comes to Town—Fox-trot, The Rounders
4115 Together—Waltz, Hollywood Dance Orch.
Ramona—Waltz, Dixie Marimba Players
4116 I Still Love You—Fox-trot, Herbert Spencer and His Orch.
Speedy Boy—Fox-trot, Markel's Society Favorites
4117 Coquette—Fox-trot, Sam Lanin's Dance Orch.
Tin-Ear—Fox-trot, Herbert Spencer and His Orch.
4118 Hello Montreal—Fox-trot, The Rounders
You Can't Blame Me for That—Fox-trot, The Rounders
4119 Lila—Fox-trot, Herbert Spencer and His Orch.
She's a Great, Great Girl—Fox-trot, Herbert Spencer and His Orch.
4120 Ah! Sweet Mystery of Life—Waltz, Dixie Marimba Players
Gypsy Love Song—Waltz, Dixie Marimba Players
4121 Little Log Cabin of Dreams—Fox-trot, Markel's Society Favorites
Dolores—Fox-trot, Sam Lanin's Dance Orch.
VOCAL RECORDS
4122 Mary Ann—Male Duet, Nov. Acc., Lewis and Clark
Beautiful—Tenor Solo, Orch. Acc., Irving Kaufman
4123 I Can't Do Without You—Baritone Solo, Orch. Acc., Rodman Lewis
You'd Rather Forget Than Forgive—Tenor Solo, Orch. Acc., Irving Kaufman
4124 My Ohio Home—Male Duet, Nov. Acc., Lewis and Clark
Blue Land—Tenor Solo, Orch. Acc., Irving Kaufman
4125 I'm Away From the World—Baritone Solo, Orch. Acc., Rodman Lewis
(Continued on page 108)

A Fox-Trot Fantasy NEW HITS Hawaiian Fox Trot
"HURRY ON" LEI LANI (Wreath of Heaven)
FRED K. STEELE, Inc., Music Pubs. 745 7th Ave., New York, N. Y.

THE LATEST RECORD BULLETINS—(Continued from page 107)

- Girl of My Dreams—Tenor Solo, Orch. Acc., Irving Kaufman
- NOVELTY RECORDS
- 0224 I'm Drifting Back to Dreamland—Male Duet, Nov. Acc., Dalhart and Robison
- The Little Brown Jug—Tenor Solo, Nov. Acc., Vernon Dalhart
- 0225 Little Marian Parker—Tenor Solo, Nov. Acc., Vernon Dalhart
- Six Feet of Earth—Male Duet, Nov. Acc., Dalhart and Robison
- 0226 My Ohio Home—Octo-Chlorida Solo, Piano Acc., Roy Smeck
- 12th Street Rag—Ukulele and Piano Duet, Roy Smeck and Art Kahn
- 0227 My Melancholy Baby—Hawaiian Guitars, Vocal Refrain, Frank Ferera's Hawaiians
- Down Hawaii Way—Hawaiian Guitars, Vocal Refrain, Frank Ferera's Hawaiians
- RACE RECORDS
- 4126 Second Hand Daddy—Comedienne, Nov. Acc., Lizzie Miles
- A Good Man Is Hard to Find—Comedienne, Nov. Acc., Lizzie Miles

