THE ACE OF THE AIR

You’ll agree when
you see and hear
the new Brunswick Line

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., 623 South Wabash Avenue, Chicago, Ill.
The Toman No. 2 Reproducer ... judged by all standards of beauty and tone quality as the finest product of its kind on the market.

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.
Get it Better with a Grebe

A New Complete Grebe Line

With the addition of the Grebe Synchrophase A-C Six, dealers are afforded a complete line which can be readily sold because of the nineteen-year-old Grebe reputation, and which will remain sold because of the minimum servicing required.

A tie-up with this complete Grebe Line will bring you those satisfactory profits that come only from satisfied customers.

Grebe Synchrophase A-C Six
List price, (less tubes) $227.50
An A-C operated receiver with distinctive Grebe improvements for better local and distance reception that will instantly appeal to the buyer.

Grebe Synchrophase Seven A-C
List price, (less tubes) $195.00
An A-C receiver of such superiority that it will always be an outstanding leader.

Grebe Synchrophase Five
List price, (less tubes) $105.00
A ready seller that offers unusual opportunity for quick turnover and substantial profits.

Grebe Natural Speaker
List price, $35.00
A Grebe-made speaker that affords the final touch of perfect reception to any receiver.

Grebe No. 1750 Speaker
List price, $17.50
Grebe quality in a speaker that may be sold at a low price without sacrifice of volume or tone quality.

Send for Booklet T2

A H. Grebe & Company, Inc., 109 West 57th Street, New York City
Factory: Richmond Hill, N. Y.
Western Branch: 443 So. San Pedro Street, Los Angeles, California
Makers of quality radio since 1909
BRUNSWICK... A Great Music House... Offers Radio

To the Music Trade:

BRUNSWICK will have this fall a complete line of radio receiving sets, in addition to the Brunswick Panatrope, Brunswick Panatrope with Radiola combinations and Brunswick Electrical Records.

This is a momentous step. But isn't it logical? Now that you have had radio produced by almost every other sort of manufacturer except a MUSIC house, isn't it logical and timely that a great music firm should make radio a part of its line? For, after all, what the public wants from radio is MUSIC. If there is any significant trend in radio lately, it is that the radio public wants still more musical quality in what it buys.

That Brunswick Radio will fully measure up to the musical standards of the house of Brunswick we hardly need tell you. It will embody the utmost in technical excellence, in unequaled cabinet work, and in the same acoustical skill in installation that has enabled Brunswick to secure such extraordinary musical results in the Brunswick Panatrope and in the Brunswick Panatrope with Radiola.

The Brunswick line for fall will be a great line. Every Brunswick dealer will, of course, want Brunswick Radio. For there are advantages in handling one complete line, from the standpoint of profit earning possibilities, etc., too great to be ignored.

So tempting is the new Brunswick merchandise, that the Brunswick dealer will have the most desirable and complete line on the market. Furthermore, his efforts will be supported by a tremendous national advertising campaign.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, New York. Branches in all Principal Cities
Get on the Bandwagon

T HIS should be the most prosperous year in the history of the radio business from the standpoint of the retailer. The Trade Show in Chicago last month demonstrated concretely that stabilization in radio has become a reality. The uncertainties brought about by unregulated marketing of new models has been eliminated and the consequent cut-price campaigns and "dumping" of obsolete merchandise is history. In the first frantic days of radio many evils cropped up. Many problems had to be solved to put radio on a paying basis. The unfit dropped by the wayside, and those who profited by their own mistakes and those of others came through the chaotic days stronger and better fitted to make a success of the business under new and cleaner and more efficient conditions now obtaining. Yes, the radio business is now growing along healthy lines. It is on a firm foundation. Intelligent merchandising and aggressive effort are proving a profitable team.

Opportunity

This is the year of opportunity for the dealer. Broadcasting events are on the air, of interest to every man, woman and child old enough to think. Sell broadcasting. It is the vital talking point to-day. Sell it through advertising, window displays and by word of mouth. Sell it every day to everyone who will listen. Results are certain. Sales resistance is at a minimum, due to these wonderful programs. Cash in.

With programs of such universal interest now on the air and pending the dealer is in the best position of his career to profit. The product is superior to anything he has had to offer the public in the past. Both in actual performance and appearance radio sets and accessories have been improved to the point approaching art. Fine models appeal to the eyes as well as to the ears. Unsightliness has been removed as a factor in selling. The product is right, but it must be sold.

The music-radio dealer is in much the same position as the automobile dealer. Improved models open the way to a twofold sales campaign—to those who already own sets and to those who do not. The AC set has split the sales field wide open. Take advantage of the opportunity. Owners of battery-operated sets can be sold AC models. Owners of old, non-selective sets can be sold new, better models. Owners of cheap sets are in the market for better receivers. The same holds true of speakers and other accessories. The market is there.

The Market

The fact is that the success of the retailer in merchandising radio depends entirely on himself. Sales are no longer lost through ugly and faulty products. Competition is keener than in the past, to be sure, but the market is broader. The swivel-chair sales manager or proprietor and the counter-leaning salesmen are detriments to profitable turnover. Fight for business. Wage a clean, aggressive battle for your share of the consumer's dollar. Get out of the rut. Realize on your investment. The public is eager for radio. Listening-in is the great national pastime. There are many lines being made and sold. Select your lines carefully with a thought to local conditions and the purses of your customers and then get into the battle. Spend money for advertising. Put your sales message over and keep putting it over. Consistency pays dividends. Get rid of the mentally lazy salesmen, if there are any of that type in your employ. Surip for action and make the most of this year. Take an active interest in the work of your local trade association. Support its officers in every way and cooperate with your fellow merchants in their endeavors for the betterment of the business. Concerted action will prevail in remedying conditions where individual efforts will fail. Elimination of bad practices means greater prosperity.

Every Dealer Should Read These Articles

He Gives Them Service—By John M. Schlacter ........ (Page 4)
Quick Profits in Sales of Records —A Survey Showing the Increase in the Unit Record Sale ............. (Page 6)
Sell the Radio Programs .... (Page 8)
Barrow Tells Why .......... (Page 9)
Step Up Summer Sales — By Robert L. Kent ....... (Page 16)
Systematized Management—By Philip T. Clay .... (Pages 20-21)
Creating a Record Demand for Finest Music—By W. Braid White ........ (Page 30)
Window Selling—By W. A. Stensgaard .......... (Page 40)
Mitchell's Plan Peps Sales . .. (Page 42)

See second last page for Index of Articles of Interest in this issue of The World
Harry L. Wasserman Found That Courteous Service Proved the Winning Factor in Building Business Despite Keen Competition

"Has the small business the same chance to succeed today as it had ten or fifteen years ago?" I asked Harry L. Wasserman, proprietor of the Victoria Music Store, Toledo, Ohio. "Men are beginning to follow the merits of the radio set," he replied in his snappy, aggressive manner—"yes, and, what's more, the opportunities are greater today than at any time in the past.

When he organized his present prosperous phonograph, radio, record and small goods business five years ago and leased a business place downtown within a few hundred feet of large powerful competitors he asked himself: "What have I to offer people that the big store does not have? How can I draw patronage to my store and hold it?" The answer is simple, Mr. Wasserman declared. Personal contact; quick, high-grade service; the little touches of appreciation, the smile, the cordial greeting; things that will cement trade to a store. People like to feel the proprietor, the boss, is serving them, or if not actually busy waiting on them is at least greeting them. It's getting acquainted with your customers and then making them feel they are important factors in the scheme of things. Subtle flattery perhaps, but it is justified and it pays.

Few large stores can take the time for this—or would care to. As a result of the plan the enterprise is to-day doing four times as much business as during its early history. That is, Mr. Wasserman explained:—"We are now taking in $450 instead of $100 as formerly. The matter of friendship should not be overdone. For it has happened that friendship was carried too far, so much so that the store lost the sale.

"A store should be neat, Mr. Wasserman maintains, but not fancy. Elaboration does not create a homey atmosphere. It makes patrons uncomfortable and drives trade away. Always cater to the average man. He is in the majority, and, therefore, does most of the buying. Windows here are considered real sales builders. They are changed often and almost always have a definite sales job to accomplish. The illustration shown above is a good example. It is a St. Patrick's Day window. In the center is a brick, back of it erect is a record, "An Irish Lullaby." Scores of other discs appropriate to the day as well as shamrocks and other decorations add to the attractiveness of the window. The window. Mr. Wasserman said, created a large amount of favorable and pleasant comment and sold many records. Another window with a largeumped, pleasing things suitable to Halloween likewise sold scores of discs and was remembered for months. Indeed, it happens frequently that people will come and ask for merchandise displayed in a certain timely window weeks after the trim was used. One of the most successful windows used by the store was a Mother's Day window. Records for mother were shown in small attractive containers which held two or three discs and sold quantities. A holiday display of a Spartan radio set, the central topic, arranged to appear breaking through the wall of a room—attracted many and sold sets. Holiday displays of machines for gift purposes wrapped in holiday paper and tinsel and ribbon likewise sold machines. Window trims are never costly here. For instead of using gold or silver cloth the store uses silver or gold paper and variegated crepe paper for backgrounds and for finish coverings for the windows. The cost of a window seldom exceeds $8 or $10 and usually does not cost more than $3 or $4. Windows may be coupled to the news of the day—music shows coming to town, concerts and traveling artists, school events and dozens of events of local or national interest. The list is almost inexhaustible. The idea is the thing and the novel handling of an ordinary subject will attract people.

The house has a large following of foreign record buyers—Spaniards, Italians, Mexicans and Germans. These people are real music lovers, hence they generally purchase records of the better type. Mr. Wasserman personally looks after the wants of many of these people, for he is able to converse with them in their own tongue, being a master of seven languages. Salespeople are instructed to sell records here and not merely hand them out. They are familiar with the record story and the history of the artist or the band and in that way are able to impart to the customer much of interest and thus make this appeal produce sales. Extra sales pay the rent, is a slogan. Therefore, at least one record in addition to the one called (Continued on page 9).
Lucas’ latest recordings for Brunswick are destined to reach the same sales peaks attained by his earlier recordings. Brunswick Electrical Recording (musical photography) makes each a musical masterpiece that satisfies the purchaser even when played on an old-style instrument.

Lucas is one more proof of the fact that Brunswick has the merchandise most in demand. Brunswick’s sales policies, plus the choicest artists, make Brunswick the line of most profit for the music dealer.
ICK PROFITS

In Sales of Records

DURING the past year record sales have increased by leaps and bounds until at the present time this phase of the retail business is one of the most probable and satisfactory for the retailer. An important and important reason for this record turnover is that it brings quick profit. The dealer whose business in machines and other products is mostly on the installment basis is usually in need of cash, and record sales volume gives him the money to meet his obligations and carry on his business without resorting to the banks and financing companies to the point where his overhead consumes the profit made on sales.

Trend of Record Sales

A national survey just concluded by The Talking Machine World has brought to light some interesting facts regarding the trend of record sales. Most of the dealers who answered the questionnaire report that the average unit record sale has increased from ten to fifty per cent. In other words, the individual record customer to-day is buying ten to fifty per cent more merchandise on each visit to the store. The average increase of unit record sales is twenty-seven per cent.

This is an important trend. It indicates two things. First, that the popular interest in recordings has increased and that people are playing their phonographs more than in the past. Second, that retail dealers are realizing the necessity for actively promoting the sale of records, and with this in mind more attention is being paid to salesmanship in the record department.

Business to-day is being departmentalized and each department is expected to show a profit. The talking machine store is a miniature department store, specializing in the sale of musical goods. Formerly recordings were carried simply because they were necessary to the enjoyment of a phonograph. The sales of records were incidental and no time nor effort was spent in locating the music lovers of the community and in cultivating them so that this type of customer is the most consistent buyer. The sale of records is an important and important reason for the turnover of the business, and important is the increased interest of the public in music.

Sales of Classics Increase

An analysis of the questionnaire showed that one of the important factors in increased record business has been the sale of the classics. These sales include the very fine album sets that the leading companies are featuring. The sale of a single album set reaches an increasing figure, and this is one of the reasons for the growth of the average unit record sales. This indicates a marked tendency toward an increase in the liking for good music on the part of the public. There are several other important reasons for the improvement in record business; first, of course, is the fact that-under the new method of recording reproduction is far more perfect than it ever was in the past. The new instrument also aided in better reproduction, giving to music lovers practically perfect performances. Another factor has been the widespread musical education of children. Music memory contests in the schools throughout the country have been instrumental in developing a knowledge of good music, and this is reflected in the sales of records.

Radio as a Record Sales Aid

Radio, too, has had its share in building record sales. Thousands of listeners-who never before enjoyed the finest type of music now own phonographs and buy records because the desire was created by hearing famous artists broadcast. All of these things have graded up the musical taste of the public. This is a form of education which means dollars and cents in the pockets of dealers. There can be no question about the value of sustained effort in "selling" the public on good music. Experiences of dealers who have gone to some trouble and expense in locating the music lovers of their community and in cultivating them show that this type of customer is the most consistent buyer.

Record Sales Promotion

As has been mentioned, record sales promotion is assuming greater importance in the eyes of retailers. The same tactics of follow-up that sell phonographs are now selling records. The telephone is being put to good use in bringing to the attention of customers and prospects the latest recordings in which they are most likely to be interested. Direct mail, window display and other forms of publicity are proving effective sales builders. One dealer who does a considerable foreign record business has evolved a card system in which he has separated his customers according to their nationalities. These people are constantly followed up by direct mail and regularly receive the supplements of the records in the languages they know best.

Another aggressive merchant uses a card system as a handy reference regarding the musical taste of his patrons. Each sale is recorded on a card which is filed alphabetically and manually. There is a file for the lovers of good music, and one for the jazz fiends. These files are subdivided according to type of music, so that when a dealer planning a direct mail campaign can work out a hundred per cent effective.

Dealers Analyze Progress

Excerpts from letters sent in by dealers, giving this survey indicate concretely what is happening to the record business. Miss B. B. Steele, manager of the talking machine department of Stern Bros. on Forty-second street, New York, says: "Our record sales keep up with last year. In fact the demand for the ready-sale numbers is greater and album sets have created an additional demand. There is a decided tendency toward a better class of music, although the album sets are still very popular and are making a quick turnover. We have sent special lists of records of all types to our customers, and have been quite successful in these sales with personal responses as well as telephone orders."

C. E. Card, of the Paul-Gale-Greenwood Co., Norwalk, Va., states:

Our record unit sale has increased about fifty per cent over last year. The new album record sets have caused the customer to purchase five records, whereas in some instances he would have selected only one. People are demanding better music. We have a large number of customers who are willing to buy classical music to-day who, a year ago, would not even have listened to classical music. We attribute this increase in business to the new electrical Orthophonic recordings and the national advertising which has been responsible for the sale of phonographs. Per sales promotion we have a selected mailing list, which is kept active. We have recently tried out a plan of paying our salesmen three cents on $1.00 Red Seal records and five cents on $1.50 ones, when a customer purchases more than that. We believe, has increased our Red Seal record business.

Denton, Cottier & Daniels, Inc., Buffalo, N. Y., emphasizes the fact that the cost of the album is higher than last year, due in part to the trend of the public to the new album record sets. In our opinion, were it not for the album sets the sale of popular records would predominate to an even greater degree this year over last year, says this concern. This concern seems to be an appeal to those people who are interested in the best type of music to purchase symphonies or sets of certain types of records in album form rather than in separate numbers. The album form of record distribution has in part broken down sales resistance."

R. H. Parks, advertising manager of the Meiklejohn Co., Providence, R. I., says:

Our record sales seem to indicate the following trends in record buying:

1. Unit sales are slightly larger. Our total sales are interesting. We fill more orders than last year, with a slight increase in the number of customers.

2. The album record sets do increase the value of the average sale. Their purchasers are included in a limited clientele, however.

3. The bulk of our record business is still the popular dance and ballad releases. We sell more of the high-grade than formerly, but it attribute it greatly to the fact that there are more classical selections available by this time. Undoubtedly, there are a number of times when customers buy a selection of a classical nature because it has been made familiar through the radio. It is merely a case of their discovering a fine tune hidden behind a technical name.

Joins Sales Staff of Brown & Hall Co.

St. Louis, Mo., July 5.—The Brown & Hall Co., distributors, has increased its sales staff to sixteen men by the addition of C. E. Bortonraeger, formerly salesman manager of the McGraw Electrical Appliance Co., and O. M. Fisk, for the past three years connected with the Brunswick Co. Both of the new members of the sales staff have had wide experience in the music-radio field and are well known throughout this territory.
There is nothing finer than a Stromberg-Carlson.

No. 636 Stromberg-Carlson uses 7 Radiotron Tubes: 5 UV-227 A. C., one UX-171 A Output Tube, and one UX-280. Price, less Tubes and Speaker, East of Rockies $215.00

Low, perfect in proportion, of softly gleaming two-toned Walnut, this latest exquisite Stromberg-Carlson will be acclaimed enthusiastically by every Stromberg-Carlson dealer.

The operating unit of this new Receiver is identical with, and has all the magnificent tone quality of the No. 635 Stromberg-Carlson A. C. Tube Treasure Chest—the same extreme sensitivity, the same keen selectivity, new Dual Circuit volume control, one tuning dial, and phonograph jack for electrical reproduction of records. It is arranged for use with the Stromberg-Carlson external Cone Speaker (wall type or floor type)—so necessary for correct acoustical effects.

The cabinet itself is superb. Matched Walnut Butts give the top a rich beauty, while contrasting shades of paneling, delicate wood carved effects and an escutcheon of real bronze, lend it distinction. A Walnut slide which may be used as writing table acts as a cover to close the front. Easy access to the operating unit is provided at the back.

STROMBERG-CARLSON TELEPHONE MFG. CO., Rochester, New York
Other Models Range in Price from $185 to $1205, East of Rockies

The Stromberg-Carlson Sextette Tuesday evenings at eight o'clock Eastern Daylight Time through the N B C and 22 Associated Stations

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years.
NEVER before in the history of radio has a dealer had the ammunition to offset the many arguments of his opponents. As a result of recent developments - and interest on the part of the public in radio activities during the Summer months that is at the present time. Every year, in fact every month, the programs that are being broadcast into millions of homes have shown improvement. Money in unlimited sums is being spent so that there is a steady turnover of the dial can be entertained, or instructed or a nation-wide hook-up cannot be considered.

The importance or prominence of the entertainment world's talent that it takes an event of this importance or prominence of a heavyweight championship bout or a nation-wide hook-up with artists located in cities at both ends of the country participating to really rouse the radio audience. There will be a heavyweight fight in a very short time, but there is something more important, something that could not be arranged for any sum which should be used by every dealer as the final clinching sales argument. It is the Presidential campaign, and this struggle for the highest honor which a nation can bestow on any of its citizens will this year be carried on largely over the air.

The drama of the presidential election from now until November when the votes are cast bears every indication of proving one of the most stirring in the political history of the nation. Everyone is interested; the candidates are outstanding personages; the issues are live and pressing now. The existing conditions, with the admitted possibilities of a change of the party in command of the government, are extremely likely prospects and the coming election to a most unusual degree.

RADIO will play the most important part in the campaign to elect the next president and the dealer who neglects to incorporate the coming broadcasts by the candidates and campaign orators is overlooking his most potent sales argument. Everyone is interested in the present campaign and coming election to a most unusual degree. Cash in on this interest. . . And don't forget the effect which the broadcast of a heavyweight championship fight has on sales of sets and accessories. Make the coming one a real profit producer.

The opportunity for increased sales are still fresh in the minds of dealers. At that time dealers who hooked up with the coming broadcast found sales reaching almost unbelievable proportions. In some cases 50 per cent and more increases were the rule. It is true that at present writing there does not seem to be the same interest in the coming competition, but as the date approaches and the newspaper's play up the event public interest will quicken, and the day itself it will seem to be a "natural" whether or not it is from the angle of sport. These are the outstanding broadcasting features which should batter down all Summer sales resistance. The receiving set manufacturers are doing their share and newspaper advertisements and billboard publicity are informing the public of radio's part in the political campaign. Throughout the entire country Atwater Kent billboards carry illustrations of the elephant and the donkey, the emblems of the two major parties, with the word "WHO" interrogated. This is one of many tie-ups by manufacturers. But the dealer must do his share. If trade has slowed up to any appreciable extent, use the spare time to gather new prospects. Go over your list of set purchasers of a few years ago and see if they are not in the mood to replace their old set with a new and modern one. Don't confine your activities to homes alone; restaurants, barber shops, ice cream parlors—in fact, all places where people congregate—are extremely likely prospects and never more than at the present time. Inaugurate your selling campaign with a series of letters. What are the people in your vicinity interested in? Is prohibition the big factor? Or farm relief? Or the dorens of other issues? Bring reference to the issue in your letters. Tell them to keep abreast with both parties by voting. Keep your letters full of interest, do not confuse your readers. 

Imports for the first quarter of 1928 amounted to $1,069,000,000, the Chamber of Commerce of the U.S. reports.
A Radiotron for every purpose

RADIOTRON UX-201-A Detector Amplifier
RADIOTRON UX-199 Detector Amplifier
RADIOTRON UX-198 Detector Amplifier
RADIOTRON WD-11 Detector Amplifier
RADIOTRON WX-12 Detector Amplifier
RADIOTRON UX-200-A Detector Only
RADIOTRON UX-120 Power Amplifier Only
RADIOTRON UX-222 Strong Only Detectors
RADIOTRON UX-112-A Power Amplifier
RADIOTRON UX-171-A Power Amplifier Low Audio Stage Only
RADIOTRON UX-210 Power Amplifier Detectors
RADIOTRON UX-240 Detector Amplifier for Resistance-coupled Amplification
RADIOTRON UX-250 Power Amplifier
RADIOTRON UX-226 A.C. Audio
RADIOTRON UX-227 A.C. Audio
RADIOTRON UX-280 Detector Amplifier
RADIOTRON UX-281 Detector Amplifier
RADIOTRON UX-283 Detector Amplifier
RADIOTRON UX-874 Voltage Regulator Tube
RADIOTRON UX-876 Valve Tube
RADIOTRON UX-886 Valve Tube

Every Radiotron is tested and inspected in 41 different ways before it is approved in the laboratories and factories of RCA, General Electric and Westinghouse.

The Radiotron is the joint product of RCA, Westinghouse and General Electric, developed and perfected in the same research laboratories that give you the finest lamp. They are the outcome of the skill of radio engineers who made the first successful broadcasting popular. They come in all grades, from the unit that replaces a leaky lamp to the unit that can be used in a war. But the plant is a semi-completed factory and new Radiotrons are in a war time of sale. The plant is in semi-completed form, with RCA Radiotrons a year or two in the future. Every Radiotron is a standard by which other vacuum tubes are rated.

Every RCA Radiotron is inspected and tested in 41 different ways before it leaves the factory laboratories where it is made. Developed and perfected by the expert radio engineers of RCA, the Radiotron is accepted as standard by leading manufacturers of all receiving sets sold on a quality basis. There is a Radiotron for every purpose. Carry the complete line. Recommend them to your customers and watch your profits mount.
This year's RCA sets are next year's standards of design in the American radio industry

RCA RADIOLA 51—Combines the popular RADIOLA 18 with the famous RCA Loudspeaker 100A in a beautiful mahogany cabinet, walnut finish. $195 (less Radiotrons)

RCA RADIOLA 18—Most popular of all RCA receivers—the biggest seller for 'wired homes.' Carefree operation from the lighting circuit—110 volt 60 cycle, A.C. $115 (less Radiotrons)

RCA RADIOLA 30A—The super-selective RCA Super-Heterodyne in combination with RCA Loudspeaker 100A. Custom-built cabinet model. $285 (complete)

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON
This is a big summer in radio
—and RCA is backing its dealers with the biggest campaign of sales promotion ever seen in the radio industry.

MAGAZINE ADVERTISING
Color and black and white pages in Collier's, Literary Digest, Liberty and Saturday Evening Post.

NEWSPAPER ADVERTISING
Big display copy for Radiola 18 and Loudspeaker 100A in leading dailies over the country.

BROADCASTING
The new RCA Demonstration Hour every Saturday afternoon at 2:30 Eastern Standard Time.

HOME DEMONSTRATION
A Radiola 18 demonstrated in the home by the dealer usually stays in that home.

SALES HELPS
Dealer mats, descriptive literature, etc.
RCA Loudspeakers

are the product of the Research Laboratories of three great associated companies—Westinghouse, General Electric and the Radio Corporation of America.

RCA DE LUXE LOUDSPEAKER 105
The finest radio reproducing instrument ever designed. Unrivalled in range, capacity and realism. Operates on 110 volt, 50-60 cycle A.C. Will supply "B" and "C" potentials for radio receiver.

RCA LOUDSPEAKER 100A
The outstanding non-powered reproducer, and the standard of comparison in the industry.

$35

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA
Barrow Tells Why

**Best Merchandise, Untiring Service, Home Demonstrations, Carrying Charges Are His Pet Policies**

There following of definite policies plus determination and hard work has enabled a radio dealer in a small town to found a business with a small capital of several hundred dollars, and in a comparatively brief time to build to an annual gross of more than $100,000. The dealer in question is William Barrow, Jr., of Great Neck, Long Island, N.Y. A trifle more than four years ago, in May, 1924, to be exact, Mr. and Mrs. Barrow started a retail radio establishment with a total investment of $505 and a Dodge automobile. The smallness of capital proved no handicap, however, and the growth of the business done by the Barrow establishment proved the soundness of the idea which the proprietor had when he decided to enter the field. This idea was that the average person needs dependable merchandise and desires to deal with a merchant from whom good and courteous service can be secured at all times and without quibbling.

The policies mentioned above as told by Mr. Barrow to the Town Crier, the official RCA house organ, are as follows:

"First of all we handle only the best of standard merchandise. Second, we render untiring, sympathetic service. A customer's troubles become our troubles until they are remedied. Third, we believe most heartily in home demonstrations, and credit over half of our sales to the installation of a good radio in the prospect's home. Fourth, we pay our bills and expect our customers to pay theirs. If deferred payments are desired, this privilege should be paid for by the customer. Fifth, 'Trade-ins' are a necessary evil of the business and there is only one way to meet the problem. We allow the customer what we think we can sell his machine for. We do not want the reputation of giving 'liberal' allowances. Lastly, we try to keep up with every development in the radio field, but until a new development has proven itself in the laboratory and field tests we do not push it on the customer."

This brief summation of his creed by Mr. Barrow is an excellent thought for every dealer to ponder over. Particularly interesting is the store's attitude regarding home demonstrations, manner in which radio merchandise is presented to the public in the Barrow store window. The colors of the posters are matched by the lampshade, and amber spotlights playing on the cabinets made an attractive display.

United Music Store, Toledo, O.,

Built on Courteous Service

(Continued from page 4) for is played for every patron. A leader or plug record is always used and around this others are featured. A stock of approximately 8,000 of the leading lines of records is carried. This is watched carefully and as demand increases or diminishes buying is regulated. Overstock is carefully avoided. The store is open evenings and makes a specialty of catering to after-theater crowds. Often music used upon the stage is featured in the window or is played through a loud speaker to passers-by.

Recently the store has sold many combinations. It is the endeavor at all times to demonstrate a machine in the home instead of at the store. People usually drop 50 per cent of their sales resistance after seeing the instrument in their homes. Never talk terms, price or payments until after the prospect has heard the machine, points out this aggressive dealer. Instead of stating a definite amount of time terms try to get an idea from the customer of what he thinks would be a good down payment and a fair monthly amount to pay. In most instances it will be found that the customer is willing to pay more than the store demands. Always tell the truth when putting on special sales, say the goods are discontinued models or obsolete, odds and ends and the like. The store has increased its floor space twice and recently additional upstairs display space was added. Mr. Wasserman believes much of his success is due to his early training, which enabled him to study human nature and deduct expressions of opinions regarding them by a dealer who has been successful by following them speaks strongly in favor of his stand.

Some time ago Mr. Barrow was an active participant in the Radiola 20 contest sponsored by the Radio Corp., and emerged the winner of the second prize of $500. The accompanying photograph shows a typical example of the

Radiovision Corp. Appoints
New England Distributor

Exclusive distribution in the New England States has been conferred upon the Post & Lester Co., operating through its eight branches for the sale of the Cooley Rayfoto picture receiving apparatus manufactured by the Radiovision Corp., New York.

World at Paris Exhibition

The annual Paris International Fair and Sixth Salon de la Musique et du Phonographe was recently brought to a close. More exhibitors than ever before were represented, including manufacturers of all types of music instruments and accessories and music publishers. A special section of the exhibition was devoted to a group of music trade papers, including The Talking Machine World.
Results—with the Average Sound Box

Results---

with

AUDACHROME

The Chromatic Reproducer

In the photograph at the top of this page you see many instruments nullified—an exact portrayal of what happens when intricate orchestral music is reproduced by even a pretty good sound box. The faces whited out represent musicians whose contribution to the original ensemble is partially or entirely lost in the reproduction. Now glance at the larger picture. It fairly illustrates the thorough, clean-cut interpretation achieved by AUDACHROME. This is not egotism; it is not exaggeration; just a plain, straightforward picturization of comparative results.

The AUDAK

565 Fifth Avenue,

"Makers of High Grade Electrical and
Even the Untrained Ear..... Detects the Difference Instantly

No matter how "unprofessional" the ear, it promptly catches the difference between AUDACHROME's marvelous performance and that of any other sound box. With AUDACHROME, no shade of value from a single instrument is obscured. Every note and chromatic variation is reflected as from a mirror—true as the original performance.

Anyone can tell the difference, no matter how untrained. It is this startling superiority of AUDACHROME in action which gives you such a remarkable selling asset. For, after all, the music merchant is selling MUSIC—and the more clearly, the more accurately, the more realistically the reproducer interprets, the more eager will your trade be to own more and more of the new electrical records. This is hard, practical business logic, founded on extensive trial and comparison. We leave the inference to the dealers themselves.

AUDACHROME
"The Standard by Which All Others Are Judged and Valued"

AUDAK Reproducers from $5.50 List Up

COMPANY
New York City
Acoustical Apparatus for More Than 10 Years"
Swedish Composer Wins $10,000 in Columbia Schubert Contest

Kurt Atterberg Adjudged Winner of World-Wide Competition for Original Symphony in C Major—Columbia Sponsors Parliament for Music Advancement

Kurt Atterberg, of Sweden, composer, conductor of the Stockholm Orchestra, and president of the Swedish Society of Composers, was recently announced by Walter Damrosch to be the winner of the Columbia Phonograph Co.'s $10,000 grand prize for a musical composition best recapturing the melodic spirit of Franz Schubert.

The prize-winning work is an original symphony in C Major, and won a majority vote from ten noted judges, of as many different nations, for "power, melody, beauty of themes and construction, a fitting Centennial tribute to Schubert."

Kurt Atterberg was born in Sweden in 1888, studied in Germany and is well known already as the composer of many symphonies. Immediately following the verdict of the jury the Columbia Phonograph Co. announced that in the near future it will both record and broadcast the prize score, and also all first-prize winning scores in the nine other international zones, against which Sweden competed for this grand prize. One thousand dollars had been previously awarded in each of ten zones, America, England, France, Germany, Austria, Italy, Spain, Russia, Poland and Scandinavia.

The Atterberg Symphony was adjudged to be the best among five hundred compositions, submitted from twenty-six countries covered in the ten zones, in the now celebrated contest inaugurated last summer by the Columbia Co. This contest, at first announced as aiming to complete Schubert's "Unfinished Symphony," was later broadened to include any original score in the spirit of Schubert, the prime requisite being "a return to melody." While completions of the "Unfinished Symphony" were given a fair hearing, and in England and in France won zone prizes, the Atterberg Symphony, as noted, is a fully original composition. Austria and Poland were the two closest rivals of Sweden for the grand prize, the former represented by a work of Franz Schmidt, and the latter by Czeslaw Marek, aged thirty-six. Both composers are among the foremost in their respective lands.