Bell Records

- 588 Golden Gate—Fox-trot, Chuck Sawyer and His Syncopators
- Caroline—Fox-trot, Kirby's Kings of Jazz
- 587 If I Can't Have You—Fox-trot, Chuck Sawyer and His Syncopators
- Whisp'ring Eyes—Fox-trot, Hal Stuart and His Gang
- 586 I'm Always Smiling—Fox-trot, Sunnyside Inn Orch.
- Some Other Time—Fox-trot, Hal Stuart and His Gang
- 585 There Ain't No Sweet Man—Fox-trot, Hal Frazer and His Georgians
- Hot Licks—Fox-trot, Original Atlanta Footwarmers
- 584 I Just Roll Along Havin' My Ups and Downs—Fox-trot, Ruby Green and His Manhattan Madcaps
- If I Had My Way About My Sweetie—Fox-trot, Ruby Green and His Manhattan Madcaps
- 583 Moonlight on the Danube—Waltz, Jimmy Peltzer and His Boys
- Little Love Notes—Waltz, Jimmy Peltzer and His Boys
- 582 Wob-A-Ly Walk—Fox-trot, Chuck Sawyer and His Syncopators
- I Fell In Love With You—Fox-trot, Ted Parker and His Troubadours
- 581 Danger! (Look Out for That Girl)—Fox-trot, Sunnyside Inn Orch.
- Down Moonlight Lane—Fox-trot, Ted Parker and His Troubadours
- 580 Kiss and Make Up—Vocal Solo, Chris Patterson
- Life Without You Is Just a Bubble—Vocal Solo, Arthur Fields
- 579 For My Baby—Vocal Solo, Horace Winters
- I Know We'll Meet Again—Vocal Solo, Arthur Fields
- 578 Everybody Loves My Girl—Fox-trot, Imperial Dance Orch.
- Sueno Chino—Fox-trot, Imperial Dance Orch.
- 577 Lady of Havana—Fox-trot, Arlington Garden Orch.
- Carnival—Fox-trot, Arlington Garden Orch.
- 576 Down South—Fox-trot, Dick Burton and His Orch.
- Mother of the Volga—Fox-trot, Dick Burton and His Orch.
- 575 Cobble-Stones—Fox-trot, Club Folly Orch.
- When We're Together—Fox-trot, Club Folly Orch.
- 574 Among My Souvenirs—Fox-trot, Club Folly Orch.
- One Golden Hour—Fox-trot, Hill Top Inn Orch.
- 573 The Hours I Spent With You—Fox-trot, Dick Burton and His Orch.
- I Dream About You—Fox-trot, Dick Burton and His Orch.
- 572 The Song Is Ended—Waltz, Dick Burton and His Orch.
- Sweet Violets—Fox-trot, Dick Burton and His Orch.
- 1176 My Father's House—Spiritual, Plantation Jubilee Singers
- Give Away Jordan—Spiritual, Plantation Jubilee Singers
- 1174 Down Home Blues—Blues, Bud Wanner and His Red Caps
- Fourth Avenue Stomp—Stomp, Little Joe Jackson and His Boys
- 1173 Hesitation Blues—Vocal Blues, Big Boy Woods
- Devil in the Lions' Den—Vocal Blues, Big Boy Woods
- 1172 Over the Waves—Old-Time Instrumental, Uncle Frank Templeton
- After the Ball; Peek A Boo; In the Good Old Summertime; The Kentucky Bean With His Double Barreled Shot Gun—Old-Time Instrumental, Uncle Frank Templeton
- 1171 And the Cat Came Back—Old-Time Fiddlin', Fiddlin' Bob White
- Cripple Creek—Old-time Fiddlin', Fiddlin' Bob White
- 1170 When the Moon Shines Down Upon the Mountain—Old Time Singin' and Playin', Vernon Dalhart
- You'll Find Her With the Angels—Old Time Singin' and Playin', Godfrey Barton
- 1169 It Can't Be Done—Old Time Singin' and Playin', Will Pickett
- Bury Me on the Lone Prairie—Old Time Singin' and Playin', George Talbot
- 1168 Praise the Lord, It's So—Old Time Sacred Singin', Belford and Rogers
- I Am Resolved—Old Time Sacred Singin', Belford and Rogers
- 1167 The Marian Parker Murder—Old Time Singin' and Playin', Henry Graham
- Wreck of the Virginian Train No. 3—Old Time Singin' and Playin', Henry Graham
- 1166 Gypsy Love Song—Vocal, The Lorain Four
- Love's Old Sweet Song—Vocal, The Lorain Four
- 1165 Strange Isles Medley—Hawaiian Guitar Duet, The Hawaiian Serenaders
- Waialae—Hawaiian Guitar Duet, The Hawaiian Serenaders

- Fox-trot, with Vocal Chorus. The New Yorkers
- 6383 There Ain't No Sweet Man That's Worth the Salt of My Tears—Slow Fox-trot, with Chorus, Harry Pollack's Blue Diamonds
- Shepherd of the Hills—Fox-trot, with Chorus, Harry Pollack's Blue Diamonds
- 6384 Danger! (Look Out for That Gal)—Fox-trot, with Chorus, Mack Finkel's Clover Gardens Orch.
- I'm Always Smiling—Fox-trot, with Chorus, Mack Finkel's Clover Gardens Orch.
- POPULAR VOCAL
- 6385 (What Could Be Finer Than a Seat in a Diner) On a Train to Carolina, Wright-Wrong
- She Didn't Say "Yes" She Didn't Say "No" (She Only Said "Maybe"), Wright-Wrong
- 6386 Laugh Clown, Laugh—Accomp. by the New Yorkers, Arthur Hall
- Little Log Cabin of Dreams—Accomp. by the New Yorkers, Arthur Hall
- OLD TIME PLAYING
- 6390 And the Cat Came Back—Old Time Fiddlin' with Guitar, Fiddlin' Doc Roberts
- Billy in the Low Ground—Old Time Fiddlin' with Guitar, Fiddlin' Doc Roberts
- OLD TIME SINGIN' AND PLAYIN'
- 6387 Your Mother Still Prays for You, Jack—Sung by Mrs. Otto Gray, Otto Gray's Oklahoma Cowboy Band
- In the Baggage Coach Ahead—Sung by Mrs. Otto Gray, Otto Gray's Oklahoma Cowboy Band
- 6388 Down Where the Swanee River Flows—With Guitar, David Miller
- Give My Love to Nellie, Jack—With Guitar, David Miller
- OLD TIME SACRED SINGING
- 6389 Praise the Lord, It's So—With Guitar and Harp, John McGhee-Frank Welling
- I'm on the Sunny Side—With Guitar and Harp, John McGhee-Frank Welling
- STANDARD VOCAL
- 6391 Silver Threads Among the Gold, Maple City Four of WLS
- Perfect Day, Luke Minnick's Harmony Four of WLW
- HAWAIIAN
- 6392 Aloha Oe—Hawaiian Guitars, Sam Ku, Jr. (Of the Irene West Royal Hawaiians)
- Strange Isles Medley—Hawaiian Guitars, Sam Ku, Jr. (Of the Irene West Royal Hawaiians)
- RACE RECORDS
- 6393 Lazybone Blues—Instrumental Blues, King Brady's Clarinet Band
- Embarrassment Blues—Instrumental Blues, King Brady's Clarinet Band
- 6394 My Father's House—Spiritual, Pace Jubilee Singers
- Witness for My Lord—Spiritual, Pace Jubilee Singers (Featuring Catherine Simpson)

Harmony Records

- DANCE RECORDS
- 609-II Ramona—Waltz, with Vocal Refrain, Lou Gold and His Orch.
- Moonlight Lane—Waltz, with Vocal Refrain, The Westerners
- 613-II I Can't Do Without You—Waltz, with Incidental Singing, Andy Sannella and His All Star Trio
- Beautiful (Incidental Singing)—Fox-trot, Andy Sannella and His All Star Trio

- 615-H Little Mother—Waltz, with Vocal Refrain, Bar Harbor Society Orch.
- My Stormy Weather Pal—Waltz, with Vocal Refrain, Manhattan Dance Makers
- 607 H O! Man River (From "Show Boat")—Fox-trot, with Vocal Refrain, L. Raderman and His Pelham Heath Inn Orch.
- Why Do I Love You? (From "Show Boat")—Fox-trot, with Vocal Refrain, L. Raderman and His Pelham Heath Inn Orch.
- 603-II When—Fox-trot, with Vocal Chorus, Ernie Golden's Orch.
- Who's Blue Now?—Fox-trot, with Vocal Chorus, Ernie Golden's Orch.
- 620-II Was It a Dream?—Waltz, Melody Waltz Orch.
- Ah! Sweet Mystery of Life—Waltz, Melody Waltz Orch.
- 605-II In the Sweet Bye and Bye—Fox-trot, with Vocal Chorus, Broadway Bell Hops
- Coquette—Fox-trot, with Vocal Chorus, Broadway Bell Hops
- 604-II One More Night—Fox-trot, with Vocal Chorus, Manhattan Dance Makers
- Down South—Fox-trot, with Vocal Chorus, Manhattan Dance Makers
- 616-H Luscious—Fox-trot, with Vocal Refrain, Lou Gold and His Orch.
- I'm Waiting for Ships That Never Come In—Fox-trot, with Vocal Refrain, Lou Gold and His Orch.
- 617-II Stay Out of the South! (If You Want to Miss a Heaven on Earth)—Fox-trot, with Vocal Refrain, University Six
- Lila—Fox-trot, with Vocal Refrain, University Six
- 610-H Danger! (Look Out for That Gal)—Fox-trot, Victor Irwin and His Orch.
- I Found a Horseshoe—Fox-trot, with Vocal Refrain, The Night Club Orch.
- 611-H Oh, Geel Oh, Joy! (From "Rosalie")—Fox-trot, with Vocal Refrain, L. Raderman and His Pelham Heath Inn Orch.
- She's a Great, Great Girl—Fox-trot, with Vocal Refrain, The Westerners
- VOCAL RECORDS
- 614-H Mary Ann—Vocal Duet, Harmony Brothers
- Tell Me You're Sorry—Vocal Duet, Harmony Brothers
- 619-II Speedy Boy—Vocal, with Accomp. University Six, Jack Kaufman
- She's the Sweetheart of Six Other Guys—Vocal, with Accomp. by University Six, Jack Kaufman
- 618-II Hush-a-Bye Baby—Male Quartet, Knickerbocker Quartet
- If I Can't Have You (I Want to Be Lonesome—I Want to Be Blue)—Male Quartet, Knickerbocker Quartet
- 606-H Roll Them Roly Boly Eyes—Vocal, Al Bernard
- Idal Sweet as Apple Cider—Vocal, Al Bernard
- 612-H I'll Meet Her When the Sun Goes Down—Vocal, Mack Allen
- When the Sun Goes Down Again—Vocal Duet, Mack Allen-Gil Parker
- NOVELTY
- 608-H The Lion Tamer—Parts 1 and 2, Irving Kaufman
- 621-H Romola—Hawaiian Guitar Duet, Frank Ferera-Anthony Franchini
- Honolulu Bay—Hawaiian Guitar Duet, Frank Ferera-Anthony Franchini

Sidney Johnson Elected President of Oregon Music Trades Assn.