On behalf of the International Jury, of which he was chairman, Walter Damrosch stated in announcing the grand prize winner: "The result fully justifies the world contest and realizes the Columbia Phonograph Co.'s aim, achieved through this melodic prize-winning score, of challenging the extreme disorganized tendencies of modern music."

The Schubert Prize Contest, which has been a great international success, merely completes the first phase of Columbia's Schubert Centennial, which in America has a national community scope, covering educational and musical programs now being given in one thousand cities and towns. These will culminate in a Schubert Week, November 18 to 25, in commemoration of the Centennial of the composer's death, November 19, 1828. A development from the prize contest of more than passing significance is Columbia's announcement that it will sponsor a permanent International Parliament for the Advancement of Music. This new idea was inaugurated at a Columbia dinner given June 23, concluding the present Vienna Congress, and attended by officials of the Austrian Government and the City of Vienna, the jurors and many celebrities of the music world.

Through this parliament, Columbia establishes a $50,000 prize fund, for the years covered from 1929 to 1938, inclusive, to be spent in yearly prizes of $5,000 each, for "the greatest service to the cause of music." Under the details of this fund a unique feature is that award will be possible each year either to an individual, for creative work, or to an institution, for service rendered the advancement of music internationally. All delegates to the present Congress enthusiastically endorsed this plan as a logical outgrowth of Columbia's service in sponsoring the Beethoven and Schubert years of 1927 and 1928, and added that the plan fills an important gap in the Nobel prizes, which do not cover music. Administration will be by a permanent council of thirty members, three each from each of the present ten international zones. The function of the council will be advisory, Columbia reserving the right to make the yearly awards from recommendations furnished by the council. Vienna is proposed as the meeting place for the council in 1929.

Future of Talking Movies

The educational possibilities of the talking motion picture are unlimited, according to Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp. of America. Mr. Goldsmith stated recently that while the synchronization devices are at present confined to theatres, they in time will be evolved for use in homes.

It has been reported that English interests, including the British Brunswick and Duophone Cos., have purchased the entire capital stock of the German Vox and Talking Machine Co.
THIS is the latest design of attachment for playing lateral cut records (Victor, Brunswick, Columbia, etc.) on the Edison Phonograph. Fitted with the Oro-Tone No. 90 Reproducer, it is unequalled for volume, definition, and richness of tone.

The full curved arm of the No. 166 tapers gracefully from elbow to Reproducer. It's full 190 degree throw-back arm means quicker and easier change of needles and records. The needle automatically takes its correct playing position and when control lever is depressed clears record completely. The easy swing of the No. 166 prevents any possibility of the needle dragging across record face. There is a distinct absence of surface noise. With a full range of travel, the No. 166 will play any size record and its attractive appearance and deep rich tone assure you an article of easy sale. This means profit to dealers and satisfaction to users. Order yours to-day!

The new Oro-Tone Catalog is just off the press, listing description and prices of all principal products. If you haven't received yours send for it at once.
The Talking Machine World, New York, July, 1928

Campaigns to Better Radio Service Work

St. Louis Radio Trades Association Examines Service Men and Issues Registration Cards to Those Qualifying

After many months of local publicity preparation, the St. Louis Radio Trades Association recently opened its campaign to develop better radio service in the city. The opening feature was an examination of the city’s radio service workers by the Association Technical Committee chairman, Geo. W. Van Sickle, of the Van Ashe Radio Co.

All service men whose grading justifies will be given a registration card to show they are recognized by the Association as capable of properly servicing radio equipment. The men whose grading shows they are not properly equipped with practical knowledge necessary to gain recognition will be given special instructions and shop practice where wanting and later another examination. This procedure will continue until all service men are registered as experts. After registration has been completed the organization of service men will be brought together once a month for instructions on current and new equipment. They will be kept up to date by expert teachers.

This new activity by the St. Louis Radio Trades Association will eliminate much of the unsatisfactory radio service work reported to members and to the Association itself. It will also build good will so necessary to the sale of radio equipment. Everyone knows how a set owner, who has been unable to secure efficient service, will spread propaganda against buying of radio because they claim the things are not perfected and no service men seem to know how to correct mechanical trouble. This harmful publicity will thus be eliminated.

Charles Shongood has been appointed custodian of the Village Music & Gift Shop, 313 Bleecker street, New York City.

Brunswick Salon Has Southampton Branch

Complete Line of Panatropes, Radio Combinations, Records and Art Cabinets Featured in Branch Store

The Brunswick Salon, Inc., 668 Fifth avenue, New York City, recently opened a branch at Southampton, Long Island, which will operate during the Summer months and close October 1. The store has been decorated in orange and black and reflects the quality of the merchandise carried, which includes a complete line of Brunswick Panatropes and radio combinations, records and art cabinets. Miss Anna Abelowitz is manager of the branch establishment, assisted by Miss Augusta Stern.

Chester Abelowitz, proprietor of the Brunswick Salon, has leased a bungalow for the employees of the Southampton staff and it has been named “The Panatrope.”

The New Improved PEERLESS Portables

Comparison with the machines you are now selling will reveal their superiority

Due to increased production we are now able to offer these wonderful machines to jobbers and other large users at the right prices. If desired, you can obtain them under your own name or trade mark.

Peerless Master-Phonic—$25.00 List
Peerless Vanity—$12.50 List
Peerless Junior—$15.00 List

Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List
Peerless Master-Phonic—$25.00 List

Appearance—Quality—Tone

Covered with genuine DuPont Fabrikoid of heaviest quality
Elaborately decorated in multi-color effects

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
FRESHMAN PRESENTS

A NEW CONSOLE

A NEW COMPACT

A NEW SPEAKER.

That are not just New but Better!

With the "M" Models and the great Mystery, Freshman dealers have the best proposition in radio! The most complete all electric line in radio history—and popularly priced! No slow-movers—rapid stock turnover!

CHAS. FRESHMAN CO., Inc.
Freshman Bldg., New York City

CHICAGO
LOS ANGELES
2626 W. Washington Blvd. 800 N. Spring St.
Step Up Summer Profits

Popularity of the Portable Is Attested by Dealers Who Have Found It an Ideal Line for the Summer

By Robert L. Kent

A RETAIL talking machine dealer in Florida reports that the majority of his sales are of portable instruments. A dealer in Toledo, O., rents instruments to owners of summer cottages and vacationists. Another merchant in the heart of the business district of New York reports that he has averaged sales of twelve portables weekly since early in May. Most of this business is on a cash basis, bringing the retailer a direct return at small cost. The record angle of these sales also is of the most far-reaching importance.

Profitable Dealer Investment

What does this mean? The answer is that portable talking machines are proving to be one of the best investments for the talking machine merchants in all parts of the country. These instruments are selling rapidly in small hotels and tour boats, country clubs, amusement places, cottage colonies, etc., by sending out one man to make an intensive canvass of the territory. This man develops a number of sales of portable phonographs during the summer season, usually sells several large instruments, and a substantial number of records. This is good business for the reason that all records can be sold with very little effort and are a method of making sales. How much of these sales are cash sales and mean records too.

S A L E S resistance to the portable talking machine is practically nil. The price range is within the reach of everyone; ownership of a cabinet type instrument is no impediment to buying a portable. Some dealers have realized the appeal of the instrument and are turning the public's interest into profits. The present season with the vacationers visiting resorts and taking holiday trips offers a particularly good time to present the new models to the public. Also remember that in most cases portable sales are cash sales and mean records too.

Dulce-Cone

Radio Talking Machine Speaker

Get In On These RADIO PROFITS

With radio almost universal, it's easy to include a Dulce-Cone in every talking machine sale—and you might as well get that extra profit. Or sell Dulce-Cone to former talking machine buyers. Dulce-Cone makes an ideal loud speaker of any phonograph, and it fits any make and any radio set. Simply set the talking machine molder in the Dulce-Cone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Cone and a talking machine can give.

THE GENERAL INDUSTRIES CO.
Dulce-Cone Division
Formerly named
The General Talking Machine Co.
Elyria, Ohio

$10, Retail
Fully guaranteed
Fits any radio

Outside Selling

Canvasing, it seems, has been largely discontinued as a method of merchandising, however, here and there throughout the country there are dealers who add considerably to their sales volume by going directly to the homes of prospects. Some dealers procure the bulk of their sales through this method of merchandising. The portable phonograph is an ideal product for outside salesmen. It fills a definite want. An aggressive dealer located in one of the large cities along the Hudson River makes capital of the fact that in his vicinity there is a number of public amusement places, cottage colonies, etc., by sending out one man to make an intensive canvass of the territory. This man develops a number of sales of portable phonographs during the summer season, usually sells several large instruments, and a substantial number of records. This is good business for the reason that all records can be sold with very little effort and are a method of making sales. How much of these sales are cash sales and mean records too.

Hal P. Shearer Discusses Retail Store Customers

Hal P. Shearer, general manager of Splendid Radio Corp., Newark, N. J., calls attention to the significance of a recent survey as to men and women retail customers in retail stores in New York City, insofar as the survey has special application to radio.

"In the twelve types of stores for which the survey gave figures," said Mr. Shearer, "radio was touched by at least four of the classifications, and in three out of these four the women customers far outnumbered the men as shown by the survey. This is of especial significance in determining the methods of selling radio. In department stores, of course, the survey showed that 82 per cent of the purchases was made by women. In music stores the percentage of women purchasers was given as 78."
Steinite

ELECTRIC RADIO

AC

Time Tested!

$75

Sweeping America—because—
The NEW STEINITE IS AMERICA'S GREATEST VALUE!

WHEN the stormy radio season of 1927 and 1928 came to a close, one fact stood out above the confusion of claims—

Steinite Had Again Made Good!

STEINITE, selling at a price that made it outstandingly America's greatest value, carried its dealers to a new high point of sales—and gave them a new idea of profits. Steinite SOLD—sold early in the season on last year's record; sold in mid-season when sets sold only on performance, and sold far into 1928 when only a reputation could sell radio.

Today you are offered the new Steinite AC Electric Radio, and with it you are offered the opportunity to reap a richer harvest than was possible last season. For 1928 and 1929 Steinite has produced a masterful series of sets that will dominate wherever they are placed in competition. The new Steinite is simple—as no other set ever has been. It is sturdy—far sturdier than others think a set need be. It is glorious in tone—so natural, it takes your breath away!

IT IS A TRUE ALL ELECTRIC RADIO using AC tubes—one 227 type detector tube, four 226 type tubes, one 171 type power amplifier and one 280 type rectifying tube in the built-in power pack. The circuit, designed by Fred. W. Stein, is the result of years of experience in building electric sets, and gives complete protection to the AC tubes.

STEINITE HAS ONLY A SINGLE DIAL, which is illuminated, and marked off both by wave lengths and numerically. The dial, switch and volume control are grouped together within the antique finished escutcheon plate, placing the entire control of the set under the finger tips of one hand.

THE SELECTIVITY of the new Steinite will amaze you. The sensitivity has been brought to a point where even powerful local stations may be tuned out with ease.

THE NEW STEINITE HAS POWER in abundance—it has the volume to reproduce music with all its overtones. The tremendous power of the new Steinite is your assurance of super-performance.

ADJUSTABLE TO LINE VOLTAGES: An ingenious arrangement of pin-jacks enables you to set the new Steinite at the proper voltage range for every locality. A range of 85 to 130 volts is possible on the Steinite, and once the average voltage is determined, the receiver may be set for that range with the assurance of perfect operation, and complete protection to the tubes.

WOOD CABINETS: All Steinite models, including the table model, are encased in fine wood cabinets—finished in genuine Duco. Only fine wood can make a radio a part of the furniture of the home.

THE AUDIO TRANSFORMERS embodied in the Steinite circuit are extraordinarily large and heavy. The pure, natural tone of the new Steinite Electric AC radio and its ability to reproduce the entire musical range, is largely due to the size of these transformers.

THE VOLUME CONTROL in the new Steinite, controls volume perfectly. It is possible to bring the volume down to a whisper without loss of tone quality.

EVERY STEINITE RADIO IS EQUIPPED with a phonograph jack which enables you to reproduce records through the magnificent audio system of the receiver without removing the detector tube.

NO AERIAL IS NECESSARY for the operation of the Steinite Electric. However, provision has been made for the use of an outside aerial where it is desired.

THE AC HUM FORMERLY ASSOCIATED with AC receivers has been eliminated by the ingenious design and careful manufacture of the new Steinite. You may enjoy reception unmarred by mechanical noise.

THREE POINT SUSPENSION is carried out throughout the set, which gives it remarkable strength and stability. It is practically impossible to throw the set out of alignment by mishandling or rough treatment—even by dropping it!

MADE COMPLETE UNDER ONE ROOF: STEINITE MAKES ALL OF THE PARTS, including cabinets and consoles, used in the construction of the Steinite set. Steinite's amazingly low prices are made possible only by this "One profit manufacture" plan.


All Steinite models are available for operation on either 25-40 or 50-60 cycle, alternating current—voltage range 85 to 130 volts.
HERE THEY ARE!

In the new Steinite Electric AC radio you are offered the finest achievement in radio's history—the highest point of beauty, simplicity and convenience which has yet been attained. The beautifully finished cabinet of the Steinite holds within it a masterpiece of radio engineering—a precision instrument of scientifically correct design, built carefully of the finest materials so that it may give you care-free, perfect radio enjoyment for many years.

There has never been a receiver as simple in its operation as the new Steinite. All controls—the single illuminated drum dial, the volume control, the antenna compensator and the switch, are grouped within the beautiful antique finished bronze escutcheon plate, placing the entire control of the set at the finger-tips of one hand.

The cabinet of the table model is made of Tanguile, the most beautiful of all Philippine woods. The consoles are made of American Black Walnut veneer, with burled walnut overlays. All models are finished in genuine Duco which enhances and preserves the original beauty of the fine woods.

Maximum Sales—with Minimum Investment!

An ingenious co-ordination of consoles and set makes it possible for you to supply every radio need with a minimum stock investment. Thus, you may buy consoles separately and sets separately. It is only the work of a moment to slip a Steinite table set into a console; no tools are necessary. Your investment in consoles is reduced—because you buy only consoles; your investment in sets is reduced—because you buy only sets.

The speedy turn-over of Steinite radio last year amazed dealers everywhere; this year it will make radio history! A powerful advertising campaign will smash a wide path through the market. Intensive cooperation in the form of colorful streamers, display cards and folders will tie up your store to Steinite's national reputation.

Steinite’s advertising and merchandising throughout the season will impress you with its thoroughness and effectiveness—with its use of new-day ideas to put over a new-day set.

In 1928 and 1929—
Safeguard Your Profits with Steinite Superiority

There was never a radio year when the choice of the right set, and an early franchise meant so much as it does now. There is too much at stake to warrant the slightest delay; competition will be too strong for the dealer who does not have behind him the selling force of a superior set at a low price.

The coupon below will bring you complete details of the Steinite proposition or a salesman of your nearest Steinite Jobber.

STEINITE RADIe COMPANY
506 S. Wabash Avenue
CHICAGO, ILL.

Factories: ATCHISON, KANSAS

Mail this Coupon NOW!

STEINITE RADIO COMPANY
506 South Wabash Avenue
Dept. A, Chicago, Ill.

Please send me the Steinite proposition.

Have my nearest Steinite Jobber send a salesman.

Name
Street Address
City State

Mail this Coupon TODAY!
"Critical Chicago, where broadcasting station interference is at its greatest, is turning to Steinite. A telephone call from you, Mr. Dealer, will bring a Steinite receiver to your store for a convincing demonstration."
In the Northern Half of New Jersey

"The first electric radio introduced in New Jersey—still the most popular. See and hear the new 1929 models. Real performers. New low prices. Complete line of Steinite cabinets to fit every need. Write or call for a convincing demonstration."

Time Tested! $75
In the Eastern half of Washington—in Montana, West of Butte—in the four Northeastern Counties in Oregon—in Idaho, the ten Counties North of the Salmon River.

“As one of the pioneer Steinite jobbers in the Northwest, we invite dealers in our territory to become acquainted with this marvelous fast-selling, money-making line. Authorized Steinite dealers are given every possible aid. Let us tell you about our financing of time payments—our cooperative advertising plan. Write or wire for a convincing demonstration.”
In Greater Cincinnati
Including Nearby Counties in Ohio, Kentucky and Indiana.

"You can't go wrong on Steinite. We have sold Steinite Radios from the beginning. Our seventy dealers sold over three thousand sets last season. A few select territories are still open. Write, phone or wire for a demonstration of the unbeatable 1929 Steinite Line."

Time Tested! $75
In the "Millionairia" and the Eastern half of Missouri, including East St. Louis and Southern Illinois.

"Out of five years' experience with other sets, Steinite sales and possibilities are the best we have ever experienced. Our dealers have sold nearly two thousand sets since only last November, which tells the Steinite story in terms of dealer-profits. Write, phone or wire for a convincing demonstration of the new 1929 line."
The men pictured on this page travel your territory every few weeks. Talk to them about Steinite. Some good territory still open.

Write or wire us today.

Three Years with Steinite.

"Nuff Sed."

We are exclusive Steinite distributors in Central Illinois.
In Massachusetts, except Berkshire County, Rhode Island, New Hampshire and Vermont, except Rutland and Bennington Counties.

“We know of no stronger tribute we could pay to Steinite than simply stating that for four years we have distributed Steinite. Every dealer in our territory should, if he is interested in handling the liveliest line of AC radio in America, write, phone or wire us immediately.”
Fromar dealers have learned to trust Fromar's judgment. When Fromar says 'Steinite is your best bet this season' you can depend on it. Dealers in Central Pennsylvania who are interested in sharing in the profits of the most profitable radio line in America should write, wire or phone for a convincing demonstration.
In the State of Connecticut

"Radio is living-room furniture. Steinite radio receivers—even the table models—are made of beautiful woods, finished to harmonize with the finest of surroundings. Steinite has performance a-plenty. Write, wire or phone for a convincing demonstration."
In Kansas, Nebraska, Northern Oklahoma and Western Missouri.

"The old saying that 'A Prophet Is Without Honor in His Own Country' doesn't hold good with Steinite. We distribute Steinite because we see them made daily—we know what goes into them—we know the organization—we know that Steinite is truly America's greatest radio value. Dealers who want to sell a good radio at a fair price are invited to write, wire or phone for a demonstration."

"Steinite has always been known for its unrivalled engineering talent. Three years ago Steinite daringly announced an electric radio—even before the present AC Tube was developed—and astounded the radio world by producing in quantities a real electric radio. Today the new Steinite line is as far in advance of the field as ever."
In Western Pennsylvania and Northern West Virginia

"Steinite is time-tested. We mean exactly by this phrase that Steinite is a pioneer in electric set manufacture. Steinite manufactured thousands upon thousands of electric sets even before the development of the AC tube—and the new AC tube models of Steinite electric radios are passing the benefit of this long experience on to the consumer in the way of fool-proof performance. Wise dealers know that proven performance means less service and greater net profits. Phone, write or wire for a convincing demonstration."
In Massachusetts except Berkshire County, Rhode Island, New Hampshire, and Vermont, except Rutland and Bennington Counties.

"A gigantic, widespread newspaper advertising campaign this Fall will carry the Steinite message of quality radio at low prices to the American public throughout the country. First, get acquainted with the marvelous new 1929 Steinite line and then let us tell you of our advertising program right in your home papers. Write, wire or phone for a convincing demonstration."
In Long Island outside of Brooklyn

"The new Steinite line strikingly illustrates Fred W. Stein's pledge, 'Steinite will always represent America's greatest radio value.' We will prove it to you if you write, phone or wire for a demonstration."

"Imagine a real time-tested electric radio in a beautiful wood cabinet finished in genuine Duco selling at seventy-five dollars with a background of engineering talent capable of producing the first electric radio - that's Steinite! Dealers who are interested in making ten sales where one grew before are invited to write, phone or wire for a demonstration that will remove the last bit of doubt."
We are rapidly establishing dealers in our territory which consists of:

The Entire State of

WISCONSIN

EXCEPT Douglas, Burnett, Polk, St. Croix, Pierce, Crawford, Grant, Iowa and Lafayette Counties

The Entire Upper Penin. of

MICHIGAN All Counties

Distributor Flies to Attend Conclave

Fred E. Burrall and His District Managers Make a Quick Trip to Steinite Convention in Atchison

One of the interesting highlights of the recent convention of distributors at the Steinite Radio Co. factories in Atchison, Kansas, April 30 and May 1, was the flight from Green Bay, Wisconsin, to Atchison by Fred E. Burrall, president of the McIntyre-Burrall Co., Steinite distributor for Wisconsin and upper Michigan, and five of his district managers. After attending the two-day conference at the Steinite factory, the radio flying troupe determined to bring the first Steinite AC electric radio for 1929 to Green Bay by air. With one of the new table models as freight the party flew from Atchison to Green Bay in exactly four hours and forty-one minutes. Arriving at the Wisconsin city, Mr. Burrall presented the set to William Bubolz, a leading Steinite dealer in Green Bay. The trip furnished a striking illustration of the progress in both aviation and radio. The spectacle of a jobber flying to a convention sponsored by a manufacturer and rocking back the new season's model to a dealer by the same route, all in three days, indicates the relatively high importance of radio in American life. The gentlemen shown in the lower left photograph, from left to right are: Lee W. Jolly, Oshkosh district sales; Walter Jessen, Madison district sales; Eddie Merritt, pilot of plane; Fred E. Burrall, president, McIntyre-Burrall Co.; Edward P. Burrall, Wausau district sales, and Everett C. Jensen, Milwaukee district sales.
In Eastern New York - bounded on the West by and including Clinton - Essex - Hamilton - Fulton - Montgomery - Otsego - Delaware - Mountain and Dutchess Counties. Also Berkshire County in Massachusetts.

"Years of experience manufacturing high frequency apparatus for the therapeutic physician gives Steinite an engineering background seldom found among radio manufacturers. This experience was a contributing factor to their leadership in producing all-electric radios."
The Ta;king Machine

New York, July, 1928

ELECTRIC RADIO

Distributed by

Steinite Again Makes Good!

National Radio & Supply Co.
141 West Washington Street
Los Angeles, California

A Great Line at Sensational Prices

In Southern California, bounded on the North by a line running due East and West from Bakersfield.

"Out in the far West—where distances are great and performance is paramount—Steinite has proven itself time and time again to be one of the very best sets available. A Steinite owner living in Southern California was one of the very few Americans to hear the reception given the 'Southern Cross' from far off Brisbane, Australia. Dealers who see the wisdom of selling ten Steinite sets to one high-priced set are invited to write, wire or phone for a convincing demonstration."

Time Tested! $75
In Virginia, south of and including the counties of Grayson - Carroll - Floyd - Franklin - Pittsylvania - Halifax - Charlotte - Prince Edward - Nottaway - Dinwiddie - Prince George - Surry - Isle of Wight - Nansemond - Norfolk and Princess. Also the following counties on Chesapeake Bay: King George - Westmoreland - Essex-Richmond - Umberland - Lancaster - Middlesex - Mathews - Gloucester - James City - York - Warwick - Elizabeth - Accomac and Northampton.

"Steinite radio receivers represent the greatest value in the field today, due to efficient production methods and large scale manufacture. Steinite's third new factory building was completed in May, 1928, making Steinite by far the largest manufacturer of radio in the West. Let us demonstrate the new 1929 line to you. A card or a phone call or wire will bring a representative."
In the Extreme Western Section of New York

"Steinite's new 25 cycle electric radio in addition to the 60 cycle receiver will give western New York dealers for the first time an opportunity to taste of Steinite prosperity. Dealer franchises are being taken up quickly by those dealers who know the unparalleled record Steinite has made during the past few years for producing quality radio sets at extremely low prices. Write or phone for a convincing demonstration."
In southeastern Pennsylvania, including the counties of Chester - Delaware - Philadelphia - Montgomery - Berks - Lehigh - Northampton - Schuylkill - Carbon - and the southern half of Monroe and the southeastern one-third of Lancaster, the southern half of New Jersey and the state of Delaware.

"This is our third year with Steinite. Steinite is recognized as America's time-tested electric radio — beautifully designed and popularly priced. It will satisfy the most critical buyer. Dealers who are lined up with Steinite are sure to get their share of the coming big radio season. Applications for exclusive franchise are being considered now."
In Northwestern Washington bounded on the East and South by and including Whatcom, Skagit, Chelan, Kititas, Yakima, Lewis, Cowlitz and Wahkiakum Counties.

"Dealers in the Seattle territory are assured of 100% Steinite service by our organization—an organization devoted exclusively to Steinite. We are proud to say that this is our third year with Steinite and we want all good radio dealers to see and hear the new 1929 line of Steinite sets. Write, phone or wire for a demonstration."
AMERICA'S GREATEST VALUE
$75 Time Tested!

Steinite ELECTRIC RADIO

Distributed by

H. E. Sorenson Lamp Company
210 Court Avenue
Des Moines, Iowa

In Central Iowa

"Steinite's extreme value—a real AC electric radio mounted in beautiful wood cabinets, finished in the finest of all finishes, genuine Duco, selling at extreme low values, means that Steinite franchised dealers are going to make more money this season than ever before. A few choice territories are still open. Phone, write or wire for a convincing demonstration."
In the State of Minnesota except the Western and Eastern corner Counties. Pierce, St. Croix, Polk, Burnett, and Douglas Counties in Wisconsin. The upper three rows of Counties in South Dakota. The entire State of North Dakota and in Montana East of and including Great Falls.

"Steinite's high quality and extreme low prices offers the dealer a new grip on the radio business. Now everybody can own a good radio and you can hope for no better set than the Steinite. Dealers who are looking for volume sales and real profits are invited to write, phone or wire for a demonstration."
Steinite takes pride in announcing Nation-wide distribution through these prominent distributors

LISTED ALPHABETICALLY BY CITIES

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron, Ohio</td>
<td>M &amp; M Co., 131 E. Market St.</td>
</tr>
<tr>
<td>Atchison, Kansas</td>
<td>A. I. Harwi Hardware Co.</td>
</tr>
<tr>
<td>Atlanta, Georgia</td>
<td>Peasley-Gaulbert Co.</td>
</tr>
<tr>
<td>Bluefield, W. Virginia</td>
<td>Bluefield Hardware Co., 200 Bluefield Ave.</td>
</tr>
<tr>
<td>Boise, Idaho</td>
<td>Northrop Hardware Co., 8th &amp; Broad St.</td>
</tr>
<tr>
<td>Buffalo, New York</td>
<td>Pyramid Supply Co., 140 Delaware Ave.</td>
</tr>
<tr>
<td>Burlington, Iowa</td>
<td>Robert Donahue Co.</td>
</tr>
<tr>
<td>Cincinnati, Ohio</td>
<td>C &amp; D Auto Supply Co., 228 W. Seventh St.</td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>M &amp; M Co., 300 Prospect Ave.</td>
</tr>
<tr>
<td>Dallas, Texas</td>
<td>Peasley-Gaulbert Co., Earl &amp; Logan Sts.</td>
</tr>
<tr>
<td>Davenport, Iowa</td>
<td>Crescent Electric Supply Co.</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>Burns Radio Co.</td>
</tr>
<tr>
<td>Denver, Colorado</td>
<td>Foster Auto Supply Co., 1350 Broadway</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>H. F. Sorensen Co., 210 Court Ave.</td>
</tr>
<tr>
<td>Detroit, Michigan</td>
<td>Republic Radio Corp., 523 E. Jefferson St.</td>
</tr>
<tr>
<td>Dubuque, Iowa</td>
<td>Crescent Electric Supply Co., 770 Iowa St.</td>
</tr>
<tr>
<td>Fort Wayne, Indiana</td>
<td>Protective Elec. Supply Co.</td>
</tr>
<tr>
<td>Green Bay, Wisconsin</td>
<td>McIntyre Burrall Co.</td>
</tr>
<tr>
<td>Hattford, Conn.</td>
<td>The Hartford Electric Supply Co., 231 Pearl St.</td>
</tr>
<tr>
<td>Havana, Cuba</td>
<td>Independent Electric Supply Co., 90 Obrajia</td>
</tr>
<tr>
<td>Houston, Texas</td>
<td>Peasley-Gaulbert Co.</td>
</tr>
<tr>
<td>Huntington, West Va.</td>
<td>Air Ola Radio Co., 625 Tenth St.</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>Peasley-Gaulbert Co., 413 West Main St.</td>
</tr>
<tr>
<td>Marion, Ohio</td>
<td>Marion Elec. &amp; Supply Co.</td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>L. J. Cooper Rubber Company</td>
</tr>
<tr>
<td>Miami, Florida</td>
<td>McDonald Electric Co., 367 N.W. 6th St.</td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>Williams Hardware Co.</td>
</tr>
<tr>
<td>Newark, New Jersey</td>
<td>The Apollo Radio Co., 226 Halsey St.</td>
</tr>
<tr>
<td>Philadelphia, Penna.</td>
<td>Schimmel Electric &amp; Supply Co., 537 Arch St.</td>
</tr>
<tr>
<td>Richmond, Virginia</td>
<td>Kinkamer Motor Co., Annex, 710 E. Grace St.</td>
</tr>
<tr>
<td>San Francisco, Calif.</td>
<td>Dunham, Carrigan, Hayden Co., 2370 Division St.</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>Salt Lake Hardware Co., 105 No. 6th St.</td>
</tr>
<tr>
<td>Seattle, Washington</td>
<td>Sehram &amp; Ware, Inc., 619 Fourth Ave.</td>
</tr>
<tr>
<td>Sioux Falls, So. Dak.</td>
<td>Larson Hardware Co.</td>
</tr>
<tr>
<td>St. Louis, Missouri</td>
<td>Campbell Iron Co., 819 Cass Ave.</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
<td>H. Pol Electric Co., 512 Erie St.</td>
</tr>
<tr>
<td>Troy, New York</td>
<td>H. A. McRae Co., 137 River St.</td>
</tr>
<tr>
<td>Tucson, Arizona</td>
<td>F. Ronstadt Company.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Chas. Reuel &amp; Co., 812 Ninth St.</td>
</tr>
<tr>
<td>Youngstown, Ohio</td>
<td>M &amp; M Co., 22 F. front St.</td>
</tr>
</tbody>
</table>
Association Will Regulate Storedoor Nuisance

Coast Trade Group Asks Police to Refer All Storedoor Loudspeaker Complaints to Them

SAN FRANCISCO, CAL., July 5—In an effort to leave regulation of the loud speaker to the radio trade itself, the following resolution has been addressed to the members of the Health Committee of the Board of Supervisors of this city by the committee especially appointed by the music and radio trades:

Gentlemen:

At a meeting held Thursday, May 24, at the Whitcomb Hotel at which representatives of the Music Trades Association of Northern California, California Retail Radio Association, and the Pacific Radio Trade Association were all present, the complaint regarding the objectionable operation of loud speakers and phonographs in front of radio and music stores was thoroughly discussed and the meeting pledged itself unanimously to the following program:

To confine the operation of loud speakers and phonographs to a degree of loudness so that they can be heard only to the curb line or so that they may be heard only by those passing the retailer's place of business.

W. J. Aschenbrenner, secretary, Pacific Radio Trade Association, presented the written agreement of fifty-three retailers of radio and music in the City of San Francisco, pledging themselves to the elimination of objectionable loud speaker and phonograph operation. This list included all of the principal firms operating loud speakers and phonographs and a large proportion of the smaller firms.

In order to facilitate control of such operation, it was voted to invite the Health Committee of the Board of Supervisors of the City and County of San Francisco, and the Police Commission to refer to the office of the Pacific Radio Trade Association, 284 Chronicle Building, any complaint of objectionable loud speaker operation. The following committee was appointed to see that the agreement outlined herein is carried out: W. J. Aschenbrenner, secretary, Pacific Radio Trade Association; R. B. Miller, secretary, Music Trade Association of Northern California; B. S. Groff, president, California Retail Radio Dealers' Association.

To this end, the three bodies named have asked the Health Committee and the Police Commission to send to our office any and all complaints. We will, therewith, either in company with a police officer or acting for the Associations without a police officer, call upon the offender. Should correction of the case be impossible practically, we will then co-operate with the police in taking the necessary steps to have the nuisance abated under the ordinances governing public nuisances.