PORTLAND, ORE., April 3.—The G. F. Johnson Piano Co., of 410 Morrison street, for the past ten years one of the most prominent music stores in Portland, has closed its doors, and, according to G. F. Johnson, involuntary bankruptcy papers will be filed by him in a few days.

The A. A. Hager Co., of Eugene, Ore., announces the addition of a record department. The company will carry the Harmony records exclusively.

The Oregon Music Trades Association held its annual meeting March 14 at the Elks' Club with a small but representative attendance. The election of officers for the coming year was the main object of the gathering, and this was attended to in short order, all the officers being unanimously elected. Sidney Johnson, manager of Sherman, Clay & Co., was chosen president; E. B. Hyatt, of the Hyatt Music Co., vice-president, and J. J. Collins, of Collins & Erwin, secretary-treasurer, a post he has held for the past three years.

W. C. Rice, pioneer phonograph man of Seattle, Wash., has been appointed manager of the Portland wholesale branch of the Pacific Northwest Victor Distributing Co., succeeding Elmer Hunt, resigned.

Elmer Hunt, who was connected with Sherman, Clay & Co. for about thirty years, and who has been in charge of the wholesale department for many years, has not announced his future plans.

Randall Bargelt, Oregon representative of the Columbia Phonograph Co., returned from a

trip into his southern Oregon territory full of enthusiasm and news of dealers' activities in that district. He reports that the Ocla E. White Co., of Medford, is opening a branch store at Klamath Falls.

Sherman, Clay & Co. have established a new branch store at Corvallis, Ore., according to a report by Sidney Johnson, manager of the Portland branch.

P. L. Clay, of San Francisco, spent March 19 in Portland in company with Ernest Ingold, Atwater Kent distributor. A meeting of all Sherman, Clay & Co. employes was held, at which time Mr. Clay gave a splendid talk and introduced Mr. Ingold, who also gave an interesting radio talk.

Herman Kenin and his Multnomah Hotel orchestra, who have a number of Victor records to their credit, have returned from California, where they journeyed for the express purpose of making a new set of records for the Victor Talking Machine Co.

The phonograph department of Olds, Wortman & King presented an educational program in the form of a concert-lecture before members and friends of the Portland Junior Symphony orchestra.

Sigrid Onegin, contralto and exclusive Brunswick artist, was here in concert March 19, and completely captivated her audience.

Ed Borgum, who has been in charge of the phonograph, radio and record departments of Olds, Wortman & King department store since the establishment of a music department about six months ago, has resigned. J. A. Perry has been appointed in his place.

Gennett Records

(ELECTROBEAM BLACK LABEL)

LIST FOR APRIL 1

POPULAR DANCE

- 6380 What'll You Do—Fox-trot, The Cotton Pickers (Andy Mansfield, Dir.)
- Third Rail—Fox-trot, The Cotton Pickers (Andy Mansfield, Dir.)
- 6381 Wob-a-ly Walk—Fox-trot, with Specialty Chorus, Gordon Howard and the Multnomah Chieftains
- If I Can't Have You—Fox-trot, with Vocal Chorus, Gordon Howard and the Multnomah Chieftains
- 6382 Moonlight on the Danube—Waltz, with Vocal Chorus, The New Yorkers
- I Just Roll Along Havin' My Ups and Downs

## Toledo Reports Big Increase in Sales

Talking Machine, Radio and Record Sales Volume for First Quarter of 1928 Greater Than That of 1927

TOLEDO, O., April 9.—Talking machine, radio and record sales for the first quarter of 1928 have produced a greater volume than the same period last year.

Frank E. Flightner recently held an opening of his new music store at 2124 Ashland avenue. Mr. Flightner features the Columbia Sonora and Steinite lines.

The demonstration of the new 8-35 Orthophonic Victrola at the Commodore Perry Hotel on Tuesday by the Victor Talking Machine Co. and its jobbers, the Chicago Talking Machine Co., the Cleveland Talking Machine Co. and Grinnell Bros., Detroit, was well attended. Dealers were enthusiastic over the smart appearance of the instrument.

Robert C. Elwell, for the past three years associated with J. W. Greene Co., is now manager of the radio and machine sections of Grinnell Bros.

The Lion Store music rooms for the first quarter have experienced a larger business than a year ago, L. S. Talbert, manager, stated. A number of sales recently have resulted from courtesy demonstrations in the U. B. Churches, Knights of Columbus Hall and Maternity Hospital. Restaurants are being solicited by letter followed by a call of a salesman.

At the J. W. Greene Co., radio volume surpassed the first quarter of last year. Phonograph and record sales are holding their own. Recently the Allen, QRS and Carryola lines were added. The store is deriving much publicity and not a little business from the hook-up with station WSPD. Every morning an Orthophonic program arranged by Miss Helen Baumgardner, in charge of records, is broadcast for an hour.

The Whitney-Blaine-Wildermuth Co. reports the firm had expanded its force through the addition of A. Cunningham and J. Carter. Also Domino records, Golden Sun reproducer and Quaker portables have been added. Some time ago the house started sending a baby record book to new arrivals upon our planet; this little courtesy has paid handsomely in addition to creating much good will.

At the LaSalle & Koch Co. the new Brunswick Shop is gradually gaining momentum, according to Miss M. Plotkin, in charge. Walter Wolf has been appointed manager of the Radio Shop. Radiola, Atwater Kent and Steinite lines are featured.

The Toledo Radio Co., Sparton wholesaler, is doing a better business than a year ago, according to Chas. H. Womeldorf, president.

The United Music Store is putting forth much effort on Brunswick machines. A large number of Panatropes have been sold recently, Harry Wasserman stated.

Ralph Crane, of Bowling Green, O., has taken over the interests of Kenneth Halleck in the Crane-Halleck Co. The store deals in pianos, phonographs and radio, featuring Victor and Sparton lines.

Porter Bros., Findlay, O., recently completed enlargement and improvement of a new store on Main street, which they occupied within the recent past.

The Gift & Radio Shop, Tiffin, O., moved into a new store in the heart of the business district. Sparton sets are featured in a Spring sales promotion drive.

## New French Paper

Revue des Machines Parlantes is the title of an interestingly edited publication devoted exclusively to talking machines and records,

# CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Will You Be Present? . . . . .	3	The Phonograph Industry Moves Ahead . . . . .	34b
Fifty Boys Sell for Gray . . . . .	4	A Practice That Should Be Stopped . . . . .	34b
Clifford Bros.' Sideline Is an Aid to Record Sales . . . . .	8	Equitable Copyright Legislation . . . . .	34c
Cushman Radio Service Is Profitable . . . . .	10	Twenty Million Dollars for Concert and Opera . . . . .	34c
Profit-Winning Sales Wrinkles . . . . .	14	Study Your Customers and They Will Be Your Best Source of Prospects . . . . .	38
Blends Commerce and Art and Wins Success . . . . .	16-18	Creating a Record Demand for the Finest Music . . . . .	40-42
How Maison Blanche Radio Section Develops Sales Volume . . . . .	22	Sell a New Instrument if You Can—If Not, a Reproducer . . . . .	50
Builds Big Sales in Small Town . . . . .	24	Darrow Music Co. of Denver Stages Unique Publicity Stunt . . . . .	60
Money-Making Suggestions for Ambitious Merchants . . . . .	26	RMA Convention and Trade Show Plans Rapidly Mature . . . . .	75
Why Dealers Should Handle Radio Cabinets in 1928-29 . . . . .	28	The Newest in Radio . . . . .	88-89
Pacific Coast Trade Bodies Plan Great Pageant of Music . . . . .	30	In the Musical Merchandise Field . . . . .	97-98
Merchandising the Finest Recordings Profitably . . . . .	32-34	Gleanings From the World of Music . . . . .	101-104
Last Minute News of the Trade . . . . .	34a-34f	The Latest Record Bulletins . . . . .	105-108
A New Interpretation of Competition . . . . .	34b		

### CORRESPONDENCE FROM LEADING CITIES

Cincinnati, 56—Kansas City, 56—Boston 62—Milwaukee, 66—St. Louis, 68—Pittsburgh, 68—Buffalo, 71—Richmond, 72—Los Angeles, 76—Cleveland, 77—Philadelphia, 78-82—Minneapolis and St. Paul, 89—Baltimore, 90-91—Chicago, 93-95—Detroit, 96—Portland, 108—Toledo, 109.

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.

## Victor Portable on Asiatic Expedition

When Roy Chapman Andrews and the Central Asiatic Expedition of the American Museum of Natural History, of which he is the head, depart in the near future from Peking for the Gobi Desert and Turkestan, they will carry with them a portable Victrola and a large number of records, the gift of the Victor Co.

## AC Operation Described by Arcturus

An interesting booklet telling how to operate any receiver from ordinary house current without batteries through the use of AC tubes has been prepared by the Arcturus Radio Co., Newark, N. J. It explains the various types of AC tubes and how the work is done, as well as detailing the adaptation of receivers to AC operation by using the Arcturus AC table.

## Buys Edison Business

Robert J. Bolan, formerly traveler for Thos. A. Edison, Inc., and connected with that company in Orange for twenty-three years, has pur-

chased the retail Edison phonograph business of F. A. Intermister, in Scranton, Pa., regarded as one of the best Edison retail shops in the East. Mr. Bolan has had a varied experience and a thorough knowledge of the business.