The entire membership of all these organizations pledges itself to improve the tone quality of the reproductions of instruments now in use, to keep them inside their property lines and to see that the faults complained of are eliminated.

The above program, unanimously agreed to after full discussion, we feel will eliminate all cause for complaint.

Detroit Electric Signs $100,000 Contract

Agreement Covers Distribution of Jensen Dynamic Speakers in the Territory Comprising Michigan and Ohio

DETROIT, MICH., July 9—A radio equipment transaction indicative of the bright business outlook in this line for the coming months and also said to be one of the largest orders ever placed by any distributor was closed here recently between the Detroit Electric Co. and the Jensen Radio Mfg. Co. of Chicago, Ill. According to H. A. Abrahamson, president of the Detroit Electric Co., a contract for approximately $100,000 worth of Jensen dynamic speakers was placed by his company with the Jensen organization. Under the agreement entered into the Detroit Electric Co. is given exclusive distribution for this product in the lower peninsula of Michigan and will carry a stock not only at Detroit but also at its branches in Grand Rapids, Lansing and Saginaw. The Toledo and Cleveland, Ohio, branches of the company will also distribute the Jensen dynamic speakers in their district.

The Jensen Co., which has manufacturing plants at Chicago, Ill., and Oakland, Cal., is headed by Peter L. Jensen, one of the country's pioneer radio engineers and leading authority on sound reproduction and acoustics. Patents bearing Mr. Jensen's name and covering various phases of the dynamic principle and its application date back to 1912.

According to Mr. Abrahamson the new Jensen dynamic speaker was one of the principal centers of interest at the recent Chicago Trade Show. Many of the country's leading radio receiver manufacturers have already announced their intention of equipping their new console models with the Jensen dynamic speaker, stated Mr. Abrahamson. Units which operate with a six-volt current supply from a storage battery, from 110-volt AC or DC house-current or from "B" eliminators supplying 90 volts at 40 milliamperes, will be stocked by the Detroit Electric Co. here as well as at all of its branches.

Initial shipments against the contract order placed with the Jensen Co. are being made immediately from Chicago to all six stores of the company.

The Edwards Music Co., Lockport, N. Y., was recently incorporated with a capital stock of $50,000 to make radios, pianos, etc. Directors are M. J. Clute, A. D. Miller, K. E. Johnston.
Balkite, in designing its new line of AC receivers, has patterned after no existing radio.

It has produced instead a receiver unique in the field. A receiver that has achieved recognition over night.

A receiver that meets the demand of the public for Radio that is a standard household necessity harmonizing with fine furnishings. The public will today pay more for Radio if performance and appearance justify it.

A receiver as beautiful as it is possible to make it. Both Balkite A-5 and A-7 are housed by Berkey & Gay—one of the great furniture makers of the world.

Nothing finer can be said.

A receiver matching in a simple commercial set performance hitherto available only in complex over-engineered radio. Every feature time has shown to be desirable is included, as are features never before existing on any receiver. Single-dial direct drive control. 7 tubes. Noise-free neutrodyne circuit. 227 tubes for stable performance. Push pull audio that reproduces every note sent out by the broadcasting station. Aphonograph jack for reproducing records. A built-in power-supply for operating a dynamic speaker. Pro-
NEVER BEEN THIS BEFORE

Protection against fluctuating voltages. Special noiseless Balkite condensers. Complete shielding.

A receiver built as only Balkite can build it. 80% less wire is employed. Power pack and set are easily separated. Every part is readily accessible for service. Construction is more like that of a battleship than that of the usual receiver, giving a set that will not only stand abuse in shipment, but give years of satisfaction.

In short, a receiver that meets the need of the dealer for a higher priced unit of sale with fewer service calls.

In addition the receiver will be backed by sound policies that will protect the trade. It will be advertised in a typical Balkite manner. It is backed by the most thoroughly organized service system in the field.


HAVE YOU SEEN THE BALKITE SYMPHION?

It is the finest instrument in music

Balkite Radio
Cabinets by Berkey & Gay
DEPARTMENTIZE your business and make each branch of the enterprise show a profit, declared Philip T. Clay, president of Sherman, Clay & Co., in an address before the National Association of Music Merchants during the recent annual convention in New York. Mr. Clay illustrated his talk with a series of charts showing how the business of each of the retail stores operated by this concern on the West Coast is analyzed and will give the dealer an accurate idea of how to departmentize and how to determine the state of the business in each department.

The figures are taken from the books of one of the Sherman, Clay stores doing a business of $250,000 annually. The analysis of overhead expenses is essentially complete, covering every phase of operation. This has been divided under three heads for the purpose of arriving at an accurate determination of overhead costs. First: General, overhead, including salaries, heat, phone, etc., is figured on volume of sales. Second: Insurance and taxes are figured on investment. Third: Depreciation, rent and repairs are based on space occupied, the total overhead being .16 per cent of total sales and earnings, exclusive of interest. This figure, of course, covers the store as a whole. In addition the overhead of the various departments is shown.

Profits in All Departments

The important point in this plan is that it gives the dealer a knowledge of his business operations that allows him to merchandise intelligently. These are days of the keenest competition, not only between dealers in the same line of business, but between dealers in this industry and other businesses. All are battling for a portion of the consumer's dollar. Retailing has reached the point where every department of the business must be profitable and even service must pay its way. Elimination of dead stock, slow moving merchandise, and non-profitable lines is a necessity to put the business on a profitable basis. Hit or miss methods of merchandising mean bankruptcy. No dealer can survive for any length of time unless he knows what he is doing, and he can obtain this knowledge in one way—accurate cost finding. The Talking Machine World has emphasized this point many times. There are many dealers who make profit in one department or on one line of merchandise and dissipate it in another department or line. There are many dealers who are making the sales end of the radio department pay a handsome profit and then spend the profit by fostering a costly service department. Other merchants have stopped this "leak" by putting the service department on a business plane; that is, they have worked out a system of charges for service work that eliminates losses in servicing radio. It has been done and can be done by other dealers.

Don't Guess—KNOW

Talking machine merchandising is a problem in turnover. The service required is practically non-existent. The same holds true of records and musical merchandise. Radio is different in that the public demands a certain amount of free service. Free service is reasonable up to a certain point short of costing the dealer the profit made on the sale. Every time a service man makes a free call the dealer is spending profits made on sales, regardless of whether he

charges up service cost to advertising or under any other head. What is the profit in the record department? How much is it costing to sell talking machines? Radio? Service? Do you know? If you do not, what you need is a cost finding system. It is a foolish dealer who goes along month after month knowing that he is doing an excellent machine and record business, or a fine radio sales volume and then wonders why he does not seem to be making money. Perhaps one department is eating up the profits. The thing to do is to find out. Armed with exact knowledge of the conditions, it is a simple matter to institute the necessary reforms.

Turnover and Buying

Mr. Clay emphasizes the need of quicker turnover to bring profits up to a satisfactory degree. Recently information was received of a dealer who proudly boasts of the fact that his stock of recordings includes every disc made by one of the leading manufacturers. His store has a fine reputation and is known as the local headquarters for records. Questioning disclosed the fact that he fell short of a two-time annual turnover last year. His investment necessarily is a large one, and the space occupied by the department is costly, bringing up the overhead. The fact is this dealer is not making money on his record investment. Contrast this with the five-time turnover achieved in the Sherman, Clay & Co. store as illustrated at the top of this page, and the fact that this store shows a net profit of 14 per cent in the record department. Another dealer has an investment in records of only $300. His stock is small; overhead is kept down as much as possible; he buys carefully what he is convinced he can sell with reasonable certainty. He reports a twelve-time turnover for the last year. He is making money. Profit hinges on turnover and turnover depends largely on sensible buying and intelligent sales promotion.

In connection with retail store operation Mr. Clay said in part:

"The music store today must be an emporium—an emporium of home entertainment. We must sell those things which will amuse and entertain people in their homes. Before very long every music dealer will be selling a combination radio, talking machine and moving picture instrument. The automobile, the movie theatre and the jazz bands have taken people away from the home because they offered more attractions. If the music dealers of the United States will combine with the one object in view of selling everything that will make the home more attractive, they will educate the people of the United States to an appreciation of what home really is."

"We take the head radio or talking machine salesman and put him in charge of the branch store. He sells the house he is working for to the customer. He tells about the service we give on radio, which is also characteristic of the service that we give with a piano or reproducing piano."

"Two dealers came to me in the last three months and told me that they were getting out of the music business because they were too old to learn a new business. We bought them out. They were not too old to learn a new business. They were merely too old to hire somebody that understood the new business.

20

Philip T. Clay, President, Sherman, Clay & Co., Points to Need for Departmentizing Business and Important
Management

Function of Cost Finding Records in Developing Profit Possibilities to Utmost in the Retail Music Store

They wanted to run the music business the way they had run it the last thirty years.

Overhead Expense Charts

"I have prepared a series of percentage tables that may or may not be of some benefit to this Association. In some instances you will say I am wrong. Naturally, different conditions govern different arrangements of business. Every figure that I give today has been worked out from experience. It has been demonstrated that a business can be run on these percentages. In the first place, I am assuming that the person who attempts to use these figures is operating an honest business and if he is not he would better change his methods and get down to an honest business operation immediately, because he will lose out, and will be out of the picture shortly. The day of advertising a $250 piano for $200—the day of sending a 'hay wire' radio set out and lying to the customer about its performance—those days are gone. People in this era are too smart. A man who takes the customer's money through a lie is a thief, and it doesn't take long for such a reputation to spread in the community. People will not willingly buy from some one whom they know is trying to rob them. The purchasing public has become enlightened.

"To start with them, my advice to the music trade is to handle all kinds of musical merchandise. Be a complete music store. Make yourself the local headquarters for home entertainment, and if you are too old to learn this new phase of the business yourself, or too lazy, put a live one in to do the selling while you watch the financing. Departmentize your business and make each department carry its percentage of overhead and make its share of the net profit. See first of all that your overhead is an honest overhead—cut out the non-producers and the relatives whom you have to support. If you have to support these relatives give them stock in the company, and then they only get theirs when the business pays. Sentiment is a wonderful thing, but overhead is like taxes and insurance, it is going on all the time, and there is no sense in charging things up to general profit and loss. Make each department of your business stand on its own bottom. Set up an expense budget, a sales budget and an inventory budget. Classify your expenses and limit them. Check performance every month with your budgets. You will soon find out what is wrong. Correct the situation as you go along and it won't be long, providing that everybody is really working hard, before you are running a profitable business.

Overhead

"First, let us take up the subject of overhead. What is it? Overhead is that group of store expenses which are fixed, which must be contracted for no matter what the business conditions.

"I will say here that overhead in the average music store should not be more than 15 per cent of the volume. Large stores in the large cities may have a slightly higher overhead percentage, and small stores and those in the smaller cities and towns can operate on a slightly lower overhead. There is one item in this list of overhead items which I wish to comment upon and that is rent. I am often asked what a fair rent is for a music store. My answer is not more than 5 per cent of the total volume of business. Paying rent beyond this percentage is foolish and invites disaster.

"Now I would like to give you a suggestion on how to cut down your overhead percentage—that is the amount which is charged to each department. And bear in mind that in cutting down the overhead for each department, each department makes more net profit and, of course, the store makes more net profit. This suggestion, however, is only feasible where department managers share in the net profit of their departments.

Turnover

"These figures that I shall show you are based on the actual working percentages of one of our stores doing a business of $250,000 a year.

"Now I would like to say something about turnover. We all carry too much stock—to too much dead stock. If we were more careful in our ordering and we pushed what we had on our floors we would have more money available to operate our business—this departmentalized emporium of music and home entertainment of which I spoke. You, whose stores are close to manufacturers' plants should have no trouble in having good turnover rates. We have achieved these turnovers in some of our stores. They can be achieved.

Dead Stock

"I mentioned something about 'dead stock.' We all have too much dead stock. Why—because we order carelessly in the first place. We make outlandish allowances in the second place, loading up with unsaleable merchandise, and in the third place we allow salesmen to sell their 'pets' instead of pushing what we have carefully purchased as a balanced stock, and lastly, when we do get stuck with 'dead' merchandise, we are too cowardly to take our loss there and then. I say to you, when you discover that you have an article in your stock which is 'dead,' take a good stiff 'mark down' like a man and use the money to buy salable and seasonable merchandise.

"To know just what lines of merchandise are being sold profitably it is very necessary to departmentize the modern music store so that each type of merchandise stands on its own feet and is merchandised at a profit according to its own special requirements. In our concern we have five separate departments."

K. W. Radio Co., Inc.
Takes Over Larger Home

To facilitate handling of the increased business on the new Majestic electric receivers, K. W. Radio Co., Inc., New York City, has taken more extensive quarters in the Evening Graphic Building at 350 Hudson street. It has over 10,000 square feet of space for offices and 10,000 square feet for warehouse, which occupies the entire northeast corner of Hudson and Charlton streets. For the delivery of Majestic sets two new trucks have been ordered. Dealers are rapidly being supplied with all models of the Majestic sets, which are rolling into New York from Chicago at the rate of five carsloads a day for this territory. L. C. Welling, president, will shortly announce a house-warming.
An EARLIER

Each of the three models shown herewith is equipped with an antenna-plate which brings in nearby broadcasts, without an aerial of any kind—permitting instrument to be placed wherever there is a light-socket.

List price, $750, complete with tubes.
Radio Season

finds Victor ready with new models that are WINNERS in each class

BE SURE of this: The radio season will begin earlier than usual this year. The Summer will be crowded with radio features of major interest. The national political campaigns... the world’s championship boxing-match... the world’s series in the big hit-and-run pastime... and musical programs without number.

Here are some of the new Victor combination-models that will help Victor dealers to dominate the field. No more beautiful or appealing musical instruments have ever stood on a dealer’s floor. The price-range is attractive too. Get in touch with your wholesaler now and get a running start on the season.

VICTOR TALKING MACHINE CO. ★ CAMDEN, N.J., U.S.A
Profit Winning Sales Wrinkles

Selling Victrolas to Undertakers—Gives Information Regarding Tube Guarantee—Study the Record Releases—Co-operation Within the Organization—Pushes Needle Containers—Let Radio Prospects Know What They Are Missing

Several months ago the Victor Co. in its house organ pointed out to dealers the sales market that awaited them in undertakers' establishments and stating that the electrically amplified instruments were particularly adapted for this trade. The same company in a recent issue of the Voice of the Victor in substantiation of the suggestion made reports that the H orpee Piano Co., of Philadelphia, has sold between 35 and 45 instruments to undertaking establishments. This is mentioned only not to point out to all dealers an established field which should produce revenue but also to interest the trade in the sales possibilities which exist outside of the home market. Especially at this time of the year is the opportunity for sales to stores, restaurants, and countless other establishments where people congregate most fruitful.

No Misunderstandings

In order to avoid misunderstandings with tube purchasers the James Electric Co., Pitts- burough, Pa., encloses a printed slip with each radiotron sold, calling the customer's attention to the fact that each tube is tested before it is sold. The slip also explains the scope of the manufacturer's guarantee. This simple method has eliminated much misunderstanding regarding the dealer's liability when through some fault of the purchaser the tube fails to function properly after having been in the customer's possession.

Know the Catalog

A metropolitan dealer recently sold in a brief period 500 records which were not featured in the advertising of the company or by any special display posters but simply because he had listened to all the Southern music records and believed that the appeal of the selections would be felt not only by lovers of old familiar tunes but also by all classes of record buyers. In part Miss Pill said: "Through the sheet music department of the store I have found out the people who sing in churches either as soloists or in choirs. They are urged to come into the demonstration booths and hear their favorite songs sung by a Victor Red Seal artist. Or if I know that they have purchased a sheet of music that happens to be recorded on Red Seals, I say, 'Did you know Marion Talley sings that?' or John McCormack, or whoever the artist happens to be, 'We have it. Would you like to hear it?'"

Pushing Needles

As a department store of all musical instruments and merchandise, Landby Bros.' main store at Forty-second street and Sixth avenue, New York City, overlooks no item of the stock carried. During the past week or two on a small revolving table in the main window needle containers were featured. A type retailing for thirty-nine cents included a record cleaner, another selling for a slightly lower sum was in the form of a box with three compartments for different style needles. A sign urged phonograph owners to keep their needles orderly. This reminder of a seldom featured article resulted in a great number of sales. It pays the dealer to occasionally display and push items such as these, for the average customer is prone to forget them.

Program Post Cards

Keeping the radio set purchaser's interest on the alert by sending him post cards daily features the program stations heard over local stations has been a most successful factor in building prestige and stimulating business for the Winter Haven Music & Radio Co., Winter Haven, Fla., authorized RCA dealer. This dealer sends out the cards each morning to all customers and to likely prospects. He reports that the practice has become so established that if a customer misses the card he telephones to secure the desired information. In addition to cementing good will with customers the post card policy has been of great assistance in closing sales, for the daily reminder of what they are missing is very often the necessary touch required to turn a prospect into a set owner.

Selling Records

An interesting example of what sales can be secured for the record department by bringing the merchandise to the homes of customers was furnished recently by Miss Mildred Larson, of the Hyatt Music Co., Portland, Ore. This enterprising saleslady loaded a number of the Victor Herbert album sets of Victor records in a Ford roadster and visited the homes of customers who had purchased instruments from the store. Instead of giving a sales talk on the merits of the records she stated that she was calling to see if the instrument was working satisfactorily. She left the album for testing purposes, with the result that she sold twenty-one album sets in two days. As a matter of fact a great many records will sell themselves as these did if they can be brought to the attention of talking machine owners.

Appointed Fada Distributor

The A. Knoll Electric Supply Co., of Cincinnati, O., has been appointed exclusive Fada distributor for that territory, according to an announcement by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc.

Declares Stock Dividend

The Sparks-Withington Co., Jackson, Mich., recently declared a ten per cent stock dividend, and a cash dividend of seventy-five cents on the common stock against twenty-five cents paid formerly. A new music store was recently opened at Junction City, Kans., by Philip Olsson. A complete stock of black and white instruments and Columbia records is carried.

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.

IMPRESSIVE SIMPLICITY

in ASTON Design

is nowhere better exemplified than in the cabinet shown here—5-Ply walnut throughout; face of matched butt walnut, 100% figure. Curly maple top border. Front doors inset with ornamental pulls. Interior grille polychromed.

ASTON CABINET MANUFACTURERS

Distinctive originality in design of High Grade Radio Cabinets

1223-1229 W. LAKE ST., CHICAGO, ILL.

24
Columbia

the Most Advanced and Modern Line
for the electric playing of records and radio reception

Columbia Electric Viva-tonal and
Kolster Radio Combination—"like life itself"—Model 960—List Price $600

Columbia-Kolster Viva-
tonal, The Electric Repro-
ducing Phonograph—
"like life itself"—Model
930—List Price $375.00

Columbia-Kolster Viva-
tonal, The Electric Repro-
ducing Phonograph—
"like life itself"—Model
901—List Price $475.00

"like life itself"

Columbia Instruments maintain Columbia Leadership. They are beautiful in design, exquisitely executed, and flawless in tonal reproduction.
The Country sure has gone

"COLUMBIA-WHITEMAN"

His superb artistry, entrancingly captured by Columbia's matchless recordings on Columbia's New Process Records, is irresistible. Play and keep on playing these records for your customers.

Record No. 1441-B 10 inch 75¢

Just Like a Melody Out of the Sky (Vocal Refrain)

Because My Baby Don't Mean "Maybe" Now! (Vocal Refrain)

Fox Trots—Paul Whiteman and His Orchestra

Record No. 1444-B 10 inch 75¢

That's My Weakness Now (Vocal Refrain by Rhythm Boys)

'Taint So, Honey, 'Taint So (Vocal Refrain)

Fox Trots—Paul Whiteman and His Orchestra

Record No. 1446-D 10 inch 75¢

Come Back CHIQUIITA (Vocal Refrain) Waltz

Lonesome in the Moonlight

Fox Trot—Paul Whiteman and His Orchestra
As always, Columbia Window Displays are worthy of the artists and numbers they feature. Use them—they help you sell. The latest display is illustrated above. It's in seven striking colors. Columbia offers the dealers an exceptional window display service at the nominal cost of $1.00 per month. Ask the salesman of your Columbia Branch or Columbia Distributor for details, or write direct to the Company.

"Magic Notes"
Columbia has the preferred portable for every taste and every purse listing at

$15 — $25 — $30 and $50.

Stock and display the Columbia Portables. They offer you opportunity for a double profit — a profit on the instrument, a profit on subsequent record sales.

Customers who buy portables buy records

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

Schubert Centennial — Organized by Columbia Phonograph Company

"Magic Notes"
Jensen Adds Over Fifty Distributors

Includes Jobbers in All Parts of United States, According to T. A. White, General Sales Manager of Company

CHICAGO, Ill., July 7—That the interest in dynamic speakers which was so marked during the Radio Manufacturers' Association Trade Show and Convention held during the week of June 11 at Chicago was more than just curiosity on the part of the thousands of jobbers, distributors and dealers who attended this event is indicated by the business reported by at least one manufacturer of dynamic speakers. According to Thomas A. White, general sales manager of the Jensen Radio Mfg. Co., fifty-five distributing and jobbing connections for the Jensen dynamic speakers were placed during the week of the Trade Show and Convention. These include jobbers in all parts of the country and in practically every instance are the leading distribution outlets in their respective territories. Indicative of the type of companies who have cast their lot with the Jensen Radio Mfg. Co., for the coming season is the Detroit Electric Co., Detroit, Mich., which has been given exclusive distribution for the lower half of the State of Michigan and will also stock Jensen dynamics at Toledo and Cleveland, O., branches, and who placed an order for approximately $100,000 worth of Jensen speakers.

Mr. White was more than gratified with the business done by his company at the Chicago exhibition. "Perhaps," he said, "we had quite a jump on the other fellow as far as dynamic speakers are concerned, due to the fact that we have been manufacturing them for the past twelve months, are far beyond the experimental stage and, what is most important from the standpoint of the jobber and dealer, we are in full production at the present time, ready to take immediate care of the demands of jobbers who have decided to distribute Jensen dynamic speakers for the coming season.

"Prior to the Trade Show and Convention our organization felt quite certain that one of the chief centers of interest at the RMA annual meeting was the new dynamic speakers, and that a large amount of business would be placed during the week for reproducers of this type. As far as our own experience was concerned, it was well beyond anything we expected."

"During the week of the show we closed with fifty-five new distributors. In practically every instance they are the leading company in the territory in which they operate. Practically all of them placed stock orders for immediate shipment before leaving Chicago or gave us a figure as to what their requirements would be and confirmed them by formal purchase orders upon their return home."

"Anticipating the demand which we felt sure would materialize, we have been busy getting our production facilities expanded. Our new Chicago plant is being whipped into shape rapidly. Our Oak Park factory is working at full capacity. At the present time we are making practically immediate shipment of every order received."

"Reports coming to us from our salesmen, letters from jobbers and dealers, inquiries from set builders and interested owners of radio receivers, indicate a full acceptance of the Jensen dynamic speaker and bear out the many complimentary statements made by those who visited our demonstration room at the Stevens Hotel. The pioneering work, the development and research in the perfecting of the dynamic principle and its present application by Peter L. Jensen are readily acknowledged by the trade and are certainly well expressed in the business which our company is enjoying to-day for the dynamic speaker bearing his name."

New Distributors for Freed-Eisemann

The General Ignition Co., Milwaukee, Wis.; the Crescent Electric Supply Co., Davenport, Ia., and Madison, Wis., and the Michigan Channel Dealer Co., Detroit, Mich., were recently appointed distributors by the Freed-Eisemann Radio Corp., Detroit, Mich., of the new Freed-Eisemann line of receivers, speakers, consoles and decorative tables. The Crescent Electric Supply Co. of Dubuque, Ia., has been merchandising Freed-Eisemann products for a considerable period, and success with the line prompted them to handle it at Davenport and Madison.

Interesting Trade Data

The Information Bureau of the Dubilier Condenser Corp., New York City, has issued three technical treatises of interest to the trade. The subjects covered are "Why By-Pass Condensers for A. F. and R. F.?, "By-Passing the Grid Bias Resistance" and "Dubilier Interference Device No. 3."

Grigsby-Grunow Co. Lektophone Licensee

Grigsby-Grunow Co., of Chicago, has been licensed by the Lektophone Corp., owners of holding patents on Lektophone loud speaker sets, to manufacture under their patents and improvements, according to a recent announcement. It was stated that the Grigsby-Grunow Co. will add a power-driven loud speaker constructed under Lektophone patents to their current line of accessories, in addition to smaller controlled-edge speakers already on the market.

A. I. Wolfe Opens Store

NEW HAVEN, Conn., July 3—A. I. Wolfe, who has been connected with the musical instrument trade in Connecticut for a number of years, recently opened a new music store at 10 Center street. Mr. Wolfe was formerly manager of the New Haven and Bridgeport Lanko Bros. branches. A complete stock of musical instruments is being featured at the new establishment.
GAIN Sparton's pledge to maintain a position a year ahead of the radio industry as a whole has been fulfilled. After pioneering the development of All-Electric reception, Sparton introduces another and equally important innovation — the EQUASONNE circuit.

Radio engineers at the Chicago show acknowledged Sparton's new development to be as great an advance as were the transitions from crystal to tube reception and from battery to light socket operation. Experts unite in the opinion that another revolutionary forward step in radio design has been taken. And again Sparton is a year ahead of the entire radio industry.

Details of the new Sparton EQUASONNE are being widely published in radio publications and newspapers. In this announcement it is only
necessary to say that the EQUASONNE circuit vastly increases the number of available stations by perfection of the reception in both the low and high wave lengths; that it greatly surpasses the remarkable tone quality for which Sparton always has been outstanding; that it practically eliminates alternating current hum; and that it makes any service a three-minute job.

Sparton's spectacular rise to its present high position in the radio industry is only the natural result of a superior product backed by a well planned and powerful merchandising and advertising program. Dealers interested in details of the much-discussed new Sparton EQUASONNE are invited to communicate with the factory without delay.

THE SPARKS-WITHINGTON CO., JACKSON, MICH.
Pioneers of Electric Radio without batteries of any kind
mystic conveyer of melodious tone

Utah contributes to the radio program tone qualities found only in true music. Attach a Utah unit and your set becomes a brilliant musical instrument.

WE ARE MANUFACTURERS, NOT ASSEMBLERS
Utah Power Motor used in Utah Speakers with its nature-like voice coil an exclusive Utah feature—a lasting source of dependable Radio speaker power.

Type X35—$35.00
Beautiful genuine brown mahogany cabinet speaker equipped with Utah power motor. One of Utah’s leading new creations.

Type X26—$26.00
The new Italian Renaissance mahogany carved wood cabinet speaker equipped with Utah Power Motor.

Type X30—$30.00

Utah Dynola Cabinet made of 5 ply walnut with genuine Burl walnut front finished in antique brown. This Cabinet is of nondirectional design having same grille and appearance both front and back. Dimensions: 12½” high, 15½” wide and 12½” deep. Packed 1 to a wood crate. Weight 15½ lbs.

Utah Dynola Speaker equipped with “A 100” $75.00
equipped with “R 300” $60.00
equipped with “D 200” $65.00

A 100—Utah Dynamic Unit
110 volt alternating current light socket supply for field excitation using Westinghouse dry rectifier. 9½” high, 9½” wide and 7½” deep. Packed 1 to a wood crate. Weight 15 lbs. $50.00

R 300—Utah Dynamic Unit
6 to 12 volts direct current for field excitation. Operates from A Battery. Current consumption 5 to 10 milliamperes. Packed 1 to a wood crate. Weight 16½ lbs. $35.00

D 200—Utah Dynamic Unit
110 to 220 volts direct current for field excitation. Current consumption 10 to 20 milliamperes. 9½” high, 7½” deep. Packed 1 to a wood crate. Weight 16½ lbs. $40.00

Utah is licensed under Lektophone patents... Utah Dynola Power Speakers licensed under Magnavox patents
COLUMBIA has announced as one of its Masterworks the Ninth Symphony of Schubert, the work which he numbered next to his immortal "Unfinished" and which was finished only eight months before his illness and death. Schumann, one of the foremost of the Russian music critics, directed public attention to this astonishing tour de force of a man obscure, neglected, poor and sometimes hungry, who at the age of thirty-one was about to lay down a life than which none has ever been fuller of promise nor more cruelly cut off. Schumann was the one who spoke of the "heavenly length" of this work, a work which has been made familiar by broadcast, to hear Schubert's music is to love his music, had a great run and will probably bring out a full house, and Schubert's themes of the Unfinished Symphony. These have been wonderfully recorded, and it is my sincerest hope that phonograph dealers are having put before their customers an extraordinary opportunity of listening to the finest music. It pleases me immensely to find the Columbia Co. entering so heartily into the spirit of the Schubert Centenary. Seldom has a man so astoundingly come into his own after he himself was written off as being of an earthly stage. Schubert's name stands very close indeed to the top, one hundred years after his death, and there is very little probability of his being thrown down from his pedestal within another century. For it happened that he possessed authentic genius; and that is why Columbia is offering thousands of dollars in prizes to composers of 1926 in the hope that the hundredth anniversary of the man who died in 1828, leaving behind him an estate said of him that from his first day to his last he never knew what it was to be free of poverty. Within a few months of his death, when at last he was freed from it, some of his songs go for 20 cents apiece. It is long; as the time a lover spends to chew on a bit of it, to dissect its number and so remarkable the quality of the discoveries that for a time, as one after another was announced, the rumor spread that these were simply forgeries and that no such mass of material had been left behind by the dead composer. Yet we know to-day that all of this was authentically Schubert's work. His songs alone are 600 in number, and the total of his works, great and small, is at least 1,000. The Ninth Symphony of Schubert is one of the most fascinating pieces of musical thought ever expressed in terms of the orchestra. Its great length has been criticized unfavorably, but Schumann's description ("heavenly length") is justly is it. It is long; but Schubert wrote it, as he wrote everything, out of the inexhaustible wealth of man overflowing with musical imagination. What distinguishes him from all other composers is his extraordinary power to pour forth a stream of ever new musical ideas, which sometimes tumble after each other in a veritable torrent. He never is obliged to resort to padding or to passage work, and whenever he has done so we may attribute the event mostly to his peculiar dislike for corrections and his habit of allowing a piece to go to the publisher without that careful editing which, even with a master melodist like him, is always desirable. In the great C major Symphony, Schumann it was who spoke of the "heavenly length," to which the bone of Schubert's music is always heard with eagerness via the radio. It is long; as the time a lover spends in gaining upon the face of his beloved may seem long to the outside observer. It is long; but its length is heavenly.  

Creating a Record Demand for Finest Music

"Hole in the Wall"

Young's New York office.

It will be too bad if all the masterworks imported from all a dozen countries, as well as all the first-class orchestral, ensemble and solo music published in this country. They have found that there is a public in New York and Los Angeles, has caused much favorable comment in local newspapers as to the probable outcome. Locally the Grebe team is second to the Long Island Railroad team which is in first place. Baseball is not the only sport in which the Grebe radio athletes are successful. In tennis, bowling, handball, squash and billiards they have shown equal aptitude.

Grebe Athletes Win

Winning twelve out of fourteen games played thus far this season the baseball team of A. H. Grebe & Co., Inc. pioneer radio manufacturer, of New York and Los Angeles, has caused much favorable comment in local newspapers as to the probable outcome. Locally the Grebe team is second to the Long Island Railroad team which is in first place. Baseball is not the only sport in which the Grebe radio athletes are successful. In tennis, bowling, handball, squash and billiards they have shown equal aptitude.

M. J. Barrett in New Post

Grigbsy-Grunow Co., of Chicago, manufacturer of the new electric Majestic receiver, has appointed Milton J. Barrett special sales representative under the direction of Herbert E. Young. Mr. Barrett will work out of Mr. Young's New York office.
Bosch Radio Model 28— for 110 volt AC operation using seven alternating current tubes and one power rectifying tube. Single tuning dial electrically lighted, solid mahogany cabinet. Price $127.50 less tubes.

The Bosch Radio Dealer contract this season provides both profit and selling advantages unique in the radio industry. The new Bosch Receiver is far ahead in performance and appearance. Bosch Radio Dealers are backed by our new and sound merchandising policy which gives a more flexible investment— a distinctly wider selling range than heretofore. a strong price position—all coupled with Bosch advertising.

Dealer acceptance of the new Bosch Plans is verifying our assertion that the Bosch Radio contract will be the outstanding money maker this year.

A request will bring you the interesting details. Write the main office or our nearest branch today if you want to be included in our new plans.

Authorized Bosch Radio Dealers are now showing the console Model 29B, specially designed for them with super-dynamic speaker and special high power speaker supply. Console has sliding doors, beautiful craftsmanship and selected woods. Bosch Radio Dealers are offering this console 29B with super-dynamic speaker and special high power speaker supply with Bosch Radio Model 28 Receiver for $295.00.

Authorized Bosch Radio Dealers are now showing Model 28A console illustrated, specially designed for them with the standard Bosch Radio Speaker. Console has fine selected and patterned woods, richly carved, beautifully finished. Bosch Radio Dealers are offering the console 28A with Bosch Radio Speaker and the Model 28 Bosch Radio Receiver for $397.50.
Money-Making Suggestions for Ambitious Merchants

Profits From Photography—Establish Sub-Agencies in Small Resort Towns—The Summertime Is Good Canvassing Time—Display the Quick-Selling Items—Support Your Local Association—Disorderly Windows—Summertime Radio Reception

Many music dealers located in business sections or adjacent to railway terminals do a profitable business especially during the summer months by acting as receiving and distributing agents for film developing concerns. If your store is situated in a center where many office workers pass or near the depot where returning week-ends arrive, it will prove well worth while to inquire into the possibilities of securing such an agency. No investment is required and the efforts expended consist merely of receiving rolls of film, taking the name and address of the customer, turning over the assembled films to a messenger boy and when the films are returned distributing them and collecting the money. The profits made by dealers advantageously situated reach sizable proportions.

Sub-Agents

With the thousands of vacation resorts throughout the country now in full swing the aggressive music dealers located in cities and towns supplying merchandise to as many as a dozen smaller communities can reap profits by establishing sub-agencies in each of the resort centers. Usually one general store carries an assorted line of foodstuffs, post cards, etc., etc., and there is no reason why sheet music and talking machine records should not be included. These community stores, especially those with ice cream parlors, usually welcome such offers from the dealer because they can entertain their customers while demonstrating records. This usually offers a most fertile ground for exploitation work the good will engendered will prove valuable.

Summer Arrangement

Have you rearranged your store since the warm weather arrived? There are a number of items carried in every music store which have a far greater appeal during the Summer months than at any other time during the year and it is but good business to give this merchandize a better location and more display during this time than during the Winter when they move more slowly. Portable phonographs, for instance, and a host of other instruments such as ukuleles, harmonicas, stringed instruments, etc. If possible display these nearer the front door where passers-by can see them and shoppers have an opportunity of examining them. The same for records and sheet music.

Re Associations

The annual conventions of the national associations of the music and radio trades were held last month and successful gatherings were reported at both Chicago and New York. Interesting addresses were made by prominent speakers before the National Association of Music Merchants and the Federated Radio Trades Association and much valuable information imparted. The dealer's interest, however, should not confine itself solely to the activities of the national body. Important as is his support and co-operation to the officers of this group, equally important is the work being accomplished by local associations and in many cases close co-operation between dealers in a State or city can accomplish much more than can the national organization because of the intimate knowledge which the local trade has of conditions affecting the members. Resolve therefore to take a greater interest in your local group. If you are not a member and your participation in the past has been lukewarm, become more active and lend every support and encouragement to the officers who are laboring in your behalf and on behalf of the trade as a whole.

"Too Busy"

A store (not a music establishment) in New York City recently displayed in the window space a sign reading: "We Are Too Busy to Dress This Window at Present, but We Are Not Too Busy to Take Care of Your Wants at Once." This sign reposing in the midst of a most unattractive lot of debris might prove of worth to an old customer, but it is doubtful if any new customers would be attracted despite the boast of activity. Yet many music stores allow their windows to present equally disorderly appearances without the saving grace of an explanation in the form of a printed message such as the above. Fortunately the number of dealers who fail to take full advantage of their window's worth is becoming less and less, mainly due to the attention now being given this form of publicity by training instructors and radio manufacturers. If you as a dealer do not feel it necessary or profitable to evolve window dressings of your own design and make it a point to present some particular instrument or class of merchandise, use the material which the manufacturer has prepared at great expense and which has received the best thoughts of experts in attracting the eye of the prospective customer.

Summer Radio

There are still many people who feel that with the arrival of Summertime real enjoyment from a radio receiver ends until the advent of Fall. This thought is the outgrowth of conditions as they were several years ago when radio was still in swaddling clothes and static reigned supreme during the nights of July and August. Everyone acquainted with radio developments knows, of course, that with the vast strides made in receiver construction and improved broadcasting facilities these conditions no longer exist to the extent that a program can be marred. Nevertheless, many of the public feel differently and it should be the self-appointed task of every dealer to conduct a campaign of education to the end that the misapprehensions be cleared away. Too often one's knowledge of a fact presupposes that the same knowledge is a common trait with others, but radio has passed the novelty stage and the general buying public no longer reads every line in newspapers devoted to radio and its developments and improvements, so that the impressions gained several years ago still persist.

Sell Albums That Will Adequately Protect Your Customers' Valuable Records

The New National Loose Leaf Record Album

Beautiful in design. Durable and flat-opening. (Patent Applied For)

Write for descriptive list and prices.

NATIONAL PUBLISHING CO.
Factory and Main Office
Salesroom: 225 Fifth Ave., New York City
Albums for Export Our Specialty
A good dependable product, which sells not alone on its reputable name, but on its A-1 qualities.

Every spring built to a high standard—sufficient guarantee of perfect performance and lasting satisfaction.

VALLEY FORGE—the trustworthy, reliable trademark to remember always, for really good main springs.
A TESTED WAY TO INCREASE BUSINESS

SE PAL PORTABLE PHONOGRAHS AS "LEADERS" TO BRING PEOPLE INTO YOUR STORE. Give them prominent window displays—attractive interior displays—advertise them! It is easier to get people to come into your store to spend $10 to $30 than it is to spend several hundred dollars—and in that way you make satisfied customers to whom you can later sell your more expensive instruments.

THE market for PALS is tremendous. Everybody with an automobile can use them! Everybody who goes camping or picnicking can use them! Everybody who moves frequently—for example, students and nurses, can use them! Everybody who gives gifts can use them! Take advantage of this wonderful market and go after this business! The best way to do it is to offer the machines that give your customers the utmost in quality—and value—PALS!

Eight years of severe test have proved that PALS make friends wherever they go.

LET your jobber show you the new improved PALS—or write direct to us and we will send you complete information.

PLAZA MUSIC CO.
FOUR COLOR DISPLAY CARDS THAT WILL HELP YOU SELL MORE PORTABLES

The five cards pictured here will enable you to make a very striking and attractive window display. They are different—people will stop to read them. Each card is 11 inches wide, by 17 inches high, and is provided with an easel.

Write to your jobber or to us for information as to how you can get these striking four-color posters free! These posters have also been prepared in the form of small booklets that you can have free for distribution among your customers and prospects.

LOW 20TH ST., NEW YORK
The United Motor No. 2
For Better Portables

The heart of the United Electrical Pick-up is our "Super-Magnet" which insures exquisite tone quality and astonishing volume. Retailing at $16.50 complete, the United Pick-up offers a highly profitable field for Jobbers and Dealers.

UNITED PICK-UP

(Phonograph Division)

UNITED AIR CLEANER COMPANY
KEEN manufacturers, ever alert to buying trends on the part of Dealers and public, are promptly meeting the ever increasing demand for Better Portables. And realizing that the motor is the most important unit in any machine, they are today equipping portables with the new United Motor No. 2. Designed and built exclusively for portables, the United No. 2 is the one most modern and efficient motor for its purpose.

Dealers, too, realize that the United Motor in a portable helps them in their selling. It means a lot to be able to guarantee a motor with confidence and to truthfully say — “The Motor in this portable gives you strong, silent, lasting power at uniform speed.” United equipped Portables sell easier and faster because they actually have more built-in value and do a better job!
The outstanding sensation of the June Radio Show, this amazing new Model 802 has brought Realism to radio and unparalleled money-making opportunity to the radio dealer. Small, compact, self-contained, portable, strikingly beautiful in bronze Moiré finish, its many new unique features make it the preponderant value in radio today.

Other Features of Model 802

Cabinet entirely shields all working parts.
Three tuned stages of radio frequency amplification with four tuned circuits.
Built-in power pack. Taps for high or low voltage.
Built-in light-socket antenna, permitting reception of local broadcasts without any other inside or outside aerial.

The new Stewart-Warner Reproducer is a built-on part of Model 802. Cabinet and reproducer perfectly harmonize in design and in operation. Here are beauty, performing efficiency, tone trueness and operating simplicity that delight the radio buyer, and make the Stewart-Warner dealer a leader in the retail radio field. The Reproducer is also sold as a separate unit.

Taps for connecting with either long or short outdoor aerial, insuring maximum efficiency.
Safety cartridge fuse protects wiring against burn-out through short circuit.
One control for tuning, one for volume.
Gold-plated dial, calibrated in wave-lengths.
Electrical phonograph pick-up receptacles for instant attachment.
The Talking Machine World, New York, July, 1928

STEWART-WARNER REPRODUCER

Model 435

$16.50

A new type magnetic cone speaker with new tone depth and beauty

Prices slightly higher west of the Rockies

STEWART-WARNER

All-Electric A. C.

Model 801

$94.50

Without tubes

Same as Model 802, but without built-on reproducer

The same style in battery-operated set, 567.50

The New Triumph

REALISM in RADIO

The new Stewart-Warner "800" group will help you, Mr. Dealer, to establish a sound permanent business—with remarkable money-making opportunities—with selling co-operation that means constant growth.

REALISM is the word that sums up the performing quality of the new "800" group. The Stewart-Warner "Electrical Ear" test enables reproduction of music exactly as played. The "Electrical Ear" records minutest sound vibrations of music as played and of the same music re-created by the Stewart-Warner set. Comparison of the two records proves a fidelity of reception that means REALISM—and LEADERSHIP for Stewart-Warner Radio, and for dealers who handle it.

If you can secure the Stewart-Warner Franchise you will have one of the most valuable business assets a radio dealer can own. An opportunity you can’t afford to miss. Territories closing fast. Write or wire today.

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO

22 years in business—World-wide service—50 million dollars in resources—4th successful radio year

STEWART-WARNER

The Voice of Authority in RADIO

Model 802, with its built-on Reproducer, is one of the leaders of the All-Electric A. C. group. Model 801 is the same receiving set without the reproducer. Model 806 is a battery-operated set, with cabinet of same design as A. C. Model 801. There is also a complete line of Consoles approved for both the All-Electric and battery-operated sets. Consoles are of new design, of striking beauty—made by the Buckeye Cabinet Company, Springfield, Ohio, and sold through Studner Bros., Inc., National Sales Representatives. Here’s a range of style and price that meets all radio demands. And back of every set is the guarantee of this 50-million-dollar corporation, with a 21-year record of success and 18 million products in use.
How many will you sell?

As long-lived as Raytheon Tubes are, they do wear out finally. Somebody in your city will get a good share of that business. Why not you? Put this attractive sales-making carton where it can be seen instantly by everyone entering your store. It will automatically bring you the business. Put this silent but effective salesman to work for you by giving him a prominent place in your window or show case.

RAYTHEON MFG. COMPANY - Cambridge, Mass.

Raytheon
LONG LIFE RECTIFYING TUBE
Last-Minute News of the Trade


Will Be in Control of Sales of Allen-Hough Products in East — Allen-Hough Will Market Nationally Marti Radio Receivers With Mr. Price in Charge of Sales

Don T. Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., manufacturer of Allen portable phonographs, announced this week the appointment of J. B. Price as Eastern manager of the company. Mr. Price will be in complete charge of sales of Allen-Hough products in Eastern territory and he is now making arrangements for offices in the Grand Central district.

Coincidental with Mr. Price’s appointment as Allen-Hough Eastern manager, Mr. Allen also announced that the Allen-Hough Mfg. Co. will sell throughout the entire country the complete output of the Marti Electric Radio Co., Orange, N. J., manufacturer of the Marti Radio receiver, one of the foremost electric sets. The sale of Marti sets will be under Mr. Price’s direction.

These important developments and expansions in the Allen-Hough organization will undoubtedly be received with enthusiastic approval by the company’s clientele, for Don Allen and George Hough are among the most popular members of the phonograph industry. Although the company was only formed last Fall, it has already gained a leading position in the portable phonograph industry and Allen-Hough portables are now being merchandised by representative dealers throughout the country. The company has grown far beyond all expectations and with the addition of Mr. Price to the executive staff the progress of Allen-Hough will gain added impetus. A considerable measure of the success of the Allen-Hough organization must be attributed to the manufacturing and merchandising experience of Don Allen and George Hough, both of whom have been identified with the portable industry for many years.

New Vice-Presidents Elected by Freshman Stockholders

Harry A. Beach Named Vice-President in Charge of Sales; W. J. Keyes, Vice-President and Treasurer, and George J. Eltz, Vice-President in Charge of Engineering

The Charles Freshman Co., Inc., has announced the re-election of Clarence A. Earl as president and W. Edgar Miller as secretary at a meeting of stockholders and board of directors on July 3. The following new officers were elected: Harry A. Beach, vice-president in charge of sales; W. J. Keyes, vice-president and treasurer, and George J. Eltz, vice-president in charge of engineering.

The election of Harry A. Beach to the vice-presidency of the Freshman Co. will be gratifying news to his host of friends in the music trade.

Welcome Sonora DeForest Affiliation

Alliance Between Sonora, Acoustic and DeForest Organizations Well Received — Important Announcement Awaited

The recent announcement that the Sonora Phonograph Co., Inc., and the Acoustic Products Co. had made an alliance with the DeForest Radio Co. has been received with enthusiasm in the trade, for all of these organizations are splendidly equipped to contribute important products to the radio and phonograph industries. As announced a few weeks ago, P. L. Deutsch, president of the Acoustic Products Co. and the Sonora Phonograph Co., Inc., and one of the foremost members of the music industry, becomes a member of the DeForest directorate, while A. J. Drexel Biddle, Jr., a director of the Acoustic Products Co., is chairman of the DeForest board.

Within the next few weeks Mr. Deutsch will issue an important announcement regarding Sonora plans for the coming season, setting forth the accomplishments of the company in the past few months, its program from a manufacturing, merchandising and advertising angle, and further details of the DeForest affiliation.

Opens Store

A new music store has been opened on First street, Jena, La., by L. M. Welch. A complete line of all musical instruments is carried.

Continued on page 132

Offsetting the Summer Lull

UNLESS all signs are misleading, the Summer lull in radio interest, which in the past has been more or less pronounced, should not be particularly annoying this year. Certainly the broadcasting stations, and those who have to do with their programs, have not reported a curtailment of features that has taken place in other years at this season, and with the Presidential candidates using the radio in the campaign, some worth-while ring battles to listen in on, and a greatly improved broadcasting service generally, the dealer with the proper approach, coupled with the proper follow-up, should not suffer unduly until September rolls around.

Closer Music and Radio Affiliation

THE sentiment in favor of a closer affiliation between the general music trade and the radio interests, both as concerns manufacturers and retailers, is apparently suddenly gaining strength, with the growing realization that the music store represents the logical and the ideal outlet for radio products. The latest evidence of this sentiment for closer co-operation is found in moves being made in various localities to insure competence on the part of service operators. St. Louis has led the way by demanding that service men pass examinations and secure certificates of proficiency before going out into the field, and it is a move in the right direction. It may be unjust to say that quite as many radio sets have been ruined by incompetent service men as have been put into proper playing condition by capable workers, but certainly the percentage of receivers ruined through ignorance is high, as every dealer knows.

Insuring Proper Servicing

WHEREAS servicing for radio has been reduced to a notable extent through the improvement in the apparatus itself, it is found at the same time that such servicing as is necessary must generally be of a distinctly high-class type capable of handling what might be termed major problems. The reflection of this demand is found in moves being made in various localities to insure competence on the part of service operators. St. Louis has led the way by demanding that service men pass examinations and secure certificates of proficiency before going out into the field, and it is a move in the right direction. It may be unjust to say that quite as many radio sets have been ruined by incompetent service men as have been put into proper playing condition by capable workers, but certainly the percentage of receivers ruined through ignorance is high, as every dealer knows.

Every Dealer His Own Policeman

IN the belief that it is much better from all angles to clean house themselves rather than to have the police do it for them, several organizations of talking machine and radio dealers in various parts of the country have taken steps to check the store-door demonstration nuisance. The methods in some cases have not been fully decided upon, but the authorities have at least shown an inclination to let the dealers themselves work on the nuisance and allow the police officers to chase criminals. The move is a good one, reflects credit on those back of it and is deserving of a full measure of success for the protection of those in the trade who keep within the bounds of reason in demonstration work. With the coming of dynamic speakers demonstration control has become more essential than ever.

Those Million Record Sales

SALES of single records running into millions of units are not things of the past and did not die out with "Tipperary" and "Dardanella." It is unnecessary to enlarge upon what the Two Black Crows have done, and we now find Austin's record of "My Blue Heaven" passing the million mark in sales, and his "Ramona" beginning to crowd that figure. It appears that some dealers are doing a consistent and profitable record business.

Watch Those Campaign Songs

WE are now due for the regular flood of campaign songs, extolling the merits of the opposing candidates in genuine Broadwayese. Many of them will be recorded, and the dealer who has the fewest regrets on election day will be the one who remembers that there is nothing deadlier than a campaign song after election, and places his orders accordingly.

Beauty in Radio as a Sales Factor

BEAUTY in the appearance of radio sets will have an important bearing on sales, and there is a growing realization of the importance of fine cabinets in breaking down sales resistance. Dealers who get behind artistic cabinets will find them a source of profitable revenue.

Being Good Pays Dividends

A YOUNG firm in New York starting in business on April 1, and specializing in high-class records and particularly in modern album sets, has already found it necessary to move to new quarters with 100 per cent more space. This seems to answer the question as to whether there is profit in this class of business.

Now, however, we find these same talking machine manufacturers encouraging unusual efforts in compositions both here and abroad, with prize offers coming from funds of twenty, forty and even fifty thousand dollars. It is a movement that not only strikes the fancy of the music lover at the moment, but is most certainly building for the future of good music. It is a movement, too, that is worthy of more than the passing comment that has been given it in certain quarters.

The Talking Machine World has admittedly been a great force in the development of musical appreciation and higher musical taste throughout the country. It would seem that the talking machine manufacturers and individual artists into millions of homes where they would still be strangers in the ordinary course of events. This educational work, although both practical and profitable perhaps, has been carried on not only in the homes but in the schools of the country, and, broadly speaking, it would seem that the talking machine companies in one way or another have done their share for music.
The Chicago Office
OF THE
TALKING MACHINE WORLD
IS NOW LOCATED AT
333 North Michigan Avenue

The New Telephone Number of Our Chicago Office is State 1266

Suite 628 in Chicago's Newest and Finest Office Building

Three times the space formerly occupied in the Republic Building and three times the facilities for service and co-operation to WORLD subscribers and advertisers.

Drop in and look over our new Chicago home

TALKING MACHINE WORLD
Executive Offices, Graybar Building, 420 Lexington Ave., New York
Published by Federate! Business Publications, Inc.
Lloyd L. Spencer in Important New Post

Appointed Sales Manager of Gross-Brennan, Inc., New York and Boston Stromberg-Carlson Representatives

Gross-Brennan, Inc., New York and Boston representatives for the Stromberg-Carlson Tel.Mfg. Co. Rochester, N. Y., announced this week the appointment of Lloyd L. Spencer as sales manager of the company. Mr. Spencer assumed his new duties on July 9 and is visiting his many dealers throughout the territory covered by the company.

The appointment of Lloyd Spencer as Gross-Brennan sales manager will be welcome news to Stromberg-Carlson retailers throughout New York and Boston, for Mr. Spencer is recognized generally as one of the foremost sales executives in the music industry. He has been identified with phonograph affairs for over twenty years, and for a period of eleven years was general sales manager of the Silas E. Pearshall Co., New York, at one time one of the leading Victor wholesalers in the country, and more recently a distributor of radio products. For a year and a half Mr. Spencer was general sales manager of the Ampion Corp. of America, manufacturer of loud speaker products, resigning a few months ago.

Gross-Brennan, Inc., headed by Benj. Gross and Herbert A. Brennan, have been phenomenally successful as Stromberg-Carlson representatives, and in radio circles it is generally believed that this firm has accomplished one of the outstanding jobs in the distribution of radio products.

The acquisition of Mr. Spencer's services is in line with the exceptional growth of the Gross-Brennan organization during the past twelve months, and Mr. Spencer brings to his new activities an invaluable knowledge of retail merchandising in metropolitan territory.

It is the opinion of the many successful dealers in his territory that office a broad fund of experience with many different musical activities and a wide acquaintance among musicians of all classes. He will devote his energies to getting the best possible talent in all branches of music and turning it into records that will have a general appeal.

Mr. Spencer was for seven years music critic of the New York Herald, and when that newspaper was taken over by Frank Munsey he resigned, returning to the organization writing for both the Sun and Evening Telegraph on musical and dramatic subjects. Later he became music critic of the New York Evening World, and articles from Mr. Spencer's pen appear at frequent intervals in the New York Times Sunday Magazine. He was for some years music editor of the Theatre Magazine, and has contributed criticisms and essays to McClure's, The Forum and other magazines. During a dozen years of critical journalistic work he has had and passed judgment on every important new artist and on every new composition of any real significance. His acquaintance among musicians is wide and his knowledge of music extensive. Mr. Spencer has had a varied career as a choir singer at the age of nine, and had learned to play the trumpet before his twelfth year. While at high and preparatory school he played the trumpet in the band and in concert with the Chicago Symphony Orchestra. He attended the University of Wisconsin and while there was made student leader of the varsity band, appearing as soloist and in concert with the organization. He was also baritone-tolosist with the Glee Club and editor of the Song Book which is still in use at the University. On graduating from college, Mr. Morris undertook a tour of the Chautauqua Circuit as leader of a band, soloist, and director of a brass quintet.

Upon coming to New York in 1912 he wrote for a time for musical papers and when the war came entered the army as song leader. He trained the bugle corps for the 25th Field Artillery and eventually became band leader of the 25th Field Artillery. Upon being mustered out he joined the staff of the Herald and eventually did considerable publicity work in the cause of music, touring the United States and Canada in 1917 in the interests of the Chaliapin Opera. He maintained for several years a concert agency and was employed in the selling of concert agencies. Later he entered the field of radio publicity and organizing and carrying out a very successful publicity campaign in connection with the opening of the new Roxy Theatre in New York, being the first publicity director for that enterprise. More recently he entered the field of talking movies and was news editor of the "Motion-Pictures."

Mr. Morris is the composer of the opera "The Maid of the Moon," produced in 1911, and also author of the tabloid history of music syndicated in the daily papers.

J. L. Woods, Showers Bros. Sales Manager

Concern Is Located in Bloomington, Ind.—Prominence in Radio Cabinet Manufacturing Field

James L. Woods, Jr., familiarly known in the trade as "Jimmie" Woods, is now sales manager of the Showers Bros. Co., Bloomington, Ind., one of the country's largest furniture manufacturers and prominent in the manufacturing of radio cabinets. Mr. Woods assumed his duties a few weeks ago and is receiving an enthusiastic welcome from his many friends in the industry.

He trained the bugle corps for several brigades of artillery and helped organize army bands, eventually becoming band leader of the 25th Field Artillery. Upon being mustered out he joined the staff of the Herald and eventually did considerable publicity work in the cause of music, touring the United States and Canada in 1917 in the interests of the Chaliapin Opera. He maintained for several years a concert agency and was employed in the selling of concert agencies. Later he entered the field of radio publicity and organizing and carrying out a very successful publicity campaign in connection with the opening of the new Roxy Theatre in New York, being the first publicity director for that enterprise. More recently he entered the field of talking movies and was news editor of the "Motion-Pictures."

Mr. Morris is the composer of the opera "The Maid of the Moon," produced in 1911, and also author of the tabloid history of music syndicated in the daily papers.

James A. Ramsey to Join Kolster Staff

Sales Executive to Become Pacific Coast District Sales Manager on August 1—Now With Pacific States Elec. Co.

James A. Ramsey, well-known sales executive in the Pacific Coast territory, will become district sales manager of Kolster Radio on August 1 with headquarters at San Francisco, according to an announcement by Ellery W. Stone, president of the Kolster Radio Corp. Mr. Ramsey is now assistant general sales manager of the Pacific States Electric Co., in charge of the radio department.

Four years ago Mr. Stone left the same desk to become president of the Federal Telegraph Co. and was succeeded by Mr. Ramsey, who now in turn will manage the Kolster merchandising interests on the Pacific Coast.

F. Delano With Brunswick

Frank Delano, who has had a wide experience in the talking machine and radio field, through his connections with the Victor Co. and Atwater Kent Mfg. Co., has joined the staff of the Brunswick Co. as special record sales promotion manager.
Even if Farrand—recognized leader in the Speaker field—were entirely unknown, the present Farrand line—standing on its own feet, voicing its own outstanding merit—would instantly establish Farrand supremacy. Eleven wonderful models.

**Farrand**

FARRAND MANUFACTURING CO., INC. — LONG ISLAND CITY, N. Y.
CARRYOLA No. 20—$15
New type horn chamber and other substantial improvements make this new model by far the greatest value ever offered below $25.00.

CARRYOLA No. 40—$35
Very handsome. All metal parts gold plated; Tone Modulator, Patented, exclusive Bakelite tone arm and reproducer; Patented diaphragm; velvet turntable and Automatic stop. This new design is also provided with a patented, built-in Wood Record Container—50 inch air column, new type horn chamber and a motor that plays three full selections without rewinding. Beautifully finished in heavy Black or Brown Fabrikoid. Weighs only 23 pounds.

MASTER MODELS FOR EVERY
Introduces

Three Entirely New and Improved Master Models

FINER music—bigger, handsomer instruments—with the most amazing improvements ever built into a portable phonograph, mark the introduction of the new Carryolas.

As the dominating factor in the portable phonograph business, it is only natural that Carryola should be first with outstanding improvements to still further increase the popularity, sales and profits of its vast army of successful dealers.

We are proud to introduce these splendid new Master Models to the music lovers of America. In all the world of acoustical science there is nothing that can be compared in VALUE, quality and richness of tone, in refined beauty of design, or the mechanical perfection of the Carryola line for 1928 and 1929.

You will be delighted with their new, larger sizes, refined elegance of color and finishes, their new reproducers, volume control, Bakelite tone arm and other features—together with the most extensive national advertising and sales program ever given to merchandise of like character.

In addition, you will welcome new prices on Carryola Porto Pick-up, with regular models at $20.00 list, and a new electric motor model at $38.50 list.

The new $37.50 list price for the Carryola Electric Pick-up attachment for playing records through any modern Radio Loud Speaker and which may be used with any phonograph, is also now in effect.

See and hear these new models at your Jobber's.

THE CARRYOLA COMPANY OF AMERICA
The World's Largest Manufacturers of Portable Phonographs
60 Clinton St., Milwaukee, Wisconsin

CARRYOLA No. 30 - $25
With long air column horn chamber of unique design. Patent, exclusive Bakelite tone arm and reproducer and Patented diaphragm. Motor will play three selections without rewinding. Velvet turntable—finished in new special design Fabrikoid, in Black, Blue, Green, Red and Brown.

HOME AND FOR EVERY PURSE
Interesting Events of the Trade in Pictures

Above-Gentleman Jim Corbett, former heavyweight boxing champion of the world, has installed a Splitdorf radio receiver, Lorenzo model, in his home at Bayside, L. I., and states that he receives great enjoyment from the broadcasts of prize fights.

Above—Babe Ruth seemed real pleased when presented with the new Opera model Amrad combination electric radio and phonograph by A. B. Ayres, general manager of the Amrad Corp., who made the presentation when the Yankees visited Boston and the Babe made his first home run of the season.

Above—This photograph originally appeared in the Los Angeles Times and shows Miss Pat Rambough, chosen as the prettiest girl at the Pageant of Music in that city, demonstrating the Carryola Pick-up and the new Carryola portable operating through the Radiola 18.

Above—The Greater City Distributing Co., New York City, Kolster radio distributor, has equipped its delivery trucks with the new electric daylight sign which attracts a great deal of attention. The light rays of reflected light rays by a mirror, making the name stand out sharply.

Above—The Miller Music Store, Salem, Mass., paid high tribute to A. Atwater Kent in the window display pictured herewith. Several models of Atwater Kent receivers and speakers were grouped about a photograph of Mr. Kent and a poster bore the words: "Mr. A. Atwater Kent, The Pioneer of Radio. The man who made it possible for you and me to own a Good Radio."

Above—Firm believers in the efficacy of attractive window displays, the Gray, Trimble & Smith Electric Co., authorized Stromberg-Carlson dealer of Bloomington, Ill., shows several models of receivers and a cone speaker in a simple yet eye-arresting manner.

Left—This partial view of the new store of the Kingsman-Kolster Music Co., 632 S. Fourth Street, Louisville, Ky., shows an unusually attractive interior arrangement.

Above—The National Carbon Co., Inc., sales managers with the new Eveready die-cast aluminum receiving set and matched loud speaker unit which was introduced at the recent RMA Trade Show. Seated, left to right: H. S. Schott, general sales manager; Rodney Morison, Jr., Atlanta district manager; C. E. Anderson, Kansas City district manager; J. M. Spangler, Chicago district manager. Standing: C. B. Clendenin, San Francisco district manager; D. G. Raymond, New York district manager; George Furness, manager of the Radio Division of the National Carbon Co.
A RADIO RECEIVER is an instrument which gives you your choice of all the broadcasting stations within range.

When your radio receiver makes this selection quickly, brings in music and speech clearly, gives you no trouble at all—you have the best radio.
MODEL 40 A. C. The 1929 improvement on the famous Model 37, radio's best seller since New Year's, now in more than 200,000 homes. More powerful, more sensitive. New sealed power unit. FULL-VISION Dial. Satin finished in dark brown and gold or deep golden bronze and gold. Two stages of T. R. F. in conjunction with Atwater Kent coupling circuit, detector and two stages of A. F. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current.

Without tubes, $77

MODEL 42 A. C. Similar electrically to Model 40, with addition of automatic line voltage control. Many refinements in cabinet design — crowned lid, panelled corners, ball feet. FULL-VISION Dial with oversize numbers. Two stages of T. R. F. in conjunction with Atwater Kent coupling circuit, detector and two stages of A. F. Requires six A. C. tubes and one rectifying tube. For 105-125 volt, 50-60 cycle alternating current. Without tubes, $86

"RADIO'S TRUEST VOICE." Atwater Kent Radio Speakers: Satin finished—some in dark brown and gold, some in deep golden bronze and gold. Models E, E2, and E3, same quality, different in size. Each $20

MODEL 48 battery set. Solid mahogany cabinet.**FULL-VISION** Dial. Two stages of T. R. F. in conjunction with Atwater Kent coupling circuit, a detector and two stages of A. F. Six tubes required. Without tubes or batteries, $49

MODEL 49 battery set. Solid mahogany cabinet.**FULL-VISION** Dial. Antenna adjustment device assures unusual selectivity. Three stages of T. R. F., detector, two stages of A. F. Six tubes required. Without tubes or batteries, $68

4725 Wissahickon Avenue  
A. Atwater Kent, President  


Atwater Kent Radio

FIRST

- with compact sets.
- with true ONE-Dial sets.
- with shielding metal cabinets.
- with self-contained A.C. sets at a popular price.
- with 222 factory tests or inspections.
- with outdoor posters.
- with all-year advertising.
- with all-year broadcasting of famous artists.