## 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 Fain, 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 instalment plan, orders it to a certain address and disposes 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, "I Can't Do Without You," "Chloe-E," "You Can't Blame Me for That," "So Tired," "Lou'siana Lullaby," "Starlight Lane" and "Speedy Boy."

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
**INDEX TO ADVERTISERS**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**A**

Adler Mfg. Co. .... 87  
 All-American-Mohawk Radio Corp. . . . . Insert facing page 27  
 Allen-Hough Mfg. Co. . . . . Insert between pages 42 and 43  
 Alto Mfg. Co. .... 94  
 American Bosch Magneto Corp. . . . . Insert facing page 34f  
 American Felt Co. .... 77  
 American Mica Works. .... 32  
 Amrad Corp. .... 59  
 Astral Radio Corp. .... 79  
 Atlas Plywood Corp. .... 34  
 Audak Co. .... 12, 13

**B**

Bacon Banjo Co. .... 98  
 Bell Record Co. .... 34c  
 Berg Auto Trunk & Specialty Co. .... 47  
 Berlin, Inc., Irving .... 101  
 Blackman Distributing Co. .... 85  
 Brilliantone Steel Needle Co. .... 35  
 Brooklyn Metal Stamping Corp. .... 64  
 Bruno & Son, Inc., C. . . . . 98, Insert between pages 26 and 27  
 Brunswick-Balke-Collender Co. .... Front Cover, 5, 7

**C**

Camden Aircraft Co. .... 95  
 Capehart Auto & Phono. Corp. .... 41  
 Carryola Co. of America . . . . . Insert between pages 34f and 35  
 Claremont Waste Mfg. Co. .... 22  
 Columbia Phonograph Co., Inc. . . . . Insert facing page 18  
 Columbia Wholesalers, Inc. .... 90  
 Consolidated Talking Machine Co. .... 53, 92, 94  
 Crosley Radio Corp. .... 91

**D**

Decca Disc Phonograph Co. .... 69  
 De Sylva, Brown & Henderson. .... 104  
 Ditson & Co., Chas. H. .... 62  
 Ditson & Co., Oliver. .... 62  
 Droop & Sons Co., E. F. .... 46  
 Dubilier Condenser Corp. .... 76

**E**

Edison, Inc., Thos. A. .... Back Cover  
 Electro-Phonic Needle Co. .... 66  
 Empire Phono. Parts Co. .... Inside back cover  
 Excel Phonograph Mfg. Co. .... 26

**F**

Fansteel Products Co., Inc. .... 60  
 Farrand Mfg. Co. .... 29

Federal-Brandes Corp. .... 44, 45  
 Feist, Leo, Inc. .... 71, 103  
 Fischer Co., J. A. .... Insert facing page 26  
 Fox Pub. Co., Sam. .... 102  
 Freed-Eisemann Radio Corp. .... Insert facing page 35  
 Freshman Co., Chas. .... 15

**G**

General Industries Co. .... 8, 25, 67  
 Gold Seal Electrical Co. .... 30  
 Gordon Co., L. S. .... 95  
 Grigsby-Grunow-Hinds Co. .... 31

**H**

Hohner, M. .... 49  
 Hyatt Elec. Corp. .... 72

**I**

Ilsley, Doubleday & Co. .... 54  
 International Mica Co. .... 46

**J**

Jewell Elec. Inst. Co. .... 56  
 Jewel Phonoparts Co. .... 24

**K**

Kellogg Switchboard & Supply Co. .... 36, 37  
 Kent Co., F. C. .... 73  
 Kimball Co., W. W. .... 93  
 Krasco Phono. Motor Co. .... 50

**L**

Lorentzen, H. K. .... 58

**M**

Mathews, F. W. .... 83  
 Matter, S. A. .... 106  
 Middle West Music Jobbers .... 103  
 Molded Wood Products Co. .... 39

**N**

National Publishing Co. .... 14  
 New York Album & Card Co. .... 4  
 Northern Maine Plywood Co. .... 38

**O**

Okeh Phonograph Corp. .... 48, Insert facing page 34  
 Oro-Tone Co. .... 17

**P**

Peckham Mfg. Co. .... 46  
 Peerless Album Co. .... 6  
 Penn Phono Co. .... 82  
 Perryman Elec. Co. .... 19  
 Philadelphia Badge Co. .... 80  
 Phono Link Co. .... Insert facing page 43  
 Piantadosi, Al. .... 105  
 Plaza Music Co. .... Insert between pages 26 and 27 and 104  
 Plywood Corp. .... 32  
 Pollack Welker, Ltd. .... 43  
 Pooley Co. .... 65