Atwater Kent Manufacturing Company

4725 Wissahickon Avenue  A. Atwater Kent, President  Philadelphia, Pa.
Irwin Kurtz Heads Talking Machine Men

**Election of Officers for New York, New Jersey and Connecticut Trade Association Held at the June Meeting**

The annual election of officers of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut took place at the regular meeting held at the Cafe Boulevard, New York City, on June 27, and resulted in practically the entire staff of officers being re-elected as follows: President, Irwin Kurtz; vice-president, Joseph H. Mayers; treasurer, Albert Galuchie, and secretary, E. G. Brown. The divisional and sectional vice-presidents chosen were: radio jobbers, Maurice Landay; phonograph jobbers and manufacturers, E. W. Guntenberger; New Jersey dealers, S. S. Spring; Brooklyn dealers, B. Ginsberg; Bronx dealers, O. Rosenbaum; New York City, lower East Side, L. Titefeky; New York City, lower West Side, Julius Goldberg, and New York City, upper West Side, M. Goldsmith. Otto Goldsmith was selected by the Association as salesmen's representative.

Irwin Kurtz, president, announced that he had arranged a conference with the Police Department, and had reached an understanding that no action would be taken by the authorities if dealers refrained from playing their talking machines and radio receivers at store doors in such a manner that they constituted a nuisance to the residents and business people of the neighborhood.

J. C. Fishel, of the Brooklyn Metal Stamping Co., Brooklyn, N. Y., spoke briefly on the company's newest product, the Home Broadcaster, an adapter which when attached to the radio receiver allows of the set operator speaking through the loud speaker after cutting off the program which is being received. Although the Home Broadcaster is primarily intended as a novelty for a home party it also should prove of value to dealers who demonstrate receivers to crowds outside their doors. The Home Broadcaster allows them to make announcements regarding the set and to invite the public into the store.

It was announced that the next meeting of the Association would be held in September during the week of the Radio World's Fair, when after the meeting the entire membership would attend the exposition in a body. It was decided to hold the annual outing in September, and Otto Goldsmith was appointed chairman of a committee to make arrangements for this event, which is looked forward to by the entire membership of the Association.

Joseph H. Mayers announced that no action had yet been taken in regard to selecting a paid secretary and urged that those who felt qualified for the position make application at the earliest possible moment.

**Jensen Radio Adds to Sales Organization**

Seven Men Now on Sales Force Calling on the Wholesalers for Dynamic Speaker Manufacturer Located in Chicago

CHICAGO, I11., July 6.—Two additional appointments to the sales organization of the Jensen Radio Mfg. Co., with manufacturing plants located here and at Oakland, Cal., have been announced by Thomas A. White, general sales manager of the company. These follow closely the five appointments made a short time ago by Mr. White and practically complete the sales organization which is to call on the jobbing trade and manufacturers in the United States for this company.

According to Mr. White, James H. Blinn, U. S. National Bank Building, Denver, Col., has been assigned the territory comprising the States of Colorado, Utah and Wyoming, while Harry Merrithew, 713 South Ervay street, Dallas, Tex., will represent the Jensen Radio Mfg. Co. in Texas and New Mexico. Both Mr. Blinn and Mr. Merrithew are well known in the territories which have been assigned to them, having been identified with the radio trade for a number of years past.

**Columbia Increases Its Office Space**

The space occupied by the executive offices of the Columbia Phonograph Co. in the Manufacturers' Trust Co. Building, at 1819 Broadway, New York, has been increased to five entire floors. This is in addition to the space devoted to the company's downtown recording studios on Union Square, the three floors occupied by the Columbia New York Branch, at 121 West Twentieth street.

**Herman Segal Heads Unique Products Corp.**

**New Company Has Taken Over All Assets, Stock and Property of the Unique Reproduction Co. of New York City**

Herman Segal, well known throughout the music industry, has announced the formation of the Unique Products Corp., which has taken over all assets, stock, contracts and other property of the Unique Reproduction Co. Mr. Segal is president of the new corporation, and Martin W. Segal is secretary and treasurer. It is stated that the personnel of the new organization will remain the same, and the same policies will continue in force under the active executive direction of Herman Segal. Headquarters will be at 32 Union Square, New York, as in the past. The Unique products have become popular through the trade and the company does a large business.

---

**CABINETS**

- Beauty of tone:
- Single illuminated
- Complete shielding
- Dial control
- Tabk model, less tooth built into
- Consol"lette (table cabinet, console and soaker)
- Tube set amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
- Amplifiers, 3 tube set, 12 tube set,
The Line for Dealers Who Pick Their Manufacturers with the Same Caution They Pick Their Merchandise

TWO years ago Kellogg published this advertisement headed "Permanence". Of the hundreds of radio manufacturers in business at that time, only one out of six has survived.

The permanence of your manufacturing connections is just as important today as it was two years ago. Dealers who then selected their lines with this thought in mind have prospered. Dealers who will make their choice with this thought in mind today are the ones who will prosper in the future.

Merchandise is important, of course. But the stability and the permanence of the manufacturer behind that merchandise is also of vital importance.

The institution behind the Kellogg line means everything to the dealer who looks to the future, as well as to present profits. A third of a century of successful manufacturing experience; unquestioned financial stability; a record of genuine accomplishment in radio development; these are the things—in addition to merchandise—that have influenced far-sighted dealers and distributors to tie up to Kellogg.

Kellogg offers a wide price range that gives you a set to meet every price demand of your better class trade. It pays to push Kellogg because every sale means an extra profit—the difference between what you would make on a $100.00 set and the profit on the Kellogg $169.50 Model—or between a $250.00 set and the Kellogg at $375.00. You get these extra profits, not on one sale alone, but on every one of the future sales that a Kellogg Radio is certain to make for you.

The season is almost upon you. No time to delay! Write or wire us that you are interested and we will send a representative to give you full details concerning the Kellogg Line and Kellogg merchandising plans for Fall.

Kellogg Radio

L. G. Pacent Is in Europe on Business

President of the Pacent Electric Co. to Confer with Radio Engineers and Manufacturers Abroad

Louis Gerard Pacent, president of the Pacent Electric Co., and a pioneer in radio development and manufacturing, recently sailed for Europe. Conferences with radio engineers for Europe. Conferences with radio engineers in Europe have been manufacturing the complete line of parts and accessories for over two years. The Phonovox, it is announced, has enjoyed popularity both in England and on the Continent, and on his trip to the Igranic plant Mr. Pacent will start production activities on the new model Phonovox with balanced tone-arm, as well as consult with officials of the English concern as to further manufacturing and sales activities throughout Europe. He will return to New York shortly after August 1.

Mr. Pacent planned to be present at the inauguration of the Louvain Library, which was made possible by contributions raised in the United States. The American Engineering societies donated the clock and the carillon.

Eveready Program in Interesting Booklet

The Eveready Hour, a famous broadcast feature which has been sponsored by the National Carbon Co. on the air for a number of years, is the subject of an interesting booklet which has been prepared for broadcast listeners. It tells the story of the Eveready Hour since its inception and contains photographs of the Eveready Orchestra and its conductor, Nathan Shilkret, as well as the galaxy of stars and features which have been broadcast and have become favorites with the public.

Latin American Fada Distributor Named

The appointment of Andres G. Jimeno as a Fada distributor in Cartagena and Barranquilla was announced by R. C. Ackerman, export manager for Fada Radio, upon his return recently from a South American tour. Mr. Ackerman reported that radio is beginning to take hold in Colombia, and five broadcasting stations in the principal cities of the country will be opened in the near future.

Schweig-Engel Corp. Adds Brunswick Line

The Schweig-Engel Corp., St. Louis, is now equipped with a complete line of Brunswick instruments and Brunswick records. Morris Schweig, president of the Schweig-Engel Corp., enters the speaker field and manufacturers in England, France and Germany will occupy a portion of his time. Mr. Pacent took with him considerable new radio apparatus manufactured by his company which will be introduced abroad in the near future. The Igranic Electric Co. of England has been manufacturing the complete line of Pacent parts and accessories for over two years. The Phonovox, it is announced, has enjoyed popularity both in England and on the Continent, and on his trip to the Igranic plant Mr. Pacent will start production activities on the new model Phonovox with balanced tone-arm, as well as consult with officials of the English concern as to further manufacturing and sales activities throughout Europe. He will return to New York shortly after August 1.

Schweig-Engel Corp. and Schweig-Engel Corp.'s Fine Store

Schweig, president of the Schweig-Engel Corp., has been prominently identified with the phonograph business in St. Louis for thirty-five years. Martin Schweig, vice-president, has been active in the Advertising Club of St. Louis and together with his friends and patrons. The company plans a strong sales promotion drive.

Enables to New York on Business

L. G. Pacent

The Schweig-Engel Corp., St. Louis, is now equipped with a complete line of Brunswick instruments and Brunswick records. Morris Schweig, president of the Schweig-Engel Corp., enters the speaker field and manufacturers in England, France and Germany will occupy a portion of his time. Mr. Pacent took with him considerable new radio apparatus manufactured by his company which will be introduced abroad in the near future. The Igranic Electric Co. of England has been manufacturing the complete line of Pacent parts and accessories for over two years. The Phonovox, it is announced, has enjoyed popularity both in England and on the Continent, and on his trip to the Igranic plant Mr. Pacent will start production activities on the new model Phonovox with balanced tone-arm, as well as consult with officials of the English concern as to further manufacturing and sales activities throughout Europe. He will return to New York shortly after August 1.

Schweig-Engel Corp. and Schweig-Engel Corp.'s Fine Store

Schweig, president of the Schweig-Engel Corp., has been prominently identified with the phonograph business in St. Louis for thirty-five years. Martin Schweig, vice-president, has been active in the Advertising Club of St. Louis and together with his friends and patrons. The company plans a strong sales promotion drive.

Enables to New York on Business

L. G. Pacent

The Schweig-Engel Corp., St. Louis, is now equipped with a complete line of Brunswick instruments and Brunswick records. Morris Schweig, president of the Schweig-Engel Corp., enters the speaker field and manufacturers in England, France and Germany will occupy a portion of his time. Mr. Pacent took with him considerable new radio apparatus manufactured by his company which will be introduced abroad in the near future. The Igranic Electric Co. of England has been manufacturing the complete line of Pacent parts and accessories for over two years. The Phonovox, it is announced, has enjoyed popularity both in England and on the Continent, and on his trip to the Igranic plant Mr. Pacent will start production activities on the new model Phonovox with balanced tone-arm, as well as consult with officials of the English concern as to further manufacturing and sales activities throughout Europe. He will return to New York shortly after August 1.

Schweig-Engel Corp. and Schweig-Engel Corp.'s Fine Store

Schweig, president of the Schweig-Engel Corp., has been prominently identified with the phonograph business in St. Louis for thirty-five years. Martin Schweig, vice-president, has been active in the Advertising Club of St. Louis and together with his friends and patrons. The company plans a strong sales promotion drive.

Enables to New York on Business

L. G. Pacent

The Schweig-Engel Corp., St. Louis, is now equipped with a complete line of Brunswick instruments and Brunswick records. Morris Schweig, president of the Schweig-Engel Corp., enters the speaker field and manufacturers in England, France and Germany will occupy a portion of his time. Mr. Pacent took with him considerable new radio apparatus manufactured by his company which will be introduced abroad in the near future. The Igranic Electric Co. of England has been manufacturing the complete line of Pacent parts and accessories for over two years. The Phonovox, it is announced, has enjoyed popularity both in England and on the Continent, and on his trip to the Igranic plant Mr. Pacent will start production activities on the new model Phonovox with balanced tone-arm, as well as consult with officials of the English concern as to further manufacturing and sales activities throughout Europe. He will return to New York shortly after August 1.

Schweig-Engel Corp. and Schweig-Engel Corp.'s Fine Store

Schweig, president of the Schweig-Engel Corp., has been prominently identified with the phonograph business in St. Louis for thirty-five years. Martin Schweig, vice-president, has been active in the Advertising Club of St. Louis and together with his friends and patrons. The company plans a strong sales promotion drive.

Enables to New York on Business
Edna Thomas New Columbia Artist

"Lady From Louisiana" Is Noted Singer of Southern Spirituals, Street Cries and Creole Folk Songs

Edna Thomas, "The Lady From Louisiana," is a new Columbia recording artist. She is America's foremost singer of Southern spirituals, street cries, and Creole songs, many of which she learned as a girl in her home in New Orleans. She has made two world tours, covering Europe, Africa, Asia, and Australia, and in London holds the record engagement for any American singer, sixteen consecutive weeks of nightly appearances.

This season she has returned to America, where she gave several New York recitals this spring, and broadcast for a recent Columbia Phonograph Hour. She was a feature singer at the Democratic National Convention in Houston.

Miss Thomas's voice, listed as soprano, is of great range, beauty, and cultivation, including an alluring mezzo-soprano and even a contralto register. Her diction, praised by Bernard Shaw and McCormack, is another distinction of her art.

Her second Columbia record, just issued, offers three short spirituals: "I Been 'Buked and I Been Scorned," "Creole Lament for Ma La Life for Mah Lord," and "Somebody's Knockin' At Your Door!"

Columbia Releases Schubert Symphony

The latest Columbia Masterworks release is Schubert's Ninth Symphony, in C Major, the next Schubert work in importance to the "Unfinished Symphony" (No. 8). It was Schubert's last symphonic work, written just before his death.

This is the symphony's first appearance on the American market. Owing to its importance, Columbia has provided a special leather album for it, the third leather holder to be issued for the Masterworks sets, the others having been for Beethoven's Ninth Symphony and the Wagner Bayreuth records. Sir Hamilton Harty and Halle Orchestra are the recording artists of the Ninth Symphony.

Carryola Display Aids Portable Sales

Window Display Supplied Dealers by Carryola Corp. Proves Effective in Aiding Portable Sales at Gram Store

The Edmund Gram Music House, one of Milwaukee's live phonograph dealers, recently devoted an entire window to a display of Carryola portable phonographs. The display, shown, featured the complete line of Carryola portables together with the new "Carryola Girl card" which recently was sent to jobbers and dealers throughout the country.

The Carryola Girl card is the most attractive piece of advertising material sent out by the Carryola Co., and when placed in the window or in a prominent place in the store the card should help to promote the sale of many portables this Summer.

Miss Gunnis, who is in charge of the portable phonograph department in the Gram store, stated that the results obtained from the window display were very gratifying, as many portables were sold during the time the window was in, and that no doubt the firm would repeat the window display again during the present Summer season.

Opens Branch Store

A new music store carrying a complete line of musical instruments was recently opened in the Saalee Building, Pocahontas, Ark., by W. R. Cooper. The new establishment is a branch of the Cooper store at Walnut Ridge, Ark. D. W. Nibert has been appointed manager.
WHILE window display is being made one of the most exact sciences of modern merchandising, many retailers fail to reap the benefit of the progress of the art because they do not realize the necessity of adequately financing their display endeavors, according to W. L. Stensgaard, manager of Display and Equipment for Montgomery Ward & Co. chain stores and president of the International Association of Displaymen, in a statement made just prior to the thirty-first national convention of the association held at Toronto.

"Window display," Mr. Stensgaard says, "has long passed the infancy stage and has become one of the strongest mediums of advertising—a medium, in fact, which helps every other form of advertising pay better when properly co-ordinated. Among its intrinsic advantages may be mentioned advertising with three dimensions, colorful presentation, and human interest appeal at the point of sale.

Advertising Expense

"Remarkably enough, all retailers are not exploiting these advantages as they might. The main reason is that usually the smaller merchant is not willing to make the necessary investment. To make the proper presentation of merchandise requires certain expenditures for physical equipment and also for personnel capable of developing and executing sales producing ideas. This, however, is no different from other forms of advertising where the art work, copy writing, planning and technical work require skilled workmanship which necessitates an adequate investment. Financing better windows is a sound banking proposition, based upon the cost of circulation, the standard by which advertising should be purchased.

"We have just completed a nation-wide survey of the cost of store-window circulation. From this survey we find that if a merchant will set up a budget and pay only a sum equal to about one-third the cost of his newspaper advertising, this will provide a sufficient sum to properly handle displays in an efficient manner.

Cost Based on Sales

"Usually the cost to a store having annual sales of less than a million dollars is about 2 per cent for maintaining the displays, including salaries, decoration, rent, etc. In some stores the dealers operate very efficient displays for one-half of 1 per cent of gross volume. This is easily understood because display equipment and decorations cost the same for a fifty-foot display front, regardless of whether the store is located in a town of 10,000 or in a city of 2,000,000.

Window Circulation

"A survey of approximately 200 cities and towns revealed that in the average city of less than 100,000 population the average daily circulation of the display window in the downtown district was about 10 per cent of the city's population and that an average increase of 37 per cent takes place on Saturday.

"Usually proper window presentation in the smaller communities is a relatively greater need than in the large cities. For consumers to shop in the home town the merchandise must be most attractively presented, as modern travel facilities permit consumers to go to the city, make their purchases, and return the same day.

"In order to provide a continuity of sales creating force, it should also be pointed out, the window display must be tied up with the interior display. This can best be accomplished where both are under the same supervision. This method allows for a closer co-ordination and execution of ideas.

"In connection with the display pieces furnished retailers by manufacturers much waste occurs, it being recently disclosed that only about 32 per cent of such material was usable. The manufacturer had little or no knowledge of what constituted a good retail display, and 68 per cent of the material furnished represented a loss. These facts have been placed before thousands of retailers and advertising agencies and already a real improvement in the types of display helps is noticeable, and they, accordingly, will produce more sales.

"Without doubt modern art is here to stay and space given it in window displays has done much to establish it. This trend has now developed real beauty and usefulness and has passed beyond the meaningless curves, angles, etc., that were at first dominant. Modernistic displays, effectively handled, can be made to yield remarkable results."

Value of Window Display Shown by Interesting Tests

Some recent figures issued by the International Advertising Association give some interesting facts on window displays.

They are the result of a three-weeks' test made by a large drug store with all of its windows. During this test period, all display material and merchandise was removed from the windows and simple drapes were substituted. The traceable loss in sales as a result in various departments was as follows:

| Specialty sales | 41 per cent |
| Candy sales | 32 per cent |
| Rubber goods sales | 22 per cent |
| Toilet goods | 18 per cent |
| Soda | 14 per cent |
| Stationery | 10 per cent |
| Prescriptions | 2 per cent |

The total loss in sales amounted to nearly $3,000. There is food for thought in this for talking machine-radio dealers.
CASH BUSINESS
AND HOW IT SELLS!

Instantly gives you electrical reproduction on any phonograph, broadcast through your own radio, and results for just $7.50 with a liberal profit margin for Jobbers and Dealers.

DEALERS have found a real “sales hit” in Phono-Link. Quick, profitable, cash business... and why not... every customer who ever bought a phonograph or radio now wants electrical reproduction.

You give it to him for just $7.50 and in the simplest and most complete form possible. For every Phono-Link comes packed complete for any radio, with connectors for both AC and battery operated sets and adaptors for old style tube sockets. It’s the easiest thing you’ve ever seen to attach and operate... you don’t even remove a tube to change from radio to phonograph.

Phono-Link saves records. It is the lightest (2 1/2 ounces) and most efficient nick-up ever designed.

You have in Phono-Link the fastest selling product ever in this business. Take your profit... wire or write for merchandising plan... call your nearest Jobber for samples... today!

Phono-Link
This Attractive Display Makes Selling Easy!

Allen-Hough Manufacturing Co.
Racine, Wisconsin

FACTORIES:
NEW YORK AND RACINE

Makers of the famous Allen Portables
NEW ALLEN
BRINGING QUICK PROFIT

THE ALLEN PORTABLE No. 6

Double spring motor, strong pulling, even running... plays 3 to 4 records. A feature of the Allen No. 6.

The finest reproducer ever to grace a portable—perfect performance. A feature of the Allen No. 6.

Built in long air column horn... more volume, fuller rounded tone. A feature of the Allen No. 6.

The finest portable ever designed. More real tone quality, greater musical range, and much fuller volume than any portable you've ever heard. Standard Allen quality throughout plus exclusive selling features—double spring, 3-to 4-record motor, long air column horn, incomparable reproducer—the New Allen Method of Reproduction!
The New Allen Portables were announced just in time for the big selling season. Dealers, everywhere, tell us that the sensational new features have made portable selling easy . . . bringing them quick profits through rapid turnover!

Never before has the public seen such values . . . so many exclusive features — Double Spring Motor, Remarkable Reproducer, Long Air Column Horn, Beautiful Oil Painted Album (five colors), Cushioned Tops of Velvety Padding. That's the reason Allen Portables are selling so fast . . . they give you something real to offer your trade.

Just call the Allen Distributor near you for samples, and merchandising helps. Or write direct for complete catalog, and local Jobber's address. Share these quick profits . . . today!

Allen Portables
Allen-Hough Manufacturing Company
Racine, Wisconsin
Factories — Racine and New York

The Allen Portable No. 5
The most popular portable on the American market. Now priced even more favorably to increase your sales volume.

The Allen Portable No. 20
The only portable in its price class with a long air column horn, and other exclusive features. A sure seller in a big way!
Full Vision Ahead

Having observed the trade's developments at the Chicago Radio Show; having examined the many products from "a" to "izzard" and with a realization of the "value and performance" which is being offered to the American public, we feel constrained to pay tribute to the manufacturers in the industry for the outstanding improvements and refinements which they have embodied in their merchandise.

Speaking frankly and impartially, however, we desire to register in the minds of all Victor dealers our thorough conviction that the 1928 line of Victor Talking Machines, Radiolas, Combinations and Electrolas enjoys an exclusive position—their originality, exquisite beauty and general excellence giving them that supreme position which Victor has always enjoyed.

It may now safely be said that Victor dealers have the paramount opportunity of realizing the greatest volume of business with attending profits in all their experience.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealers only

351 FOURTH AVENUE
NEW YORK CITY

1834—Almost a Century of Dependable Service to the Music Trade—1928
Paul Whiteman in Columbia Broadcast

Columbia Phonograph Co. Sponsors Program Over Nation-wide Hook-up of Stations—New Recordings Released

Paul Whiteman, Columbia's latest exclusive recording acquisition, gave his first Columbia broadcast on June 19 over station WEAF and thirty-eight associated stations of the National Broadcasting System in a gigantic Coast-to-Coast hook-up, 10 to 11 P. M., Eastern Daylight saving time; 8 to 9 P. M., Central standard time; 7 to 8 P. M., Mountain standard time, and 6 to 7 P. M., Pacific time. The hour was entitled "60 Magic Minutes with Paul Whiteman." This broadcast occurred the night before the first release of the first five Columbia records by the Whiteman orchestra. All selections played for the records were included in the broadcast.

According to officials of the National Broadcasting Co., the concert was heard by radio listeners in all parts of the United States as well as the greater part of Canada and Mexico. A special announcement regarding the broadcast was run in newspapers totaling over 25 millions of circulation, covering the entire country.

Peerless Portable Sales Show Increase

Phil Ravis, President of Peerless Album Co., States Volume for First Six Months Is Ahead of Last Year

The volume of business on Peerless portables and albums during the first six months of 1928 is far in excess of the same period last year, according to Phil Ravis, president of the Peerless Album Co., New York, who recently returned to his desk from a Middle Western trip. Part of the time was spent at the RMA Trade Show in Chicago. Mr. Ravis announced that he closed several excellent contracts on the trip, and the Peerless factory will be in full production the entire Summer. Negotiations have been concluded for additional manufacturing space, which will increase the Peerless production more than 50 per cent. Mr. Ravis said. The line of portable phonographs has been augmented with a new model equipped with a double-spring motor, and other new machines scheduled for early production will have amplifying horns.

Lyman Trumpeter Weds Stage Star

Fred Ferguson of Abe Lyman Orchestra Marries Dorothy McNulty of Stage Fame—Lyman Records Show's Hits

One of the most interesting events in the theatrical circles in Chicago lately was the marriage of Dorothy McNulty, one of the featured stars of the "Good News" company, and Fred Ferguson, trumpeter of the Abe Lyman Orchestra, which is in the hit of that show. Dorothy is one of the real hits of "Good News." Remarkable ability to dance, an inborn comedy sense, and a role perfectly suited to her ability, brings her dangerously close to walking away with every performance. Ferguson is one of the featured players in the orchestra and his trumpet solo in the overture is a bright spot in the show. The photographer caught them here when Ferguson was telling his new wife all about the Brunswick records of a medley of "Good News" tunes played by Abe Lyman's Orchestra.
SEVERAL very clever merchandising ideas are being capitalized upon by E. R. Mitchell, proprietor of the Liberty Music House, Seattle, in order to stimulate phonograph business and sales of radios. A system used last year, and which is expected to work equally as well during the present Summer season has again been adopted. This system is an unusual method of merchandising portable phonographs, by renting them for the entire Summer up until Labor Day, September 5, for $5. Selections may be made from any of large stock carried, which includes new type Victrolas, Columbia, Carryolas, Brunswick and Regal portables. At this time no portable phonographs are being sold; they are all rented in this manner. If after September 5, however, a person desires to purchase the portable he may do so. Easy terms of one dollar a week are featured on the convenient priced machines which range in prices from $15 to $40. The original $5 can be applied on such a purchase or on the purchase of any radio or phonograph poster.

Utilizing Entrance to Vacant Theatre Next to Store to Create an Effective Display

A second idea capitalized upon by the Liberty Music House has for its immediate purpose the selling of 1,000 radios in sixty days. A considerable number of empty radio and equipment packing boxes are piled and packed around the entrance of the old Liberty Theatre next door, which has been vacant for some time. The boxes are all covered by means of a poster similar to those used in all recent Atwater Kent billboards and ads. The entrance doors in the back are covered by means of a poster similar to those used in all recent Atwater Kent billboards and ads. The end of a cardboard house at one end has a small sign alongside of them bears this message, "A Block Away and Still Dancing to the Strains of Enchanting Music." A number of real portable phonographs are scattered throughout the window. The stimulus and interest that this window has already created shows remarkable results in boosting sales.

Leipzig Fair to Be Held in Late August

The Leipzig Fair, said to be the largest trade exposition in the world, will be held this Fall from August 26 to September 1. Buyers from forty-three countries are expected to visit this fair, while a score of countries will send approximately 10,000 exhibits. The Leipzig Fair is approaching its 700th anniversary. Originally a picturesque medieval trading center it has grown with the times into the most cosmopolitan industrial exchange in the world with 100 special exposition buildings devoted to exhibits.
Model No. 124 $13.50 De Luxe Model with Counter-balanced Tone Arm
Model No. 105-A $10.50 De Luxe Model without Tone Arm

De Luxe Model No. 124

The Most Talked About Phonograph-
Radio Accessory of the Season
The Pacent De Luxe Model

Phonovox
THE Electric Pick-up

Like Wild-Fire the outstanding performance of the new De Luxe Model Phonovox has spread from coast to coast, resulting in a trade demand far exceeding our estimated production schedule.

The superb reproduction of this year in advance electric pick-up is the result of many new and exclusive features—each a real sales-building talking point, not offered by any other pick-up—such as changing from radio to phonograph reproduction without removing the detector tube; the greater musical range covered; for use in either A. C. or battery set; uses the fibre needle without appreciable loss of volume; the counter-balanced tone arm assures correct needle pressure on record and other equally important points.

Get on the Phonovox band wagon! Order a sample from your jobber and let results convince you. Right now is the big consumer Phonovox buying season. If unable to obtain one from your jobber—write us at once and we will see that you are supplied—promptly.

PACENT ELECTRIC CO., Inc.
91 SEVENTH AVE.
NEW YORK CITY

Makers of the famous Pacent Radio Speaker
Manufacturing Licensee for Great Britain and Ireland
Igranic Electric Co., Ltd., Bedford, England
"A ROYAL"

Several dealers used this exclamation at the Show. The new Kolster merchandise looked like an unbeatable "hand" to them. Aside from thoughts of other merit, distinction of appearance was what stopped them. Such excellence of design acts literally like four wheel brakes upon passers-by, dealers or consumers. In the last
twelve months the seed of Kolster popularity has been sowed so thickly everywhere that the season of 1928-9 with this new and striking line is bound to see a proportionate harvest. The blue chips are yours for the taking.

Drop us a line today for pictures of the merchandise in a de luxe volume and details of the Kolster selling and advertising plans. You will then obtain a clearer idea of the coming radio season's possibilities.
Latest Phonograph and Radio Patents


Loud Speaker. Fay O. Parrish, Toledo, Ohio. Patent No. 1,674,323.


Radio Apparatus. Dorsey F. Aubrey,
The Bloc Type Tone Chamber

Designed to give accurate reproduction. The tone chamber is an exponential air column cast in a solid monolithic block of a new light-weight material, "Vocalite", which is absolutely inert, non-vibrating and unaffected by any climatic conditions.

The Junior $15.00
The Senior $15.00

The New Senior is last year's most popular model, improved in performance with many refinements of design and finish. Either will deliver satisfactorily the output of any set up to and including five and six tube neutral-tons, etc., using the 201-A type tubes. Great volume, range and sensitivity. The Junior has a 30 inch air column, Senior, 54 inch air column.

The Barcelona

A very attractive speaker table of Spanish design equipped with 54 inch air column. A beautiful cabinet that is also designed to accommodate any standard radio set.

Price $42.50

Manufacturer
OPERADIO MFG. CO.
St. Charles, Illinois

The Operadio Dynamic Unit

Incorporates decisive improvements in power reproduction. Manufactured under special Operadio designs to handle the output of the largest sets built regardless of the stages of power amplification used, without trace of distortion, blasting or rattling.

The St. Charles

A beautiful cabinet model Dynamic Speaker which will handle and give tremendous volume with undistorted tone fidelity. Recommended for sets employing power tubes or equipped with separate amplifiers using power tubes.

6 volt D. C. $70; 110 volt A. C. $90

The Bel Canto

Obtainable with an 84 inch air column or Dynamic unit, 6 volt D. C. or 110 volt A. C. (with or without an Operadio four or five tube amplifier). Amplifiers may be used in combination with either air column or Dynamic units.

Price Range, $80.00 to $250.00

Sales Department
The ZINKE COMPANY
1323-25 S. Michigan Ave.
Chicago, Illinois
"The Radio Market" Issued by NEMA

Analysis of the Radio Market Based on Nationwide Reports of Dealers and Jobbers Contains Information of Value

"The Radio Market," an interesting thirty-two page booklet, presenting a picture of the condition of the radio market based on nationwide reports form jobbers and dealers, for the calendar year 1927 and the first quarter of 1928, was recently issued by the National Electrical Manufacturers' Association. The material contained is taken from statistical surveys by the Electrical Equipment Division of the United States Department of Commerce in co-operation with the Radio Division of the NEMA and should prove of interest and value to jobbers and manufacturers in adjusting production schedules, establishing seasonal quotas, allocating advertisement allotments and checking and correcting merchandising plans.

In studying the retail market, population and geographical location are both treated as important factors. The captions of the different statistical tables and the titles of the various charts give an indication of the value of the booklet. They include: "Distribution of Radio Dealers and Average Sales," "Distribution of Radio Dealers by Population Groups," "Relation of Dealer Value to Population," "Distribution of Radio Jobbers and Average Sales," "Dealers' Sales by Geographical Subdivisions," "Comparative Dealers' Sales by States," "Manufacturers' Monthly Sales of Sets and Accessories for 1927," "Sets Sold During 1927 by Geographical Subdivisions," and a number of tables showing the average stocks carried by dealers at various periods of the year. This is a most informative and valuable booklet.

Visits American Offices

K. L. Allardyce Arnot, managing director of Freed-Eisenmann Radio (Great Britain), Ltd., is in the United States for his bi-annual visit to the executive offices of the Freed-Eisenmann Radio Corp. in Brooklyn, N. Y.

Millions of Eliminators Now in Use MUST Have Raytheon BH for Replacements


THE Raytheon BH is standard equipment on more than one hundred different makes of "B" Eliminators. A radio used only 3 hours a day requires replacement of its Rectifying Tube once a year. 6 hours of service daily necessitates two replacements a year. Raytheon BH is the standard replace-

Raytheon MANUFACTURING COMPANY, Cambridge, Mass.

L. Halperin Now Eastern Manager

Appointment of Well-known Executive as Eastern Branch Manager Announced by Franklin Paul Offices in New York

Cleveland, July 1.-Frank F. Paul, general sales manager of the United Air Cleaner Co. of this city, manufacturer of United phonograph motors, announced this week the opening of a branch office in New York City. L. Halperin is the new Eastern branch manager. The United branch will be located at 30 West Fifteenth street, New York, and the company will keep a complete stock of all types of United motors at this branch so that Mr. Halperin will be in a position to make immediate deliveries to the manufacturers in Eastern territory. The establishment of this branch will also enable the company to make prompt L. C. L. shipments to manufacturers in the surrounding territory. Mr. Paul points out that Mr. Halperin is a member of the United Air Cleaner Co.'s organization, so that manufacturers will receive the same service and prices from the Eastern branch as they have secured heretofore from the main office in Chicago.

Supreme Instruments Corp. Appoints Agent

Burton-Rogers Sales Organization, Boston, Exclusive Agent in United States for Supreme Set Testers


The T. J. Bestell Music Shop, Rome, Ga., carrying a full line of musical instruments, held its formal opening recently.
HEINEMAN MOTOR

No. 40

AT A LOW PRICE —
with the pulling Power of the famous Heineman No. 77.
The marvel of it — starts immediately at high momentum...
After four full 10 inch selections it finishes with...
EXCESS POWER

This is the "4 Motor"
The Motor of Power and Perfection.
SOPHIE TUCKER...
SHE KNOWS HER BLUES
SHE SINGS TO CONQUER
SHE IS HEARD ONLY
ON THE Okeh RECORDS

SHE IS A SENSATION IN
LONDON
AND ON
OKEH RECORD No. 41058

"(CAUSE I FEEL) LOW-DOWN"
"OH! YOU HAVE NO IDEA"

OKEH PHONOGRAPH CORPORATION
OTTO HEINEMAN, President and General Manager
25 West 45th Street
New York, N. Y.
THE FAMOUS CONDUCTOR AND COMPOSER, PIETRO MASCAGNI

12 inch—$1.50

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

5145—THE BARBER OF SEVILLE (Barbiere Di Siviglia) (ROSSINI) OVERTURE, PARTS 1 and 2

KARIN BRANZELL, Contralto

5144

EIN WANDERER (Brahms)
DER TOD UND DAS MAEDCHEN (Schubert)

12 inch—$1.25

Luxenburg Waltz (Lehar) 3227
Gipsy Love Waltz (Lehar) 3227
Dajos Bela and his Orchestra

Blue Danube Waltz (Johann Strauss) 3225
Kaiser Waltz (Johann Strauss) 3225
Dajos Bela and his Orchestra

Zampa, Overture (Herold), Parts 1 and 2 3226
Grand Symphony Orchestra

LATEST ODEON ELECTRIC RECORDS

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street New York, N. Y.
NEEDLES ARE AN IMPORTANT PART OF YOUR MUSICAL MERCHANDISE. UPON A PERFECTLY FORMED POINT AND THE BEST GRADE OF STEEL DEPENDS THE QUALITY OF YOUR PHONOGRAPH MUSIC.

**Okeh** and **Truetone** Needles

ARE FAMOUS IN THE MUSICAL INDUSTRY FOR POINT PERFECTION AND THE HIGHEST GRADE OF STEEL.

**OKEH PHONOGRAPH CORPORATION**

**OTTO HEINEMAN,** President and General Manager

*Sole Sales Agents*

25 West 45th Street  
New York, N.Y.
Phoenix Distributor Plans Big Business Campaign

Roy George Tells of the Three Months' Intensive Drive Planned by Stewart Warner Co.

The liveliest spot in the Southwestern radio field just now is the Stewart-Warner Sales Co., Phoenix, Ariz., distributor of Stewart-Warner products for Arizona and west Texas. The new " blitz" had just commenced and, within five minutes of the time of getting it out of the crate, one of the boys had it hooked up and the whole force, together with a station full of visitors, were listening in on a local concert number.

L. S. Gruey, general sales manager for the district, was enthusiastic. "We're ready to meet them all now," he said. "This machine just about says it all, and it's the most complete set yet devised. With that indestructible case the fans can throw it in the car and go. We have nothing to say. It's all there."

Mr. Gruey's office has already booked a big order for the new power merger operating in his territory. Their forty stores are under contract to take ten each a month of these new instruments for the next eighteen months, and the check is already in the till for delivery of the first 400.

Since the first of the year the company has been working out its new plans of organization under Mr. Gruey's management and his salesmen are starting out over the State after a three-months' intensive campaign in Phoenix, under the instruction of the new manager. Mr. Gruey comes from the Coast, where he has been connected with the Los Angeles office of the Alemite-Stewart-Warner Sales Co. for the past seven or eight years, and, during the first few months of his direction of the Phoenix office, has cleaned up preparatory to making a fresh start. In his first effort he managed to sell out completely on his old models, and, with a good eye to turnover, will concentrate on the new designs and an exceptionally select line of artistic cabinets. The atmosphere of the place is the atmosphere of success and his sales force goes out with the kind of training that makes it safe to predict a good sales volume in the future.

"Phoenix offers a peculiar condition," says Mr. Gruey, "owing to the fact that we are absolutely marooned from May until September. Static is so bad locally that it is simply out of the question to catch anything outside the city. Whether it's the air or the soil, the fact remains that as soon as the hot weather really sets in the fans can throw it out of the crate, one of the boys had it hooked up and the whole force, together with a station full of visitors, were listening in on a local concert number.

"That's all right, however; it gives us four good months to concentrate the efforts of our sales force on the outside territory, and our district is a big one. We are putting on the biggest campaign of radio history in the northern part of the State, where the conditions are ideal from every point of view during the Summer months, and will return to sell Phoenix in the Winter, when the town is full of tourists and the natives have returned from their vacations with their radios all ready to be serviced."

In the meantime Mr. Gruey is working with two broadcasting stations in Phoenix to give the local clientele the finest radio programs they have ever enjoyed, Winter or Summer. "We are going to give the public something unusual throughout the Summer and are engaging the best talent available for this purpose. Local civic organizations are concentrating on an effort to keep people at home more than usual this Summer and ward off the Summer slump that has been too readily accepted in the past as a thing that is inevitable. The radio dealers have pledged their co-operation in this campaign, and, as a matter of fact, it gives us the best possible opportunity of building up for permanent business. The construction work going on in the city is phenomenal just now, owing partly to the public improvements, amounting to about $3,000,000, that are being pushed to completion, and partly to the activities of private enterprise engaged in hotel construction, the aggregate of work now under way assuring a tremendous payroll throughout the Summer in the building trades. "Is that a legitimate field for our business? We are going to see that the workmen who have that money to spend get a chance to hear the best radio programs that we can possibly command, and we are going to see to it that they get acquainted with the kind of radio receiving sets we sell."

It is impossible to come in contact with the organization without noticing the activities of a youngster by the name of Harold Arment, picked for a place in the service department by reason of his aptness in mechanics and rapidly developing into a salesman of unusual ability. "Radio is a religion with him," said Mr. Gruey, "and he sells the people he comes in contact with because he just can't bear to see anyone without a set. His enthusiasm, along with his ability to right any mechanical defect that comes under his hand, makes him the ideal representative for the house to send out on work of this character."
Fifth Annual Atwater Kent Distributors’ Convention Held

Four-Day Gathering of Company’s Wholesale Representatives Voted the Most Successful in Point of Accomplishment of Any Ever Held—New Line Presented

The fifth annual Atwater Kent distributors’ convention was held at the Congress Hotel, Chicago, June 6 to 9, inclusive, the four days prior to the opening of the RMA Trade Show and Convention in Chicago, from a business angle for the manufacturer, proved to be one of the most successful of the Atwater Kent conventions.

A special train from the headquarters of the Atwater Kent Mfg. Co., in Philadelphia, and special cars from other sections of the country, brought the distributors to Chicago on Wednesday and at the opening business session on Thursday morning practically 100 percent attendance was reported.

Vernon W. Collamore, general sales manager of the company, opened the convention and presided over all successive meetings. Besides his inspirational speech to the distributors, Mr. Collamore continually forced home many interesting and vital points brought out by the other speakers. His characteristic method of emphasizing the high spots predominated throughout the entire series of sessions.

A. Atwater Kent, president of the company, presented the opening address, which is described in detail elsewhere in this issue. In presenting the line Mr. Kent announced that the factory would produce 1,000,000 sets this year.

Every angle in the merchandising of Atwater Kent products was presented by the speakers. D. M. Bauer, advertising manager, told the plans of his very important department of the business and introduced new window display pieces and other dealers’ ads which were readily endorsed by the assembly.

The recent annual survey was described by Henry Canda, of Barton, Durstine & Osborn, New York, advertising agents, under whose auspices the survey was made. Mr. Canda’s address brought out some very interesting and helpful facts to guide the company’s activities and campaigns and to help the dealers and distributors toward the 1,000,000 goal.

Ely Dyson, credit manager of the company, spoke on terms, and Mr. White, of the Bankers’ Commercial Security Co., covered finance. John McCoy, Southern district manager of the company, introduced a very complete sales manual, which will be supplied to the trade within a few weeks. His giant reproduction of the manual brought out stronger than words the value of his help to the dealers and distributors’ salesmen. L. A. Charbonnier covered service and introduced an elaborate binder to hold all service data sent out this year.

One of the outstanding addresses of the convention was that of P. A. Ware, merchandising and sales promotion manager of the company, whose long experience in the talking machine and radio industries has provided him with a vast fund of interesting and helpful information. Mr. Ware used a series of charts throughout his address, which lasted a full hour. The appreciation of Mr. Ware’s address was expressed upon its conclusion when the distributors rose and applauded close to three minutes.

R. E. Smiley, assistant sales manager of the company, whose oratory is looked forward to at every convention, presented another very and vital address at this year’s meeting. Mr. Smiley brought home to his listeners some of the things necessary for them to do toward improving conditions in their sales and other departments in order to successfully sell their quota of the 1,000,000 sets to be produced this year. Other speakers included M. H. Aplesworth, of the National Broadcasting Co., who gave his optimistic views of the future of radio; Thomas Shipp, of Washington, D. C., who spoke on the Atwater Kent audition, and Miss Carrie Jacobs Bond, who added a few very interesting and pleasing words on radio’s help to the shut-ins.

The new Pooley line of radio cabinets for distributors’ use was presented, and a very complete display of the line was shown by the distributor’s representatives.

The presentation of “Cabaret Night” on Saturday was a banner finale to the most unusual series of entertainments ever presented in the industry.

During the convention over 100 dealers in Chicago and vicinity had attractive window displays welcoming the Atwater Kent distributors to the convention and welcoming everybody to the RMA Trade Show and Convention. This was effected by P. A. Ware and his window-dressing staff.

The fifth annual Atwater Kent distributors’ convention was presented by B. R. Stauffer, treasurer and sales manager of the Pooley Co., Philadelphia, Pa.

J. B. Sechritt, of the Red Lion Cabinet Co., Red Lion, Pa., interestingly presented the Red Lion cabinets for the Atwater Kent line for the coming year.

T. Wayne MacDowell, convention manager of the Atwater Kent Co., outdid himself on the entertainment features provided during the convention. Besides the breakfasts, luncheons and dinners, two theatre parties were included, “Sunny Days” and “The Nineteenth Hole.” An outstanding entertainment feature was “A Night in China,” held at the Congress Hotel, followed by “The Days of ’49,” suitable costumes being freely distributed for these elaborate affairs which lasted well into the morning.

One hundred and sixty-one employes of Crosley Radio Corp. and National Label Co. were presented with stock from President’s Private Holdings as Appreciation

Powel Crosley, Jr., Presents
Stock to Company Employes

One hundred and sixty-one employes of the Crosley Radio Corp. and National Label Co. were presented with stock from President’s Private Holdings as Appreciation.

One hundred and sixty-one employes of the Crosley Radio Corp. and National Label Co. are stockholders in the radio corporation through the generosity of Powel Crosley, Jr., who has presented them with shares from his own private holdings. Mr. Crosley is president of the corporation and owner of the other company.

To every employe who has been with his company for three years or more Mr. Crosley gave one share of stock for each year of their association with him. In making this gift Mr. Crosley spoke of it as “a token of appreciation of co-operation in building the success of the business.” Both factory and office employes received stock.

Mr. Crosley’s business often has been pointed out as one in which extraordinarily agreeable relations exist between the head and his associates. Those who have watched his rapid rise in the radio world attribute this relationship to the fact that Mr. Crosley ever has been imbued with the desire to carry associates with him and to make them more and more a part of the organization. Many who received the gift of stock have been with Mr. Crosley for ten years, having joined him three years before he entered the radio business.

In spite of the rapid expansion of the Crosley Corp., new employes are said to have been assimilated and quickly inspired with the same spirit of loyalty characteristic of those older in service. “Family” parties at which Mr. Crosley has been host have contributed to the solidarity of the organization. Recently the Crosley Family, a monthly magazine, edited by and for Crosley people, began publication at his suggestion. The 161 new shareholders do not include the employes who already had bought stock on the open market.

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.
FEDERAL'S new all-electric sets using A. C. tubes are the first really fine, popular-priced radio. Remarkable achievements by Federal engineers have made possible sensational performance, unusual selectivity and outstandingly supreme tone quality at a price within the reach of all. Never before has such a combination of sales-producing features been offered in any one radio.

Seven-tube receivers, unusually selective. All metal chassis - combines greatest strength with light weight. Single Dial - electrically illuminated. Two way selectivity - makes receiver fit all conditions. All Self Contained in beautiful cabinets of genuine walnut and mahogany veneers. Push-Pull Amplification gives any desired volume. Full Ortho-sonic Tone, that deep, rich, natural tone quality possible only with Federal's exclusive, patented balanced circuit. Easily adjustable to line voltages of from 100 to 130 volts. This gives maximum performance with longest possible tube life. Unusual Compactness - Either table or console model fits into the decorative scheme in the smallest nook or corner without rearrangement of the room or moving the furniture. Built-in Speakers in the console model. Also furnished with Dynamic Speakers.

Price, without tubes and accessories: Table Model, 60 cycle $130; 25 cycle $140
Console Model, 60 cycle $220; 25 cycle $230
(Slightly higher west of Rockies)
May also be had for battery operation

The new models are precision instruments of typical Federal standards throughout. Featured at the remarkably low prices they are bound to mean a real flood of business for designated retailers this year.

For complete information wire, phone or write
FEDERAL RADIO CORPORATION, BUFFALO, N. Y.
OPERATING BROADCAST STATION WGR AT BUFFALO
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

FEDERAL RADIO

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

*Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470
Cincinnati Dealers Report Sales at Higher Level Than in 1927

Satisfactory Demand for Cabinet and Portable Talking Machines—Record Sales Continue Steady—Panatrope-Radiola Shown in Model Home—Other Trade News

CINCINNATI, O., July 9.—Dealers report that up to the present time there has been a satisfactory demand for talking machines, the sales being at a higher level than at this time last year. Records, it is stated, are in fine demand and moving rapidly. Portable machines have been moving exceptionally well, and many dealers expect them to be a sustaining feature to the present time. There has been a satisfactory demand for cabinet and portable talking machines.

Records have been moving and moving rapidly. Orders have been moving and moving rapidly. Sales of portable machines have been moving exceptionally well, and many dealers expect them to be a sustaining feature to the present time. There has been a satisfactory demand for cabinet and portable talking machines.

Ernest C. Daulton, son of the local manager, who is now assistant musical director in the New York recording laboratory of the Brunswick Co., was here the first part of the month, visiting his parents. H. H. Sellers, former assistant manager, but who now is on the road, was in the city the first week of the month for a brief visit.

The Ohio Talking Machine Co. is now showing two new Victor combination models, one of which is the No. 7-11, retailing at $250, the other being the No. 7-26, retailing at $425. Another new model, to be known as No. 9-16, is as soon as soon as soon as soon as the middle of July.

“Our have had a very satisfactory business the first half of this year, it showing an increase of one-third over the first half of last year,” stated M. W. Photo, head of the M. W. Photo Co., which looks forward to a satisfactory sales volume the balance of the year.

“The demand for our entire line is good, and the Columbia-Kolster electric pick-up machine is doing exceptionally well,” said Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. “A little later we will have a new line to offer, this being the Columbia straight radio. Records are moving well, and taking everything into consideration the situation is most encouraging.”

**Pacen 124 Phonovox Has High Voltage**

Pacent Electric Co. gives interesting figures regarding output voltage of electric pick-up units.

Recent experiments with the new Pacent 124 Phonovox, equipped with balanced tone arm, the product of the Pacent Electric Co., New York, brought to light a number of interesting figures as to the value of a properly designed and balanced arm. It was found that a number of pick-ups used with tone arms selected at random gave an average output voltage of 0.35 volts. The new type Phonovox, used on a number of conventional type tone arms, such as are employed with the usual phonograph reproducer, gave an average output voltage of 0.6 volts. When the same pick-up was placed on the new style balanced tone arm the average output voltage increased to 1.25 volts. These figures were recently announced by the Pacent Electric Co.

It was explained that the increased voltage, which means greater volume when desired, results from applying pressure by the dead-weight principle. Thus, it was said, there is no lost weight, wobbling of the pick-up in the record groove, or superfluous weight which is apt to wear away the record and shorten its life.

**J. D. Moore in an Important Position**

Appointed Divisional Manager of Phonograph, Radio and Musical Instrument Sections of City Stores Chain

NEW ORLEANS, LA., July 5.—The many friends in the trade of J. D. Moore, for the past seven years manager of the music department of the Maison Blanche store in this city, will be glad to hear of his promotion to the important post of divisional manager of the phonograph, radio and musical instrument departments of the stores comprising the City Stores chain. This chain includes the following prominent department stores: Maison Blanche Store; Loveman, Joseph & Loeb, Birmingham, Ala.; Lowenstein & Bros., Inc., Memphis, Tenn.; the Goerke-Kirch Co., Elizabeth, N. J., and the Goerke Co., Newark, N. J.

J. D. Moore is well known to the music trade throughout the country, for he has been identified with the music trade for fifteen years in both the wholesale and the retail divisions of the business. He has attained an unaffected success at the Maison Blanche Store, which is recognized in his recent promotion.

**R. P. Crawley Appointed Fada Kansas City Manager**

R. P. Crawley has been appointed manager of the Kansas City office of F. A. D. Andrea, Inc., according to a recent announcement. Mr. Crawley is well known in Central and Far Western radio circles, and is particularly well equipped to handle the business of Fada radio in the territory covered by the Kansas City headquarters, which is west of Missouri and the State of Kansas.

**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
Low-tone Supremacy

When you consider that Sandar is the exclusive exponent of quality low-tone reproduction, it is easy to understand why Sandar Speakers are first in public demand. Radio buyers everywhere seek the rich, mellow, colorful bass effects—and Sandar alone can satisfy them. Feature Sandar—and cater to the wishes of your trade. But get in touch with your distributor now. Ten, wonderful, new models.

SANDAR

SANDAR CORPORATION, LONG ISLAND CITY, N. Y. - Division of Farrand Mfg. Co., Inc.
New Day-Fan Receivers Shown at Distributors’ Convention

Presentation and Demonstration of Day-Fan’s Latest Development, an 8-Tube All-Electric Receiver—Highspots of Conference Held at Dayton Last Month

Plans to make the radio season of 1928-1929 the most successful ever experienced were presented to a group of wholesale distributors by officials of the Day-Fan Electric Co. at a conference in Dayton, O., in June. A high spot of the meeting was the presentation and demonstration of Day-Fan’s latest radio development, an 8-tube all-electric receiver upon which the production of the factory will be concentrated. The new set is offered in three high-quality cabinets, consisting of a table model, a console and a consolette.

The president of the company, Lee Warren James (succeeding Chas. F. Kettering, who remains as a director of the company), declared that Day-Fan is reshaping its product and organization, and in acquiring ample financial resources had had a “new birth.” He paid a warm tribute to Chas. F. Kettering, former president of Day-Fan and vice-president of General Motors, in charge of research, whose personal interest in Day-Fan’s success, he said, is undiminished and who will continue to interest himself in the laboratory end of the business.

Chas. T. Lawson, sales manager, predicted an unusually good radio season just ahead because of the large demand for modern sets to replace the battery type receivers which all but a small percentage of the public now own. Day-Fan’s product this year has been built and priced to enable the dealer to secure the most profitable class of business. While not excessively high-priced, the set is not a cheap one. The price affords the dealer a good profit on each sale and has permitted the manufacturer to build into the receiver a quality which it is expected will reduce servicing to a minimum. Plans for a strong newspaper campaign to the public were detailed. Advertising is to be concentrated, and its volume will be in direct proportion to the needs of each dealer.

The new set employs eight AC tubes and one rectifying tube. There are four stages of radio frequency; in the audio output stage two 171 tubes are used in push-pull. Power supply is a built-in part of the chassis. Selection is by single illuminated dial, with an auxiliary volume control and a swich to cut down the power when tuned to local stations. The set is protected by a fuse, for which two sets of clips are provided, taking care of differences in normal current voltage in different localities. An accessible connection is provided for a phonograph pick-up. The set is completely shielded and is mounted on a heavy steel frame.

The demonstration revealed a beautiful tone quality, unusually sharp selectivity, sensitivity and the ability to fill a large hall with music without distorting the tone. The cabinets which enclose the set this year are undoubtedly the most graceful and attractive that Day-Fan has ever offered; a foremost designer of radio cabinets, Mr. B. Kemp, Kemp Equipment Co., Chicago, Illinois, who recently purchased this well-known exhibit organization, was allowed to come into the exhibits where lines they sell at retail are displayed and they are allowed to sell merchandise to the public. No merchandise is sold from display floor. All sales are for later delivery. Only orders and down payments are taken at the show.

St. Louis Radio Show—A National Exhibit

At the meeting of the Board of Directors of the St. Louis Radio Trades Association last month the Show Committee reported 75 per cent of the show exhibits sold and a splendid representation of nationally advertised manufacturers. The show this year will follow out the precedent set last year, which established it as one of the three really National Shows. Exclusively a Radio Show is what the Southwest National Show at St. Louis is and its policy is a duplicate of New York and Chicago. No retailers are allowed to exhibit. The only names that appear in connection with exhibits are the names of manufacturers whose products are exhibited or the trade name of the product itself.

For the past sales record to radio-consuming public one has but to note the dealer’s interest in the St. Louis show. Dealers are permitted to come into the exhibits where lines they sell at retail are displayed and they are allowed to sell merchandise to the public. No merchandise is sold from display floor. All sales are for later delivery. Only orders and down payments are taken at the show.

To Establish Musical Mart

A permanent international musical mart will be established in Grand Central Palace, according to an announcement by C. H. Beuham, general manager for Codex Sons, who recently purchased this well-known exposition building. The upper eight floors will be devoted to sales matters of musical products, according to the announcement.

JEWEL PHONOPARTS CO.
510 NO. DEARBORN STREET, CHICAGO, ILL.
World famous phonograph and radio manufacturers chose Atlas Cases years ago for their superior protectiveness. Now leading furniture and cabinet makers place their endorsement on these modern containers.

A few shipments of your own instruments will show you why the leaders have found Atlas Plywood Cases the handiest, safest and most economical containers for phonograph and radio shipments.
Philco Trio Making 11,000-Mile Trip

Harry Boyd Brown, Sayre M. Ramsdell and Robert F. Herr Visiting Thirty-seven Cities for Dealer Meetings

PHILADELPHIA, PA., July 7.—The record mark of a single merchandising trip will likely be made when three of the sharpshooters of the Philadelphia Storage Battery Co., of this city, complete their educational campaign for the new Philco receiving set among the dealers from coast to coast and from Dallas to Toronto. They will cover over 11,000 miles.

The trio faring forth on this enterprise and who are termed the "Three Musketeers" by the company officers are Harry Boyd Brown, Sayre M. Ramsdell and Robert F. Herr, service engineer. Their object will be to call in dealers from surrounding territory to a central city in which they will outline to these dealers the elaborate merchandising, advertising and servicing plans of Philco—all the details of the "Neutrodyne-Plus" construction, the comprehensive advertising program, the methods Philco dealers will use to increase business, financing, trade-in plans, and all the storekeeping aids that will be given. Mr. Herr will outline what he believes to be the most co-operative service ever put over in the radio industry.

The itinerary of this big whirlwind stunt is: Baltimore, June 25; Philadelphia, June 26; New York City, June 27; Boston, June 28; Buffalo, June 29; Pittsburgh, July 2; Cleveland, July 3; Detroit, July 5; Indianapolis, July 6; St. Louis, July 9; Chicago, July 10; Minneapolis, July 11; Des Moines, July 12; Omaha, July 13; Kansas City, July 16; Denver, July 17; Salt Lake, July 20; Spokane, July 23; Seattle, July 24; Portland, July 27; San Francisco, July 30; Sacramento, July 31; Fresno, August 2; San Diego, August 5; Los Angeles, August 7; El Paso, August 10; Dallas, August 13; San Antonio, August 14; Houston, August 15; New Orleans, August 16; Memphis, August 17; Louisville, August 18; Cincinnati, August 20; Atlanta, August 22; Charlotte, August 24; Toronto, August 30, and Montreal, August 31.

When the "Three Musketeers" finish this series of "hops" they will have traveled the equivalent of more than a third the distance around the world.

Omaha Brunswick Branch Expanding

The general office of the Brunswick-Balke-Collender Co., Chicago, has announced that the Nebraska territory formerly served by a jobber will now be under the supervision of the branch office in Omaha. T. N. Tefft, formerly associated with Orchard & Wilheim, Brunswick dealers of Omaha, has been appointed as Panatrope division sales manager, working under the supervision of J. R. Flynn, branch sales manager, who will have complete charge of the branch office.

The new branch was organized by W. C. Hutchings, assistant general sales manager of the Brunswick organization, on a recent trip to that territory. Mr. Hutchings also visited Des Moines and Minneapolis on the trip.

Atwater Kent Gets Lektophone License

The Atwater Kent Mfg. Co., of Philadelphia, has been licensed to manufacture controlled-edge cone speakers under the basic Lektophone and Hopkins patents of the Lektophone Corp. It has been announced by Col. Robert Davis, president of the licensing company. It was said that with the recent development of power-driven speakers and the broader application of controlled-edge cone speakers largely necessitated by this change Lektophone Corp. has materially modified its original licensing policy to conform to the needs of the radio industry and to afford a greater measure of protection for Lektophone licensees.

Quality Radio vs. Radio at a Price

F. A. D. Andrea, President of Fada Radio, Discusses the Differences Between the Two Types of Manufacture

F. A. D. Andrea, president of Fada Radio, in a brief statement, calls attention to the differences between sailing under the banner of

Quality Radio

"Quality" and building radio at a price. Scorn the latter he tells of the exactions of quality standards. Mr. Andrea's remarks, as follows, are of interest to everyone in the trade:

If you build radio at a price—then your test in material, labor, management must be price standards. And you must seek always the cheapest: Markets must be combed—bidders compete—the lowest wins. You sacrifice everything for volume—price—speed.

If we choose to sail under the banner of Quality—our test begins in the laboratory.

Will it do the job—best? Materials are specified—not priced: analyzed first—then quoted—microscopic painstaking studies—micrometer measurements—standards of excellence established—no efforts spared to hold to an ideal—heartbreaking rejection—the engineer, the laboratory stand firmly against make-shifts—until out of this tremendous strain comes—the final accepted model.

"It must be a masterpiece in engineering—radio—audio—electrical—mechanical and tool design. It goes on to our tool room for duplicate production. Skilled mechanics, whose watchword is accuracy—with exacting caution—accept their responsibility. Finally to the manufacturing plant to tool room and punch press for delicate assembly and even more delicate adjustments—from first to final test—O. K.—the outstanding feature that marks every step is precision."

Stimulated Radio Sales

Robelen's Piano store, Wilmington, Del., carrying a complete stock of Radiolas, Atwater Kent, Kolster, Freshman, Spartan, Federal and Majestic radio receivers, reports greatly increased sales due to the two political conventions held last month.

A new store, Speck's Music Shop, has been opened at 410 East Lake street, Petoskey, Mich., by Ralph Dean. Brunswick Panatrope, Spartan radio receivers and other instruments are carried and a strong sales campaign is being planned.
This trade mark on your motors means that they are made and guaranteed by a large and reliable company, manufacturing spring motors uninterrupted for fifteen years.

During the last twelve years, the Flyer Motor has been a leading factor in the development of portable phonograph sales and resulting sales of records. To this the Junior Motor has for some time contributed able assistance.

In announcing the new Master Flyer and Master Junior Motors, with their increased advantages, we wish especially to emphasize just two points.

To you as a dealer, portable phonographs for trade growth, expansion and progress with the times must have every improvement. But this is not all. Fully as important—and much more difficult to judge—is the highest quality in every detail of the motor.

Quality always has been an outstanding merit in the Flyer and Junior Motors. In the new Master Flyer and Master Junior, the same superiority of materials and precision workmanship are retained. "Built like a fine ship's clock" in every way, with the same careful tests and inspections.

One more vital point: Flyer and Junior Motors may be serviced in any phonograph store in the United States.

PLEASE TURN TO THE NEXT PAGE
THE most noteworthy advantage of the new Master Flyer Motor is announced above. There is ample reserve power for the third record—no running down.

New worm winding mechanism—easier winding to full tension, noiseless and done with trifling effort. Also, this enables the winding shaft to be mounted higher, permitting a longer winding crank sweep and more "knuckle" room.

A new and ingenious arrangement of the gears reduces motor sound to silence.

Precision gears and worms cut on special gear hobbing machines, enabling fine adjustment and silent running. Best materials throughout. New athletic 3-selection spring gives abundant, smooth-flowing power, vibrationless and silent, finishing with a safe margin.

The better motor for bigger possibilities with portables. Increased sales of records. Specify—and insist on—the new Master Flyer Motor in all your portables of standard size.

Made and guaranteed to give service and satisfaction, by a large and reliable company, uninterruptedly in the manufacture of spring motors for fifteen years.

The General Industries Co.
2812 Taylor Street, Elyria, Ohio
Two full 10-inch Selections on the Master Junior from one winding

As told above, the new Master Junior gives double the usual playing power. And it finishes with a good reserve of power left after the last selection has been played.

Designed and built like the new Master Flyer Motor, and just as well made. A remarkable achievement for greater volume of sales in the smaller portables.

Past sales of small portables no longer serve to tell what you can do. Here is double service and along with it unfailing, smooth-flowing, silent and surplus power, without vibration.

Think of it—double playing capacity with the best performance. Quicker, easier, quieter worm wind, longer sweep of winding crank and more "knuckle" room. Uniform running speed even after playing the second full 10-inch selection.

The same high quality of materials, long-wearing bearings, sturdy construction and precision workmanship has made the Junior Motor so successful. Be sure to specify the Master Junior in an early order, and see what a seller you have.

Made and guaranteed to give service and satisfaction, by a large and reliable company, uninterruptedly in the manufacture of spring motors for fifteen years.