**R**

Radio Corp. of America. .... Insert facing page 10  
 Radio Mfrs. Assn. .... 81  
 Red Lion Cabinet Co. .... 27  
 Rene Mfg. Co. .... 46  
 Rola Corp. .... 18

**S**

Slagle Radio Corp. .... 55  
 Sonora Phono Co., Inc. .... 57  
 Splitdorf Radio Corp. .... 40  
 Star Machine & Nov. Co. .... 22  
 Steele, Inc., F. K. .... 107  
 Sterling Mfg. Co. Ltd. .... 51  
 Stevens & Co. .... 86  
 Stewart-Warner Speedometer Corp. . . . . Insert facing page 42  
 Stromberg-Carlson Telephone Mfg. Co. .... 9  
 Symphonic Sales Co. .... 23, 61

**T**

Thorens, Inc. .... 54  
 Toman & Co., E. .... Inside front cover  
 Trav-Ler Mfg. Corp. .... 63  
 Trilling & Montague. .... 80

**U**

Udell Works .... 70  
 United Air Cleaner Co. . . . . Insert between pages 26 and 27  
 Utah Radio Products Co. .... 33

**V**

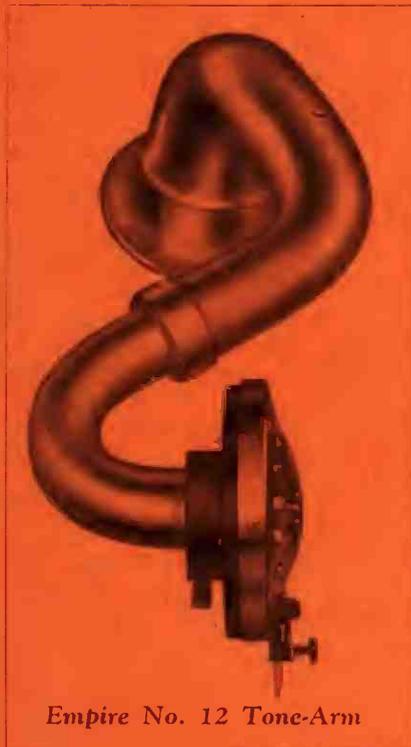
Van Veen & Co. .... 28  
 Victor Talking Machine Co. .... 20, 21  
 Vincennes Phono Mfg. Co. .... 42

**W**

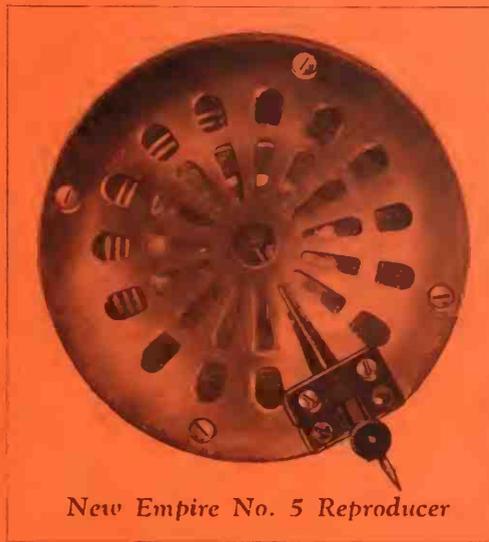
Wall-Kane Needle Mfg. Co. .... 74  
 Wasmuth-Goodrich Co. .... 61  
 Weston Elec. Inst. Corp. .... 11  
 Weymann & Son, H. A. .... 78  
 White Co., H. N. .... 97

# WE THANK YOU

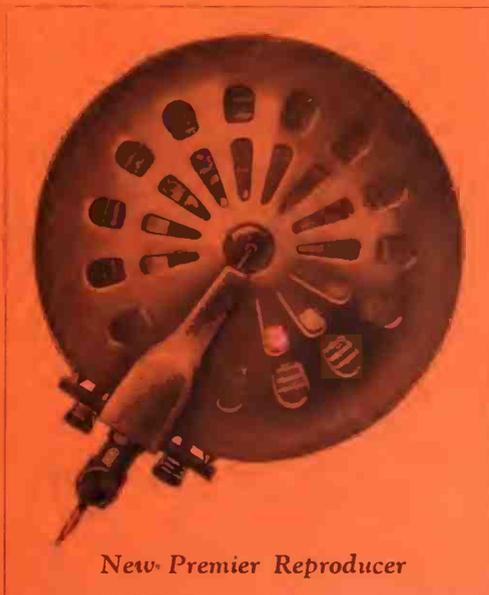
The announcement last month of our new Empire products for the 1928-1929 season has brought us inquiries for samples from all parts of the world. Orders for immediate delivery are now being received daily and the trade has been quick to appreciate the merits of the new Empire line.



*Empire No. 12 Tone-Arm*



*New Empire No. 5 Reproducer*



*New Premier Reproducer*

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.