The New Improved Master Junior Motor

The New Improved Master Junior Motor

2812 Taylor Street, Elyria, Ohio
Genuine Flyer Motor Parts
Order direct from the Factory
24-hour Service

406 Screw for attaching Winding Shaft Tension Spring
2558 Governor Spring Screw
2963 Motor Mounting Screw
5003 Governor Shaft
5046 Fiber Handle Escutcheon
5047 Metal Handle Escutcheon
5118 Cup Washer used under Spring Barrel
5163 Pointer Arm Post
5167 Dial and Pointer Assem.
5189 Governor Complete
5204 Governor Collar
5222 Winding Handle
5231 Governor Disc
5252 Felt Oil Retainer used around Turntable Shaft
5283 Retainer for No. 5252 Felt
5372 Main Spring
5381 Governor Frame
5391 Screws for Holding Governor
5394 Upper Spring Barrel Collar
5404 Spring Barrel Shaft
5409 Intermediate Gear
5422 Turntable Shaft Tip
5423 Long Turntable Shaft Tip
5428 Spring Barrel Cup and Gear
5429 Spring Barrel with Spring
5443 Speed Regulator Bracket
5512 Spring Barrel Complete
5687 Winding Shaft Extension
5972 X/12 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
5974 Spring Cup and Gear Assem.
6006 Spacing Washer used on Winding Shaft
6011 Governor Bearing Set Screw
6012 Screw for Attaching No. 5384 Bottom Plate to Governor Frame
6013 Washer used under No. 6012 Screw
6025 Screw used to hold Pointer Arm to Post
6244 Winding Shaft and Pinion Gear Assem.
6260 Spring Barrel Cover
6273 Spring Barrel Winding Gear
6392 Spring used to hold Turntable on Shaft
9227 Spring Barrel Shaft Rivet
9234 Governor Spring Washer
9237 Spring Barrel Rivet
9409 Brake
9731 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
9789 Governor Bearing
9804 Rubber Governor Mounting Washer
9809 Steel Governor Mounting Washer
9846 Governor Bearing Retainer Clip
9906 Spring Barrel Washer
9913 Winding Shaft Spring
9924 Governor Spacing and Weight Assem.
3017 Cotter Pin
Send All Orders to The General Industries Co.
Department MR
Elyria, Ohio

Genuine Junior Motor Parts
Order direct from the Factory
24-hour Service

406 Motor Mounting Screw
2558 Screw for assembling Governor Spring and Wright to Governor Disc
5041 Fiber Escutcheon for Winding Handle
5047 Metal Escutcheon for Winding Handle
5254 Spring Barrel Washer
5353 Governor Spring and Weight Assembled
5391 Screws for Governor Collar
5418 Felt for Speed Regulator Lever
5777 Speed Regulator Arm to Governor Shaft
5846 Spring Barrel Shaft
5872 Governor Bearing Set Screw
6009 Screws for assembling Regulating Arm to Governor Shaft
6011 Steel Washer for Mounting Screw
6039 Winding Handle
6531 Fiber Washer for Winding Shaft
6572 Speed Regulator
7543 Screws which hold Bottom Plate to Frame
7558 Spring Barrel Cup Cover
7558 Winding Gear
7621 Motor Frame
7646 Governor Shaft
7676 Bottom Plate
7682 Governor Disc
7683 Governor Collar
7684 Governor Complete
6072 Screws for assembling Governor to Governor Frame
7493 Winding Shaft Tension Spring
7594 Speed Regulator Arm Tension Spring
7666 Governor Brake
7697 Turntable Shaft Tip
7822 Short Turntable Shaft Tip
7823 Long Turntable Shaft Tip
7828 Spring Barrel Cup and Gear
7842 Main Spring
7843 Spring Barrel Complete with Spring
7848 Spring Barrel Shaft
7879 Intermediate Gear
8295 Winding Shaft
8397 Spring Barrel Rivet
8534 Washer used under No. 2558 Screw
9409 Turntable Brake
9789 Governor Bearing
9846 Governor Bearing Retaining Clip
9916 Rubber Washer for Mounting Screw

Send All Orders to The General Industries Co.
Department MR
Elyria, Ohio

Flyer Motor Parts

Genuine Junior Motor Parts
Order direct from the Factory
24-hour Service

406 Motor Mounting Screw
2558 Screw for assembling Governor Spring and Wright to Governor Disc
5041 Fiber Escutcheon for Winding Handle
5047 Metal Escutcheon for Winding Handle
5254 Spring Barrel Washer
5353 Governor Spring and Weight Assembled
5391 Screws for Governor Collar
5418 Felt for Speed Regulator Lever
5777 Speed Regulator Arm to Governor Shaft
5846 Spring Barrel Shaft
5872 Governor Bearing Set Screw
6009 Screws for assembling Regulating Arm to Governor Shaft
6011 Steel Washer for Mounting Screw
6039 Winding Handle
6531 Fiber Washer for Winding Shaft
6572 Speed Regulator
7543 Screws which hold Bottom Plate to Frame
7558 Spring Barrel Cup Cover
7558 Winding Gear
7621 Motor Frame
7646 Governor Shaft
7676 Bottom Plate
7682 Governor Disc
7683 Governor Collar
7684 Governor Complete
6072 Screws for assembling Governor to Governor Frame
7493 Winding Shaft Tension Spring
7594 Speed Regulator Arm Tension Spring
7666 Governor Brake
7697 Turntable Shaft Tip
7822 Short Turntable Shaft Tip
7823 Long Turntable Shaft Tip
7828 Spring Barrel Cup and Gear
7842 Main Spring
7843 Spring Barrel Complete with Spring
7848 Spring Barrel Shaft
7879 Intermediate Gear
8295 Winding Shaft
8397 Spring Barrel Rivet
8534 Washer used under No. 2558 Screw
9409 Turntable Brake
9789 Governor Bearing
9846 Governor Bearing Retaining Clip
9916 Rubber Washer for Mounting Screw

Send All Orders to The General Industries Co.
Department MR
Elyria, Ohio
RMA Trade Show and Convention
Most Successful Ever Held
Displays of Exhibits and Discussions at Meetings
Emphasize the Stabilization of Industry — New AC
Models, Art Cabinets and Dynamic Speakers Featured

The fourth annual convention of the Radio Manufacturers' Association, and the second annual Trade Show, held in Chicago, June 11 to 14, was the most successful event staged by the industry. The convention resulted in discussions of important phases of the industry, and illustrated concretely how the members of the RMA, concentrating on common problems and cooperating in the development of radio, are concentrating on common problems and co-operating in the development of radio.

In addition to the RMA Conclave and Trade Show, the Federated Radio Trade Association and its affiliated bodies also convened at the same time in Chicago. Details of this meeting appear elsewhere in this issue. More than eighteen thousand jobbers, dealers and manufacturers crowded the Stevens Hotel, convening headquarters, as well as other hotels in the city. They came from all parts of the country; pouring into the city like an avalanche.

Optimism over the outlook for radio was universal in the opinion that radio to-day manufacturers, jobbers and dealers seemed to be universal in the opinion that radio to-day

See Prosperity in 1928-29 Season

Partial View of Fourth Annual Banquet of the RMA at the Palmer House

Another Section of the Banquet of the RMA at the Palmer House

(Continued on page 58)
AC Models and Dynamic Speakers
Outstanding New Developments

(Continued from page 57)

is a tremendous improvement over the sets and accessories of a few years ago; programs scheduled for the present year, including the political campaigns, are of such an exceptional character, and dealers are in such an excellent position to profit, that prosperity in the radio field is certain. This year, too, both wholesalers and retailers examined critically the new products shown.

Stabilization a Reality
As was the case last year, no new or radical improvements were featured at the exhibits. In every case, however, refinements were noticeable. The exhibits emphasized the fact that stabilization in the industry is an actuality. The AC set, which was in a more or less experimental stage last year, has been improved to the point where it is as nearly perfect as possible to produce. This type of receiver has become tremendously popular with the public, and the demand was reflected in the large number of AC sets shown. Another feature of the exhibits was the dynamic type of speaker, which has created a favor. The magnetic-type speakers also were shown in a wide variety of improved styles. A distinct advance in radio furniture design marked the exhibits. Artistic designs were in evidence everywhere, and the modern radio set is fit to grace the finest home. Beauty of appearance is now generally recognized as an important factor in merchandising, and the exhibits emphasized the fact that manufacturers are going to great lengths to produce models that have nothing to be desired in attractiveness of appearance.

Speakers at the Open Meeting
Most of the business of the RMA during the convention was conducted in closed meetings, only one open meeting being held. This meeting was addressed by Mayor W. Hale Thompson, who welcomed the delegates; C. C. Colby responded. Among the speakers was Judge Eugene O. Sykes, member of the Federal Radio Commission for the Southern zone; M. E. Parker, president of the American Radio Manufacturers' Association; and M. H. Aylsworth, president of the National Broadcasting Co., who made brief and timely talks on various radio topics. Among the important matters settled at the convention was the approval by the RMA membership of the patent license agreement, which embraces the exchange of patents held by members. Another matter was the setting of the date for the banquet in connection with the New York Radio Show Week, beginning September 9. The banquet committee, headed by Paul H. Klugh, voted to conduct the banquet on either Wednesday or Thursday night of the New York Show. The day of the banquet will be observed as National Radio Day, and in this connection the trade will co-operate in bringing observance of the day to the attention of the public.

Suggest Earlier Show
The RMA Show Committee, of which Herbert H. Frost is chairman, is giving consideration to the suggestion that next year's convention and trade show be moved forward to the month of May. It is expected that if this is done the result will be earlier marketing of the new products with resultant benefit to the entire trade. Where the show in 1929 will be held and the date for the convention will not be decided until some time in the future.

One Hundred and Fifty Radio Men From the Pacific Coast Arrived on Special Train

Caravan of 150 Taxicabs Transported the New York Delegation to Hotel

St. Louis-Texas Delegations Upon Arrival to Attend Convention and Show
THE MARCO DYNAMIC REPRODUCER must not be confused with any other type of radio speaker, for, just as the ROLLS-ROYCE stands preeminent in the automobile field, so does this new reproducer stand apart from any reproducing device known in the field of radio.

Distinctly a quality product, the MARCO has been made expressly to the highest quality ideals and expressly for a class of buyers who not only seek a finer instrument but who can afford to gratify their desires.

In design, the MARCO DYNAMIC attains a totally new artistic plane—a combination of delightfully pleasing proportions and dignified simplicity—a beautiful case made of specially selected close-grained walnut and rubbed to a soft, semi-lustrous finish.

In tonal quality, the MARCO actually achieves the realism engineers have sought for years. Whether reproducing the human voice, a single instrument or the full orchestration of symphonic compositions, this de luxe unit defies the descriptive power of mere words. We can only say that its new idea chassis perfectly reproduces all frequencies in the audio spectrum, which literally means all frequencies within range of the human ear.

The New MARCO DYNAMIC is made in three models, which list at $65.00, $67.50 and $75.00, respectively. Standard trade discounts. Literature sent upon request.

The MARCO DYNAMIC CHASSIS
For radio and phonograph installation; sold without case.

Type DU-110 (110 volt 60 cycle). List $50.00.
Type DU-90 (110 volt 120 cycle). List 40.00.
Type DU-6 (6 volt D.C.). List 35.00.

SUPERBLY BEAUTIFUL
A New Note in Artistic Appearance
A New Standard in Realistic Tone
Stabilization of the Industry Emphasized by the Convention

(Continued from page 58)


Music was the predominating feature of the program presented at the annual banquet of the Radio Manufacturers' Association, which was held Thursday night, June 14, at the Palmer House, and came as a prelude to the final clos- ing of the fourth annual convention.

Three thousand guests attended the greatest event the Radio Manufacturers' Association ever held. Stations affiliated with the Red, Blue and Orange networks of the National Broadcasting Co. broadcast the program between ten and twelve o'clock, making it available to millions of Americans who were enabled to participate in this history-making 1928 gathering of the radio industry.

Among the distinguished artists who entered-

tained were Charles Marshall, tenor of the Chi- cago Civic Opera Company, who sang through the courtesy of the Kolster Radio Corp. of Chicago; Allan McQuhae, popular Irish tenor, and the Lektophone Corp., owners of basic patents on controlled edge-cone speakers, stated recently on his return from London.

"Since 1922 the radio export business has in- creased fourfold," Mr. Winship said. "The United Kingdom, including Canada, Australia and Newfoundland, purchased nearly $6,000,000 of radio equipment during the past year, ac- counting for nearly one-fourth of this amount, and China's imports totaled about $100,000 during 1927. Considerable expansion in exports is expected within the next few years."

Many Causes of Business Failures in Year 1927

Of the 20,360 failures among business con- cerns in 1927, Bradstreet's reports that lack of capital and incompetence alone were reason- able for more than two-thirds of the failures, the figures being 7,001 and 6,990 respectively. Nearly 82 per cent of all failures were charge- able to individuals operating business enter- prises while only 18.1 per cent were due to causes not within control of the individual.

Texas Fada Distributor

The Peaslee-Gaulbert Corp. of Louisville, Ky., has been appointed by F. A. D. Andrea, Inc., to distribute Fada Radio in Texas, exclusive of the Panhandle, in addition to their present ter- ritory, which comprises the States of Kentucky and Tennessee.
Everywhere Merchants Are Making 90 cents an Hour

with ELECTRAMUSE
the Big Money-making, Coin-controlled, Continuous-playing Phonograph

DEALERS, This Same Profit-Opportunity is Now YOURS!

READ THESE CONVINCING PROFIT TESTIMONIALS

$7.50 per Day in Profits!
"Our customers are delighted with the Electramuse. They have given their appreciation by playing it almost incessantly. It has averaged about $7.50 per day since it was installed."

J. R. SEWELL, Prop.
Sugar Bowl, Nacogdoches, Texas

"One of Most Profitable Investments We Ever Made"
"We consider the Electramuse one of the most profitable investments we ever made, and are more than pleased with the results obtained, not only with the direct intake in nickels, but also the additional trade that we consider its instrumental in bringing in to us."

WORTHINGTON FILMS, Manganese, Tenn.
Charlotte Worden, Prop.

Increases Business 20%
"The first advantage of Electramuse was an increase in my general business of more than 20% besides the money taken in from the phonograph and the handsome return on the investment after paying the payments to the company.

I have had an Electric Piano in my place but the Electramuse has taken in $7.00 to each $1.00 receipt of the piano. I strongly advise anyone in the catering profession to install one of these marvelous instruments."

MRS. F. M. WEBB, Prop.
Paradise Inn, San Francisco, Calif.

Over $172.00 in One Month!
"Our Super Tone Model Electramuse during the month of April took in $172.20."

THE U. S. CAFE, Miami, N. D.

Says Most of 50% Business Increase is Due to Electramuse!
"My Concert Grand Electramuse took in $105.00 the first fifteen days after I had opened up my new place.

Not only is this income from the Electramuse beyond my anticipation, but I have had a 50% increase in business over what I did in my other place. I do not lay the increased business wholly to the Electramuse, because my new place is an improvement over any old one, but I do think that giving my patrons high class music, I am getting a great deal of business away from my competitors.

SAGE CANDY CO., Muncie, Ind.
Fred E. Snyder

"Is Best Investment I Have Ever Made"
"Our average receipts from Electramuse have been $6.00 daily. Our Electramuse has attracted enough new customers to make the payments on the phonograph, without considering the cash income these customers contribute. It is the best investment I ever made."

M & M CAFE, St. Louis, Mo.
J. E. House, Prop.

Averages $75.00 per Month
"Our Electramuse is proving to be one of the leading attractions to the town and since its installation has averaged better than two dollars and fifty cents ($2.50) a day.

"Even without this seventy-five dollar ($75.00) a month revenue I would consider it one of the best investments I ever made. It has attracted a lot of new business and entertains everyone who hears it."

THE CLUB RESTAURANT, Lake George, N. Y.
Neil E. Tripp

Averages $4.40 per Day
"Our Electramuse is working fine and I am well pleased with it, not only as a drawing card and business getter, but the receipts have more than met my expectations being $4.40 a day."

GRAY-PIPER DRUG CO., Knoxville, Tenn.
A. B. Piper

"A Very Good Investment"
"I am well pleased with my Electramuse, also with the record service which insures me of a complete change each week of the latest up-to-date popular music.

"I consider this a very good investment and a product of merit that will stimulate anyone's business."

W. E. WILSON, Druggist.
Ooltewah, Tenn.

Averages $25.00 per Week
—and Takes Business Away from Competitors!
"From the very start my Electramuse has averaged in receipts $25.00 a week. Never have I taken out of the instrument less than $20.00 during a single week and many times I have taken out as much as $30.00 and $35.00 over a period of seven days. It is worth many times its monthly payments, due to its value to me as a business stimulant. Now that I can furnish my patrons high class music, I am getting a great deal of business away from my competitors."

E. L. YANTS, Yeastie Pastry Shoppe.
Indianapolis, Ind.

Here's Your Opportunity for Bigger Profits!

A Product of
HOLCOMB & HOKE MFG. CO.
World's Largest Manufacturers of Money-Making Equipment
Indianapolis, Ind.
Important Meetings Featured

F. R. T. A. Convention

Wholesalers, Retailers and Manufacturers' Representatives' Sections Report Steadily Increasing Membership and More Activity

The opening meeting of the Radio Wholesalers Association was held in the south ballroom of the Stevens Hotel on June 9. The meeting created considerable interest in the Association and several new applications were received at that time. Peter Sampson, of the Sampson Electric Co., of Chicago, was elected president; Chas. Gomprecht, of Trilling & Monotague, of Philadelphia, vice-president; J. F. Connell, of Knue-Connell Co., of Indianapolis, secretary; and R. J. Mailhouse, of the Plymouth Electric Co., New Haven, Conn., treasurer. Harry Alter, of the Harry Alter Co., treasurer.

The radio wholesalers again held a meeting on Monday, at which time they further discussed their problems general to the local trade associations. At this meeting the Pacific Radio Trade Association of San Francisco, the Colorado Radio Trade Association of Denver, the Lehigh Valley Radio Trade Association of Allentown, Pa., and the Memphis Radio Dealers' Association of Memphis, Tenn., all presented applications to the Association Section of the Federated. These new members give this group a complete representation from coast to coast, which is the first time in the history of the organization that such a representation has been accomplished.

Michael Ert, president of this group expressed himself as being very well satisfied with the results obtained. It is his opinion that this section will help the local radio trade association to form and prosper and work for the good of the industry.

The Radio Wholesalers Association met at the same time with approximately 250 wholesalers present. President Sampson gave a very comprehensive talk on the advantages of organization among the other wholesalers who were present at the Convention.

On Wednesday the Federated resolved itself into its constituent groups, each holding separate meetings, briefly as follows: The Association Section held a meeting for problems general to the local trade associations. At this meeting the Radio Wholesalers Association under the direction of Geo. Riebeth, of Minneapolis, outlined to the group the plans and to submit the application picture. This meeting was highly successful and is the first time that a group of wholesalers representing the radio industry throughout the entire country got together for a discussion of their problems. The Association is growing very rapidly and the interest evidenced in it at this meeting showed that many more new members could be expected within the next few weeks.

The Radio Manufacturers Representatives Association under the direction of Geo. Riebeth, of Minneapolis, Missa., president, accomplished a great deal in the furthering of organization plans. They followed the same zones as outlined by the Radio Wholesalers and elected a director from each of the eight zones, who is to govern the activities of the Association in these particular localities. The interest became so keen in this group and the time so limited for their discussions that they decided to hold another meeting at 11 p. m. on Wednesday. This meeting was attended by manufacturers' representatives from the entire country and fifteen new applications were presented for membership. The manufacturers' representatives have received this movement with a great deal of interest and look forward to co-operating with it to find a common solution of their problems.

The following men were chosen as chairmen of the respective zones: John M. Redell, Chicago; Harry P. Smith, Minneapolis; H. E. Haggerty, Ferndale, Mich.; R. L. Erlelech, Philadelphla; J. Lewis David, Dallas, Tex. President Riebeth gave a very comprehensive talk on the advantages belonging to the Manufacturers' Representatives Section and the common meeting place with jobbers and dealers which would be established through such a medium. Several other members gave short talks regarding the advantages as they personally saw them.

The Dealers Section of the Federated held a very enthusiastic meeting which was attended by over 250 dealers. They progressed very nicely with their organization plans and have now organized under the name of the National Radio Retailers Association affiliated with the Federated Radio Trade Association. They appointed a committee to develop their organization plans and to submit a report at an early date. Julian Sampson, president of the association, gave a very comprehensive talk on the advantages of becoming a member of that group. Irwin Kurs, of New York City, presented a very interesting paper on the radio situation, calling attention to the fact that the dealers were the backbone of the distribution side of the industry. Mr. Sampson was very well pleased with the outcome of the meeting and received applications from prominent retailers throughout the country.

On Thursday, June 14, the Federated held an open meeting which terminated in a Board of Directors meeting. At this time the committee on reorganization of the Constitution and By-Laws presented a detailed and complete set-up for the new Federated. This new constitution provides for four sections: The Radio Wholesalers Association; the National Radio Retailers Association; the Manufacturers Representatives Association, and the section for local trade associations. The Federated considers this the most important step in its career and with the splendid progress being made by each of the individual sections feels that it has now rightfully assumed its place in the Great Triangle of the Radio Industry. Irwin Kurs explained at considerable length the Capper-Kelly bill which will be presented to Congress in December and presented a resolution heartily endorsing this measure which met with the approval of the entire assembly. The Federated reconformed their decision to hold the next Convention in Buffalo, February 18-19-20, at which time they look forward to extending their influence through the affiliations of several Canadian associations which were represented at this meeting. Ed. Healy and E. C. Metager were selected to take the place of Thomas, Ed. and C. S. Bettinger, both of whom recently resigned as directors.
The Jensen Dynamic Speaker is different and better because of the genius and experience of Peter L. Jensen

Use of the dynamic principle in speaker design is in itself no assurance of better and truer reproduction.

Correct use of this principle, however, means unqualified superiority. Such success can only come through experience and long research. As co-inventor of the dynamic principle, patents bearing Peter L. Jensen's name date back to 1912. Many thousands of dynamic speakers have been built under his direct supervision in the factories of the Jensen Radio Manufacturing Company.

Jensen superiority is fully acknowledged by the country's leading radio engineers, who depend upon laboratory tests for their opinion.

But by what standards will the public judge dynamic speakers? They will insist on distinctly better tone quality, dignified beauty in cabinet design, and unmistakable value for every dollar they spend.

And you as a jobber, dealer or manufacturer—what will you demand? It must be all these qualities which summed up mean consumer preference. And in addition you should also insist on proven ability to maintain uniform quality in volume production, plus a practical advertising and merchandising policy. Write or wire immediately for complete information and nearest distribution point.

Prices range from $40 up.

Jensen Radio Manufacturing Company
338 N. Kedzie Avenue
212 9th Street, Oakland, California

CHICAGO, ILLINOIS
Properly Locating the AC Receiver

Simple Rules Which, if Followed, Insure the Efficient Operation of AC Radio Receivers Given by Engineer-Detailed Explanations

By W. W. Jablon
A. M. Grebe & Co., Inc.

The locating of the AC receiver deserves consideration from the standpoint of practical and operating efficiency. It is desirable that the receiver be located so that connections from the aerial, ground, and loud speaker approach the instrument in the most direct manner and that it should be readily accessible for tuning.

The aerial, ground, and loud speaker leads should not run parallel (for any great distance) with the house-lighting lines.

Aerial and Ground

The most uniformly successful means for intercepting broadcast signals is an outdoor aerial which may be 50 to 100 feet long, including lead-in. It should be erected in the most advantageous location obtainable. No. 14 single or stranded copper wire, tinned or enameled, is most suitable for a good aerial, while No. 14 rubber-covered stranded wire is preferred for the lead-in.

Next in efficiency is an indoor aerial which may consist of an insulated wire strung around the moulding or baseboard of the room, or through a number of rooms. A short indoor aerial used during the Summer months will be found sufficient for reception of local stations and will considerably reduce static disturbances.

A ground connection is essential for efficient performance of the receiver. Almost any metallic circuit leading to the earth will generally give satisfactory results, provided a good, clean and tight connection is made at the point of contact with the ground wire. It is advisable to use a cold water pipe or radiator to which an approved ground clamp antenna posts marked "Long" and "Short." A long outdoor aerial should be connected to the antenna post marked "Long." Where there is a minimum of interfering static distance reception will be improved by connecting the long aerial to the "Short" antenna post. A short outdoor or indoor aerial should be connected to the "Short" antenna post.

A good ground connection is essential for the efficient performance of the receiver. Almost any metallic circuit leading to the earth will generally give satisfactory results, provided a good, clean and tight connection is made at the point of contact with the ground wire. It is advisable to use a cold water pipe or radiator to which an approved ground clamp can be attached and a No. 14 wire soldered or securely fastened. It may be noticed that the ground connection is not affected when the ground connection is removed as formerly in battery-operated receivers. This is due to the capacity ground being obtained through the power supply unit. A good ground connection should always be used, however, to minimize the possibility of a hum and give added operating ability.

Errors Costly

The loud speaker should be attached to the connecting terminals marked "Loud Speaker." These posts are marked "plus" and "minus" since it is necessary with some loud speakers to attach the connecting cords to the receiver binding posts with the correct polarity. It is very important to use a good loud speaker capable of carrying the full rated output of the power supply and reproducing the full range of frequencies.

In most localities a 110-volt 50-60 cycle alternating current is used. However, at certain times the line voltage may fluctuate as much as ten volts below or above normal and in the latter case such an occurrence may result in materially shortening the life of the AC tubes. Well-constructed AC receivers guard against excessive line voltages by means of a switch for high and low voltage. In the better class of AC receivers a "line voltage control switch" is located on the power unit compensating for line voltage fluctuations of 90 to 127 volts, or an automatic line voltage governor is supplied. By securing the correct setting for the line voltage control switch when making an installation, AC tube trouble will be eliminated.

The Hum Adjuster

In an AC receiver there will be no reception for approximately thirty seconds after the switch is turned on, due to the fact that the tubes must first reach their proper operating temperature. Generally a "hum-adjuster" is provided to eliminate or reduce to a minimum any electrical hum that may be heard.

To accomplish the adjustment, first tune the receiver out of range of a broadcasting station a long period of time then normal operating sound means of a screwdriver to the right or left until the hum entirely disappears or is reduced to a minimum.

When obtaining the best possible adjustment, an annoying hum is still present, it may be due to a poor electrical surface on the tube post or to a non-uniformity in the ground connection. The hum-adjuster in such cases the detector or first audio or power tubes should be removed from their sockets and the tube prongs cleaned, and the tube replaced. If this does not remedy the trouble then the first audio tube should be removed from its socket and replaced by a tube from one of the radio frequency sockets. Changing tubes frequently punctured, due to overstrain and misuse.

In some localities fluctuations in the electric power supply line voltage when heavily taxed during the evening may cause the volume in the speaker to increase and diminish. The small lamp used to illuminate the dial is a miniature base Mazda Type T-3 Panel Indicator 6-volt 15 ampere bulb and can be obtained at any electrical supply store.

Victrola 8-9 Introduced

The Victor Talking Machine Co. recently announced a new model Orthophonic Victrola, No. 8-9, especially designed for the foreign-domestic trade. The instrument has the latest developments in Orthophonic reproduction, a non-automatic eccentric groove brake, spring-balanced lid supports and a twelve-inch turntable. The metal fittings are gold lacquered and gold-plated, and space is provided for five record albums. It is contained in an upright cabinet in oak veneer, Baromal oak finish with ammonium bromide decorations. The dimensions are 43½ inches high, 26½ inches wide and 19½ inches deep.

Feature Musical Director

Boston, Mass., July 5—Paul Bolognese, musical director of Grey Gull Records, Inc., of this city, has been announced as a feature musical director of this company. Mr. Bolognese has completed three years with this company and was previously one of the musical directors of the Emerson Co.

Wilburt K. George, who has been associated with the Dunlap Music Store for several years, has opened a music store on Cranton avenue, Ossining, N. Y., to be known as George's Music Shoppe.
The Talking Machine World, New York, July, 1928

Constant Demonstration Increases Sales for Live Brunswick Dealer

Music Shoppe, of Goose Creek, Tex., Finds Installation of Record Demonstrator Benefits Record Sales to Great Degree and Also Aids Machine Sales

The Music Shoppe, Brunswick dealer of Goose Creek, Tex., is merchandising the Panatrope in a most scientific way, having taken advantage of every possible opportunity to sell this instrument. A few of the sales ideas, which, according to J. W. Fondron, manager of that shop, will illustrate just why this man is one of the most successful music dealers in the country to-day. He states that he has never set down a code of rules to follow in order to obtain an objective in sales volume. The Shoppe has one code, however, and that is to be enthusiastic, regardless of whether the sales are to their liking or not. Another thing on which they base their success is their confidence in Brunswick products, and the Brunswick representatives they come in contact with. They say, "We believe there is no better musical instrument in the world than the Brunswick Panatrope, and we do not hesitate to let customers make direct comparisons when they do desire. We have made many sales with another highly esteemed make of machine in the same room. It has been proven to us time and again that there is hardly such a thing as 'sales resistance' to Brunswick records and Panatropes."

Goose Creek, Tex., is a small town, close to Houston, a city of 250,000 people, whose daily papers (three of them) cover their territory thoroughly. The Music Shoppe, up to October, 1927, was located in the rear of a pharmacy, where it was crowded for space to display the instruments, and when more than one customer was in the store it was most inconvenient.

In October, 1927, the Shoppe decided to rent a new store building. The building was painted thoroughly. The Music Shoppe, up to October, 1927, was located in the rear of a pharmacy, and we were loaded in February, which by the way prowled the entire volume of sales; they doubled their advertising in the local paper and went after their sales leads with increased vigilance. The results were not only surprising, but startling. Where they were spending between $40 and $50 per month for advertising, they spent, and are still spending, $75 to $100 monthly. They claim the secret of their newspaper advertising is making friends with the editor of the paper, who has assisted them no end through his news columns. In the new quarters with its up-to-date record compartments, three private demonstration booths, lounges and bright interior their business increased $7,000 in the last five months of the year, over the first five months of the year. A large part of the volume in sales is records. From February 15 to the end of March, 1927, they did not have a P-13 demonstrator, and averaged about $99.50 per day. On the first of April they installed a P-13 and the sales picked up to $106 per day. The following might prove interesting:

In cramped quarters without P-13 demonstrator they averaged $89.50 per day. In same location with P-13 demonstrator they averaged $106 per day, andLine of Profit

Interior View of the Music Shoppe

The Music Shoppe Brunswick products exclusively, and would not think of adding any other line. We use the maps and advertising forwarded to us by Brunswick, and improve our ads wherever possible by adapting them to local conditions. The Semi-Weekly, the local newspaper of Goose Creek, has been of great assistance to us. We believe in Brunswick, in advertising, in our home editor, and his paper, in the entire range of Panatropes, and furthermore, we believe we can get our share of business as any man can if he puts his heart and soul into it.

"The only accurate way to make a musical survey, that is, the number of musical instruments in the home, the kind, model, age, etc., is through personal contact. In this we have been exceedingly successful, and this data is of great assistance to us."

Zenith Buys Many Automatic Patents

Company Has Delayed All Applications for Licenses Until Negotiations for Patents Mentioned Were Consummated

CHICAGO, ILL., July 6—The Zenith Radio Corp., of this city, has purchased, in addition to the Marvin and Vasselli patents, the Heath patent No. 1,638,794, British Patent No. 237,138, Canadian Patent No. 264,391, French Patent No. 607,436, Belgium Patent No. 331,166, and United States Patent Re. No. 17,002, in further strengthening its position in the control of automatic radio. There are also seven other patents controlled by Zenith pending in the United States, including two patents with claims to devices for the reception of television and the control thereof.

In a recent statement the Zenith Co. declared that it has delayed acting upon any of the applications for licenses until the negotiations were consummated.
Illustrative of a complete line of handsome radio cabinets and tables—last word in design—5-ply construction throughout—finest walnut veneers—beautiful finishes in the popular dull-rubbed style—all models made to accommodate popular receivers—unsurpassed acoustical qualities—sold with or without the No. 100-A R. C. A. speaker.

FEDERAL

FEDERAL FURNITURE FACTORIES, Inc., 208 Lexington Ave., New York
The gigantic financial and manufacturing resources of the well-known Federal Furniture Factories are behind this new series of radio cabinets and tables—your guarantee of fine quality at a new low price scale which will have an important effect upon your sales and profits for the coming season. Don't order your radio cabinets and tables until you first get full particulars on the new Federal series.

Irving H. Isaacs, President  Ben Lauterstein, Sec. and Treas.  David E. Kalm, Director of Sales
Modern Testing Equipment a Necessity for Real Radio Service

Radio Servicing Has Kept Abreast With Other Developments in Industry, and Dealers Are Making It Pay—Scientific Methods Now Used by Leading Houses

In the Lyon & Healy store the men assemble for instructions twice each week. A set is completely dismantled, voltage readings taken of all parts, after which it is reassembled. This method thoroughly familiarizes the technicians with all parts of Radiolas or other receivers so that the service men feel competent to enter customers' homes, locate and adjust trouble immediately.