*The prices are right. Send for samples*

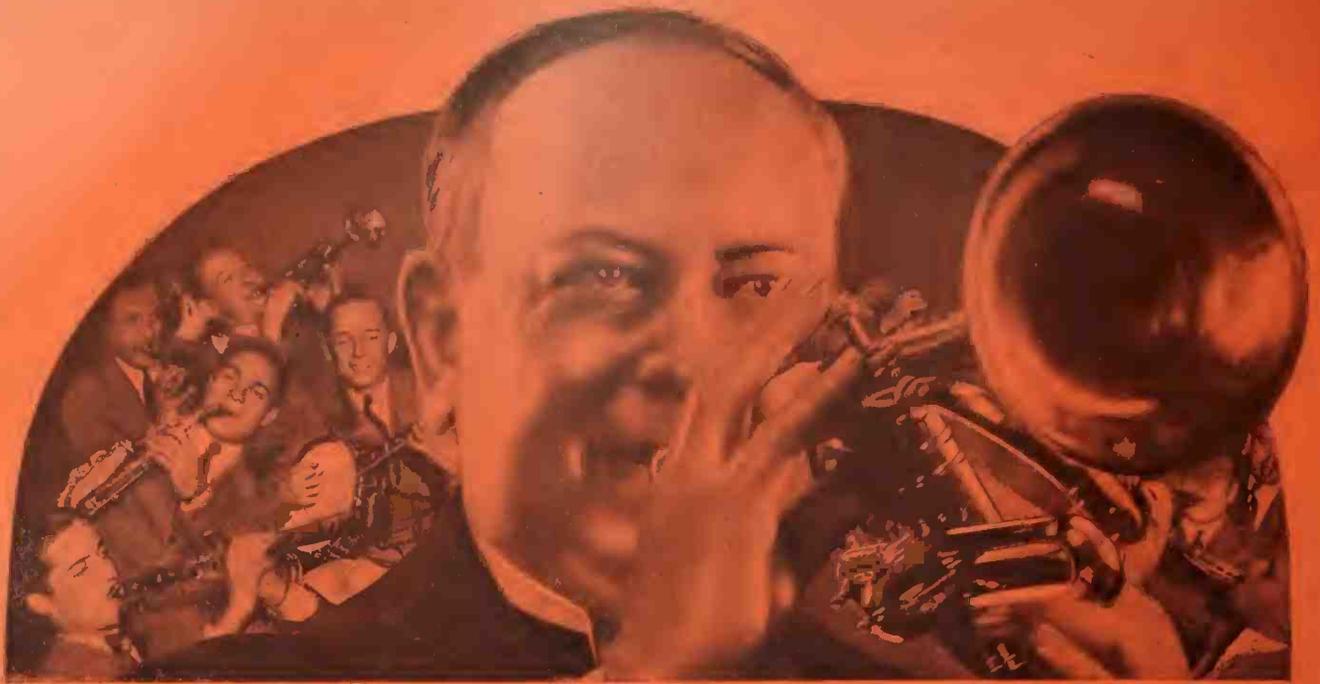
## **The Empire Phono Parts Co.**

Established in 1914

WM. J. McNAMARA, President

10316 Madison Avenue

Cleveland, Ohio



*B. A. Rolfe and His Famous Palais d'Or Orchestra Play Exclusively for the Edison*

## 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 Edison do Rolfe and his Palais d'Or Orchestra make records! On the Edison 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.

THOMAS A. EDISON,  
Inc. • Orange,  
New Jersey



TRADE MARK  
Thomas A. Edison

The EDISONIC

ADDRESS THE DISTRIBUTOR NEAREST YOU:

EDISON PHONOGRAPH DISTRIBUTING CO., Orange, N. J.; 155 So. Forsyth St., Atlanta, Ga.; 185 State St., Boston, Mass.; 3130 So. Michigan Ave., Chicago, Ill.; 500 Elm St., Dallas, Tex.; 1636 Lawrence St., Denver, Colo.; 1215 McGee St., Kansas City,

Mo.; 608 First Ave., No., Minneapolis, Minn.; 128 Chartres St., New Orleans, La.; 909 Penn Ave., Pittsburgh, Pa.; 1267 Mission St., San Francisco, Calif.; St. Thomas, Ont. Canada; W. A. Myers, 761 W. Edwin St., Williamsport, Pa.; B. W. Smith, Inc., 2019

Euclid Ave., Cleveland, Ohio; Proudfit Sporting Goods Co., 2327 Grant Ave., Ogden, Utah; Girard Phonograph Co., Broad and Wallace Sts., Philadelphia, Pa.; C. B. Haynes Co., Inc., 19 W. Broad St., Richmond, Va.; Silverstone Music Co., 1114 Olive St., St. Louis, Mo.