In speaking of the testing laboratory Mr. Campbell says: "We have found that we can not conduct an efficient service department without a properly equipped testing laboratory. Our bench is equipped with the necessary meters to analyze any trouble. Strips for various models are attached to the panels and operated. Meter readings are taken in actual operation. Should our radio technician be unable to determine the trouble in the home the part is taken to the laboratory, where expert trained men put it through a rigid test, correcting the trouble and returning the part to the customer."

It may be that some dealers might agree with the statement that a testing laboratory is more essential than a properly equipped service department, as it is in view of the amount of business they do. Such dealers might do well to try and emulate the example set by the Blanchard Radio Corp., of Providence, R. I., which used the testing bench illustrated herewith. Perhaps a similar arrangement might be made with other electrical or radio dealers in cities or towns where individual dealers are loath to install a laboratory.

Exports and Imports of Talking Machines

Figures on Exports and Imports of Talking Machines and Records for April—Some Gains Over Year Previous

WASHINGTON, D. C., July 9.—In the summary of exports and imports of the commerce of the United States for the month of April, 1928, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during April, 1928, amounted in value to $37,803, as compared with $32,511 worth which were imported during the same period of 1927. The four months' total ended April, 1928, showed importations valued at $146,164; in the same period of 1927, $127,187, a very substantial increase.

Talking machines to the number of 11,784, valued at $496,114 were exported in April, 1928, as compared with 11,973 talking machines, valued at $436,742, sent abroad in the same period of 1927. The four months' total showed that we exported 45,146 talking machines, valued at $1,150,064, as against 43,019 talking machines valued at $1,517,605 in 1927.

The total exports of records and supplies for April, 1928, were valued at $232,210, as compared with $262,663 in April, 1927. The four months ending April, 1928, show records and accessories exported valued at $1,145,369, as compared with $896,647 in 1927.

The countries to which these machines were sent during April, and their values were as follows: Europe, $15,012; Canada, $21,271; Central America, $27,294; Mexico, $46,639; Cuba, $50,516; Argentina, $82,070; Brazil, $35,020; Chile, $34,571; Colombia, $50,797; Peru, $6,550; other South America, $46,714; British India, $123; China, Hong Kong and Kwantung, $12,699; Philippine Islands, $10,284; Australia, $16,279; New Zealand, $405; British South America, $523; other countries, $35,947.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 236 South Street Newark, N. J.

Testing Bench Used by Blanchard Radio Corp.

A SATISIFIED customer is conceded to be one of the best advertisements for a retail store and the word-of-mouth advertising done by this type of buyer is more potent in bringing in business than is the printed word. In the early days of radio, the question of keeping set buyers satisfied was one that brought gray hairs to the heads of dealers, for service in those days was the bugaboo of the trade and was, to a certain extent, a hit or miss proposition. The problem of servicing has, however, kept abreast with other developments in radio, and just as the present-day radio receiver is far superior to the early instrument, so, however, kept abreast with other developments in radio, and just as the present-day radio receiver is far superior to the early instrument, so too, has service been placed on a scientific level, with service men thoroughly trained.

Live radio dealers today have service and testing laboratories with trained men representing them and service, instead of being a constant form of worry, has become a branch of the business that not only pays its way but also brings in a profit that compares favorably with the other departments of the store. In addition to keeping the customer satisfied and thus creating good-will and bringing in profits, many dealers report that the proper operation of the service department will result in the sales of tubes and accessories and many times opens the way to sales of new receivers.

One of the accompanying photographs gives a view of the service and testing laboratory of Lyon & Healy, Chicago, one of the most successful music and radio outlets in the country.

Robert H. Campbell, manager of the radio service department, states that service pays dividends in many ways. In part he says: "The scientific way to service is with a complete testing outfit having AC and DC meters to completely analyze the troubles in tube or set. An outfit of this sort is carried by every man in our service department."

The Talking Machine World, New York, July, 1928
BERG ARTONE
PORTABLE PHONOGRAPHICS

Seven Models
No. 14 $12.50 List No. 528 $20.00 List
No. 528 15.00 List No. 228 25.00 List
No. 728 16.50 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.
Clark Music Co.
Aids Air Project

Pioneer Music House Has Had Name of City Painted on Roof in Large Letters as Aid to Aviators Flying Overhead

SYRACUSE, N. Y., July 7.—In connection with recent efforts to "put a hit over" Syracuse, New York, in the matter of aerial transportation and to further facilitate local interest in aviation, now that Syracuse has just been added to the list of cities designated as official United States mail airport, the Clark Music Co. has had the word "Syracuse" painted on the roof of its large six-story building on South Salina street. The letters are about eleven feet high and being painted white against a dark background are easily visible to aviators flying over the city. Clark Music Co. is one of the oldest and largest music houses in the entire East and is this year celebrating its seventieth anniversary. It handles a complete line of Victor, Columbia and Brunswick products.

New CeCo Factory Representatives
H. H. Steine, General Sales Manager of CeCo Mfg. Co., Announces the Appointment of Several New Representatives

NEW YORK: July 6—H. H. Steine, general sales manager of the CeCo Mfg. Co. of this city, has announced the appointment of several new factory representatives for CeCo tubes as follows: R. H. Reeb will serve CeCo jobbers and jobbers in Indiana; Cliff Lindgren will cover the western half of New York State, west of Syracuse; Arthur L. Lang will cover the eastern half of the Empire State, east of and including Syracuse, with the exception of New York City, where two men will cover the trade. R. K. Pellet will extend the usual CeCo co-opera-
tion to all dealers and jobbers in Iowa and Neb-
raska; J. R. Hedquist will represent CeCo in Minnesota, western Wisconsin, North and South Dakota; Lawrence LeVoile will perform the same duties in West Virginia, and Bor-
rough Murphy and Kenneth Murphy will cover Florida, Georgia, Alabama, Mississippi, Tennes-
see, North and South Carolina and Virginia.

Making New Electric Phonograph Motor

Stevens Mfg. Corp. Going into Production on Motor Which Operates from AC or DC—System is New Development

The Stevens Mfg. Corp., New York, is going into immediate production on a new electric motor adapted for phonograph operation, ac-
cording to Clifford E. Stevens, treasuerer.

"In portable phonographs, this new motor will operate from three dry cells," said Mr. Stevens. "It is designed for use by set manu-
ufacturers and bulk dealers of phonographs in pro-
fucing phonograph-radio combinations. It will operate from either alternating or direct current, and will cost one-half the price of any other motor on the market to-day. Its governing sys-
tem is a new development, accurate to a hair, and is not affected by fluctuations of current. It is the smallest known motor for its purpose."

Mr. Stevens stated that in connection with the introduction of this new electric motor, the Stevens Mfg. Corp. will furnish a new die cast, ball-bearing aluminum turntable. It is said that a great deal of interest has been expressed by manufacturers in this combination motor and turntable, and volume orders are being booked.

Three New Splittdorf Jobbers Appointed

Hal P. Shearer, General Manager, Announces Appointments of Padgitt Bros., Wyeth Co. and Auto Supply Co.

Hal P. Shearer, general manager of the Splitt-
dorf Radio Corp., Newark, N. J., has announced the appointment of three new Splittdorf dis-
tributors. The Wyeth Hardware Co., St.

dabeth, Mo., will cover eastern Kansas and Missouri and Nebraska territory; Auto Supply Co., Hoteltonc, Kan., to cover central Kansas territory, and Padgitt Bros., Tex., cen-
tral Texas. Mr. Shearer reports a most satis-
factory lining up of business and a volume far in excess of early expectations.

W. E. Hotchkiss With Shamrock Mfg. Co.

Appointed Manager of Chicago Branch—Formerly With Pathe and Sonora—Will Also Represent Vitalitone

W. E. Hotchkiss, widely known throughout the music-radio industry, has been appointed manager of the Chicago branch of the Sham-
rock Mfg. Co., Newark, N. J., according to a recent announcement by Nate Hart, general sales manager of the Shamrock organization. Offices and warehouse have been established at 533 South Wabash avenue, affording 8,500 square feet of space for efficient service to Shamrock distributors and dealers in the Mid-

west. A fully equipped service department will be maintained.

Mr. Hotchkiss, who is a graduate of Cornell University, represented the Pathe Phonograph & Radio Corp. for many years, and was origi-

nally associated with his father with Sonora.

In conjunction with the Shamrock dynamic electric receivers Mr. Hotchkiss will represent Vitalitone, dynamic speakers and the cabinets of the Plymouth Phonograph & Radio Co.

"Miss Kolster Radio" Is a Prize Winner

"Miss Kolster Radio" was the silver cup, a theatrical engagement and second place among 300 girls in the beauty contest recently con-
ducted to choose "Miss St. Louis" for the In-
national Pageant of Pulchritude at Galves-
ton, Texas. She was entered in the contest by the Straus Co. of St. Louis.

An increase in the value of American manu-
factured products exported during the first three months of 1928 offset a decline in foreign sales of a number of leading raw materials, a report issued by the Foreign Commerce De-

partment of the Chamber of Commerce states.
O'Neil Speakers are licensed under the LEKTOPHONE patents—Enough said

Announcing

the new line

of

The FAMOUS O'NEIL
RADIO SPEAKERS

—Now Ready

The New O'NEIL Super X unit, a conceded standard of comparison in speaker units, is an integral part of these speakers. This unit is a non-adjustable condensed type in which the vital parts are protected by a transparent shield from dirt, dust, or any foreign element, thus insuring the smooth operation of the speaker at all times. O'Neil speakers are "fool-proof" being permanently adjusted at the factory.

O'NEIL Speakers are completely FACTORY BUILT and TESTED. Their full, rich, natural and mellow tones proclaim them as quality instruments for use with the new electric or battery sets. They range in price from $14.75 to $69.50—an appeal to the pocket-book—and full appreciation of them means to SEE, HEAR and EXAMINE them.

Set and Cabinet Makers will be especially interested in the New O'NEIL Chassis Speaker which also has the new Super X Unit. It's made with or without a Baffle Box (10-in. x 10-in. x 6¾-in.). Special prices on request.

This is a Dynamic Year

O'NEIL MANUFACTURING CORPORATION

"The Famous O'Neil Radio Speaker"

West New York, New Jersey
Three-Day Convention Marks Spartan Equasone Introduction

Representatives of Ninety Spartan Wholesale Houses Attended Gathering—Five Patents Granted on New Model—Will Rogers Entertained Guests

Representatives of ninety Spartan radio distributors were guests of the Sparks-Withington Co., Jackson, Mich., at the annual convention held by that company on June 6, 7 and 8, at the following day newspaper accounts of the convention were represented at this meeting, and on the convention was opened on June 6 by a luncheon which time the distributors were given the first glimpse of the new 1928 line of radio receivers developed by the Sparks-Withington Co. The convention was opened on June 6 by a luncheon meeting, attended by fifty magazine and newspaper representatives, who were the personal guests of Capt. William Sparks, president of the company. At this meeting the publication representatives saw and heard the new Spartan Equasone radio receivers and Professor Glasson, research engineer of the Sparton organization, described the new circuit. Eighty publications were represented at this meeting, and on the following day newspaper accounts of the meeting and descriptions of the Equasone circuit appeared in the daily press throughout the country.

During the course of the convention Captain Sparks announced that five patents had already been issued upon the new Equasone circuit and that the Sparks-Withington Co. at the end of its second year in the radio field had risen from fifth to fourth place in volume of sales and, at that moment, before the Sparks distributors had seen the new receivers, the company had four times as many orders on file for June, July, August and September, as had been placed for the same period in 1927.

At this meeting Captain Sparks also announced the formation of the NuCraft Corp., of Jackson, Mich., of which he is president. The NuCraft Corp. manufactures an automatic electrically-operated radio-phonograph combination instrument. The phonograph, which employs an electric pickup and power amplification, plays twelve records of any size and changes each record in nine seconds. The instrument contains a Spartan radio receiver and the same loud speaker is used to reproduce both recorded and broadcast music.

The publication representatives were entertained in the afternoon with a trip through the State penitentiary and the Spartan radio plants.

Three hundred people were seated at the banquet held at the Jackson City Club on the evening of June 6, when Captain Sparks as toastmaster, and Colonel Winthrop Withington, welcomed the distributors in behalf of the company. After elaborate entertainment, furnished by several orchestras, vaudeville entertainers, and radio stars, the new line of Spartan Equasone radio receivers was placed on exhibition and described in detail to the distributors.

On June 7, the second day of the convention, the business sessions were held at the Hotel Hays, led by Harry Sparks, general sales manager, E. T. Hutchison, assistant general sales manager, and V. A. Searles, advertising manager. The distributors were urged to devote more attention to the department store, music-radios, and to the better type of furniture outlet, and a policy was outlined for the Spartan dealer and to the better type of department store to stay overnight before returning to their respective homes. The dealers were conducted through the Spartan radio plants and in the evening a mass meeting was held at the high school auditorium, Will Rogers, the famous humorist, acting as master of ceremonies. Mr. Rogers was especially secured by Captain Sparks for the event and flew from his home in Beverly Hills, Cal., to Jackson, Mich., to headline the evening's entertainment.

After the entertainment the Spartan distributors were transported to Chicago for the opening of the RMA Trade Show on a special train used as the headquarters for the dealers, where a lost and found department, and telephone and telegraph service were installed. Road markers and signs on all highways leading to Jackson directed the dealers to the fair grounds, and hotel reservations were made at the leading hotels from twenty-five to seventy-five miles around Jackson, for those dealers who wished to stay overnight before returning to their respective homes. The dealers were conducted through the Spartan radio plants and in the

Those Present at Jobber-Dealer Meeting Sponsored by the Sparks-Withington Co., Jackson, Mich.

Changes Name to Clarostat Mfg. Co.

Personnel of American Mechanical Laboratories, Inc., Remains the Same With John J. Mucher as President

The American Mechanical Laboratories, Inc., Brooklyn, N. Y., manufacturers of the Clarostat and other variable resistance products and radio accessories, has announced a change in its name to Clarostat Mfg. Co., Inc. The personnel of the organization, its policy and its products, remain as formerly; with John J. Mucher, president and Charles Golenpaul, vice-president and sales manager.

"This change in name is for the purpose of insuring a closer identity with our Clarostat products," said Mr. Golenpaul. "The entire line will be continued and will be manufactured and sold by the Clarostat Mfg. Co."

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines

RADIO MICA

American Mica Works

Montvale, New Jersey

The Rene Manufacturing Co.

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

47 West Street

New York
**Brunswick Artist Creates Operatic Role**

Elisabeth Rethberg, Brunswick Recording Star, created the title role in New Straus Opera "The Egyptian Helen" at the Grand Opera Festival held in Dresden on June 6. Elisabeth Rethberg, Brunswick recording artist, created the title role in the new Richard Strauss Opera, "Die ägyptische Helena" (The Egyptian Helen), the libretto of which was written by Hugo von Hofmannsthal. Miss Rethberg will complete her engagements in Dresden in time to return to Ravinia—"The Opera House in the Woods" on the outskirts of Chicago, where some of the most popular operatic artists appear during the summer. In addition to Miss Rethberg, other Brunswick exclusive artists will be included in the Ravinia programs, such as Florence Easton, Marie Chameleon and Giuseppe Danise.

**H. H. Steinle Plans CeCo Sales Drive**

General Sales Manager of CeCo Mfg. Co. Making Efforts to Surpass All Previous Sales Records—New Men Added

**Victor Co. Declares Quarterly Dividends**

CAMDEN, N. J., July 5.—The Board of Directors of the Victor Talking Machine Co. recently declared the following quarterly dividends to stockholders of record at the close of business. July 2, 1928: $1.75 per share on preferred stock; $1.50 per share on cumulative convertible preferred stock, payable August 1, 1928. $1.50 per share on $5 cumulative convertible preferred stock, payable August 1, 1928. $1 per share on common stock, payable August 1, 1928.

**Electrad Publishes Technical Booklet**

"The Electrad Truvolt Divider Manual" an attractive booklet, has been published by Electrad, Inc., New York, manufacturer of resistors and radio products and accessories. The booklet tells in detail the theory and practical application of resistors to radio equipment, and contains a wealth of statistical information of great value to radio engineers and service men.

**For Real Radio Profits**

**Sell PREMIER "AC" RADIO under your own private label!**

A Quality Product—sold under Unconditional Guarantee—Everything one can ask for in radio—Looks—Performance—Price. Table and Console Models.

Made for either type AC Tubes 5 No. 227 and 1 No. 171, or 5 No. 401 and 1 No. 403. Licensed under U. S. Navy Patents and Hogen Patent No. 1,814,002.

Send inquiries now. Line up for next fall.

**RCA to Extend Music Lectures by Damrosch**

A new program of organ recital lectures will be broadcast during school hours next winter by Walter Damrosch and designed to assist music instruction in both public schools and colleges, is to be provided during the next school year by the Radio Corp. of America. The lectures will be broadcast over the network of the National Broadcasting Co., which will make them available to virtually every schoolroom in the United States. These music lectures, first tried out by the NBC as an experimental venture in the use of radio by schools, are expected to be followed by school hour courses in science, history, economics and languages.

The formal opening of Al's Music & Specialty Shop, 1010 Elm street, Dallas, Tex., of which Mr. Legere is proprietor, was held recently. The new establishment carries Columbia Viva-tonal records and phonographs, Zenith and Majestic radio receivers, Allen portables and other musical instruments.

**H. H. Steinle Plans CeCo Sales Drive**

General Sales Manager of CeCo Mfg. Co. Making Efforts to Surpass All Previous Sales Records—New Men Added

**Victor Co. Declares Quarterly Dividends**

CAMDEN, N. J., July 5.—The Board of Directors of the Victor Talking Machine Co. recently declared the following quarterly dividends to stockholders of record at the close of business. July 2, 1928: $1.75 per share on preferred stock; $1.50 per share on cumulative convertible preferred stock, payable August 1, 1928. $1.50 per share on $5 cumulative convertible preferred stock, payable August 1, 1928. $1 per share on common stock, payable August 1, 1928.

**Electrad Publishes Technical Booklet**

"The Electrad Truvolt Divider Manual" an attractive booklet, has been published by Electrad, Inc., New York, manufacturer of resistors and radio products and accessories. The booklet tells in detail the theory and practical application of resistors to radio equipment, and contains a wealth of statistical information of great value to radio engineers and service men.

**For Real Radio Profits**

**Sell PREMIER "AC" RADIO under your own private label!**

A Quality Product—sold under Unconditional Guarantee—Everything one can ask for in radio—Looks—Performance—Price. Table and Console Models.

Made for either type AC Tubes 5 No. 227 and 1 No. 171, or 5 No. 401 and 1 No. 403. Licensed under U. S. Navy Patents and Hogen Patent No. 1,814,002.

Send inquiries now. Line up for next fall.

**RCA to Extend Music Lectures by Damrosch**

An extension of the music recital lectures broadcast during school hours last winter by Walter Damrosch and designed to assist music instruction in both public schools and colleges, is to be provided during the next school year by the Radio Corp. of America. The lectures will be broadcast over the network of the National Broadcasting Co., which will make them available to virtually every schoolroom in the United States. These music lectures, first tried out by the NBC as an experimental venture in the use of radio by schools, are expected to be followed by school hour courses in science, history, economics and languages.

The formal opening of Al's Music & Specialty Shop, 1010 Elm street, Dallas, Tex., of which Mr. Legere is proprietor, was held recently. The new establishment carries Columbia Viva-tonal records and phonographs, Zenith and Majestic radio receivers, Allen portables and other musical instruments.
New Shamrock Line of Radio Models Introduced to Trade

Entire 1928-29 Line of Shamrock Receivers Introduced to Distributors at Banquet—Business Tabooed Yet Many Orders Received for Early Shipment

A large, and enthusiastic gathering of Shamrock Radio dealers and distributors and mem-
bers of their organization were entertained recently by the Shamrock Mfg. Co., N. J., at a
banquet held in the Gold Room of the Wash-
ington Restaurant in Newark. Several hundred
guests enjoyed the hospitality of Herman Rose, president, and Nate Hast, general sales man-
age of the Shamrock Co. The room was deco-
rated in green, and the entire line of 1928-29
Shamrock receivers were on display and were
tuned in to provide musical entertainment. A
five-piece orchestra alternated with the broad-
cast reception.

In a short address of welcome Mr. Rose de-
clared that all discussion of business matters
was taboo for the evening, but following the
banquet he and his associate, Mr. Hast, were
surprised with orders for 1,000 Shamrock re-
ceivers purchased by dealer guests present.

Aids Experimenters in Television Tests

Raytheon Mfg. Co. Launches Research Campaign in Co-operation With Tele-
vision Experimenters

With the development and introduction of Raytheon tubes for television reception and
transmission, the Raytheon Mfg. Co., of Cam-
bridge, Mass., has launched an extensive cam-
paign of research and special production in co-
operation with television experimenters.

“We do not assume for a single moment that
television has arrived at a commercial stage or
anything even approaching such refinement,”
states D. E. Replogle, of the Raytheon en-
gineering staff. “However, we do believe that
the time is ripe for television experiments both
at the transmitting and the receiving end, on
an extensive scale. Therefore, as headquarters
for gaseous tubes of all kinds, we are prepared
to co-operate with experimenters and others in
the development and production of special
tubes for television requirements.

“Our research staff, headed by C. G. Smith,
inventor of the Raytheon tube, and its prede-
cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

cessor, the S-tube, has had long experience in
gaseous conduction. Experiments
have
been
with the development and introduction of
time is ripe for television experiments both
given starting voltage, luminosity, responsive-
etal, spacing, arrangement, insulator and so
on. We have studied the effects of gas pres-
sure until to-day we can produce tubes of a
gaseous tubes of all kinds, we are prepared
tube, and its prede-

R. A. Muller With Atlas Plywood Corp.

Boston, Mass., July 6—Ralph M. Buck, presi-
dent of the Atlas Plywood Corp., of this city,
has announced the appointment of R. A. Muller
as general production manager. Mr. Muller was
chief engineer of the C. L. Stevens Co. of Bos-
ton, which for the past six months has been
making professional time studies in the Atlas
plants, that have resulted in reductions in man-
ufacturing costs. In this new position he will be
responsible for the efficient operation of the six
Atlas plants.

The Victor Talking Machine Co. has issued a
quick reference list for record sales people con-
taining a complete list of all records issued
since the last edition of the catalog.
THE FADA “10”
Operates from A.C. light socket
(90-130 Volts, 25 or 60 cycle)—
Single dial — Uses 6 tubes and
rectifier — 7 tubes total — Illu-
minated Station Finder — Adj-
justment for long or short
antenna—Smooth volume con-
trol — Completely shielded —
Self-contained in handsome
velvetex-finished cabinet.
WITHOUT TUBES
$110

IT’S HERE
THE BIG PARADE IN RADIO—
BEYOND QUESTION—IS THIS NEW
FADA “10”
A. C. ELECTRIC
An outstanding value—where
price and precision meet—
AT $110

Sales volume—Profits are yours—if you own the
FADA FRANCHISE—Get in line early—join the
PARADE OF PROFITS—Get in touch with your
nearest Fada jobber—or write us—for open lo-
cations and the most profitable franchise in radio.

F. A. D. ANDREA, INC., Long Island City
Kellogg Executives Honor W. L. Jacoby

Dinner Tendered President of Kellogg Switchboard & Supply Co. on the Occasion of His First Anniversary

One hundred Kellogg department heads and their assistants recently sponsored a dinner in honor of W. L. Jacoby, president of the Kellogg Switchboard & Supply Co., Chicago. The affair was an informal stag party held in the Black Cat room at the Edgewater Beach Hotel. A variety of entertainment was provided between courses and after the dinner, nearly all of the entertainers being recruited from the staff of the Kellogg organization.

The occasion celebrated the first anniversary of Mr. Jacoby's association with the Kellogg company, and an interesting feature of the dinner was a special souvenir program which contained poems and songs especially written in his honor. This front-piece of this program was a cartoon depicting Mr. Jacoby's office, showing the activity which is typical of the manner in which he directs the business. Some comedy broadcasting was done through a Kellogg radio receiver with the speakers and musicians talking through a microphone in an adjoining room. H. C. McCusker, controller of the Kellogg Co., acted as master of ceremonies. The purpose of the dinner was to show appreciation for being associated with a "go-getter" such as is the directing head of the Kellogg Switchboard & Supply Co.

Atwater Kent Radio in a Stage Feature

Plays Prominent Part in Stanley Co. of America Presentation "Radio Night" a Forty-Minute Broadcasting Sketch

Atwater Kent radio is scoring an effective hit in a new Stanley Co. of America presentation, "Radio Night," a forty-minute sketch of broadcasting as it is actually executed in the studio and as it is received in the home. Buddy Page, Stanley Theatre master of ceremonies, features Atwater Kent Radio by amplifiers to six different sections of the theatre. In addition to this feature, the drop curtain is a facsimile of an Atwater Kent speaker and another curtain at the front shows a radio set. When this curtain is raised it discloses the Stanley Orchestra playing in the inside of a huge radio cabinet. Walter Cunningham, Philadelphia representative for the Atwater Kent Co., co-operated with the Stanley Co. in preparing this feature.

The tie-up of radio with theatrical productions was an idea of F. A. Ware, merchandising and sales promotion manager of the Atwater Kent Co., who feels that this type of entertainment is advantageous to radio rather than the hackneyed form of cheap comedy as has been expressed previously on the stage concerning radio.

CeCo Executives on Lengthy Trade Trip

Ed. R. Fiske, Assistant General Sales Manager of CeCo Mfg. Co., to Visit Every Distributor Throughout Country

PROVIDENCE, R. I., July 5—Ed. R. Fiske, assistant general sales manager of the CeCo Mfg. Co., Inc., announces his intention to visit every CeCo distributor in the country during an extensive tour which began this month. His itinerary will bring him to the West Coast after covering the Turnpike to San Francisco, Portland and Seattle, Rhode Island to Los Angeles and thence north to San Francisco, Portland and Seattle, the turning point for the return East.

Mr. Fiske said that it was necessary to visit every CeCo distributor in order to keep all of his territory. Having done such superb work at the conventions he was to attach him to the sales promotion department in order to keep all of his territory. Having done such superb work at the conventions he was to attach him to the sales promotion department to supervise similar displays throughout the country. Joe Malott says he is going to keep any further versatility hidden until after he has written his quota of business.

Madden-Schenkel Co. Represents Irwin Co.

The Madden-Schenkel Co., Inc., New York, has been appointed national factory representative for the Robert W. Irwin Co., of Grand Rapids, Mich. This latter company, although only just entering the field of fine radio furniture, has been one of America's premier cabinet manufacturers since 1845. The Madden-Schenkel Co., which will merchandise the entire output of radio furniture of this factory, has adopted the policy to sell only through one exclusive jobber in a territory. Emil S. Schenkel, who represents Amrad as territorial sales manager in the South, as well as a part of Ohio, nearly worked himself out of a job by demonstrating an assortment of hidden talent during the Crosley convention in Cincinnati and the RMA Trade Show in Chicago. "Joe" was called upon by the Amrad sales department to design, install and supervise the Amrad displays used at the two conventions. For the Crosley convention he designed a stage with a background of black velvets that pronounced one of the most beautiful things the exhibitors had ever seen. He had three Amrad exhibits to produce for the trade show, the principal one in the ballroom of the Blackstone Hotel, and all three were both brilliant and striking, yet carried the dignity and beauty which he felt should be associated with a high-priced radio line.

The upshot of it was that Malott had to vigorously argue with the general sales manager in order to keep all of his territory. Having done such superb work at the conventions he was to attach him to the sales promotion department to supervise similar displays throughout the country. Joe Malott says he is going to keep any further versatility hidden until after he has written his quota of business.

Designed Beautiful Amrad Exhibits

Joe Malott, Amrad Territorial Sales Manager, Reveals Unexpected Talent in Designing Exhibitions at Show

Joe Malott, who represents Amrad as territorial sales manager in the South, as well as a part of Ohio, nearly worked himself out of a job by demonstrating an assortment of hidden talent during the Crosley convention in Cincinnati and the RMA Trade Show in Chicago. "Joe" was called upon by the Amrad sales department to design, install and supervise the Amrad displays used at the two conventions. For the Crosley convention he designed a stage with a background of black velvets that pronounced one of the most beautiful things the exhibitors had ever seen. He had three Amrad exhibits to produce for the trade show, the principal one in the ballroom of the Blackstone Hotel, and all three were both brilliant and striking, yet carried the dignity and beauty which he felt should be associated with a high-priced radio line.

The upshot of it was that Malott had to vigorously argue with the general sales manager in order to keep all of his territory. Having done such superb work at the conventions he was to attach him to the sales promotion department to supervise similar displays throughout the country. Joe Malott says he is going to keep any further versatility hidden until after he has written his quota of business.

Madden-Schenkel Co. Represents Irwin Co.

The Madden-Schenkel Co., Inc., New York, has been appointed national factory representative for the Robert W. Irwin Co., of Grand Rapids, Mich. This latter company, although only just entering the field of fine radio furniture, has been one of America's premier cabinet manufacturers since 1845. The Madden-Schenkel Co., which will merchandise the entire output of radio furniture of this factory, has adopted the policy to sell only through one exclusive jobber in a territory. Emil S. Schenkel, who represents Amrad as territorial sales manager in the South, as well as a part of Ohio, nearly worked himself out of a job by demonstrating an assortment of hidden talent during the Crosley convention in Cincinnati and the RMA Trade Show in Chicago. "Joe" was called upon by the Amrad sales department to design, install and supervise the Amrad displays used at the two conventions. For the Crosley convention he designed a stage with a background of black velvets that pronounced one of the most beautiful things the exhibitors had ever seen. He had three Amrad exhibits to produce for the trade show, the principal one in the ballroom of the Blackstone Hotel, and all three were both brilliant and striking, yet carried the dignity and beauty which he felt should be associated with a high-priced radio line.

The upshot of it was that Malott had to vigorously argue with the general sales manager in order to keep all of his territory. Having done such superb work at the conventions he was to attach him to the sales promotion department to supervise similar displays throughout the country. Joe Malott says he is going to keep any further versatility hidden until after he has written his quota of business.

Madden-Schenkel Co. Represents Irwin Co.

The Madden-Schenkel Co., Inc., New York, has been appointed national factory representative for the Robert W. Irwin Co., of Grand Rapids, Mich. This latter company, although only just entering the field of fine radio furniture, has been one of America's premier cabinet manufacturers since 1845. The Madden-Schenkel Co., which will merchandise the entire output of radio furniture of this factory, has adopted the policy to sell only through one exclusive jobber in a territory. Emil S. Schenkel, who represents Amrad as territorial sales manager in the South, as well as a part of Ohio, nearly worked himself out of a job by demonstrating an assortment of hidden talent during the Crosley convention in Cincinnati and the RMA Trade Show in Chicago. "Joe" was called upon by the Amrad sales department to design, install and supervise the Amrad displays used at the two conventions. For the Crosley convention he designed a stage with a background of black velvets that pronounced one of the most beautiful things the exhibitors had ever seen. He had three Amrad exhibits to produce for the trade show, the principal one in the ballroom of the Blackstone Hotel, and all three were both brilliant and striking, yet carried the dignity and beauty which he felt should be associated with a high-priced radio line.

The upshot of it was that Malott had to vigorously argue with the general sales manager in order to keep all of his territory. Having done such superb work at the conventions he was to attach him to the sales promotion department to supervise similar displays throughout the country. Joe Malott says he is going to keep any further versatility hidden until after he has written his quota of business.

New Outing Portable Soon

Max Willinger, president of the New York Album & Card Co., New York City, maker of Outing portable radios, reports that several new models of the Outing line are in course of preparation and will soon be ready for the trade.
The World over without exception

leading manufacturers build
LEKTOPHONE licensed speakers

These are the
LEKTOPHONE LICENSEES

In United States:
American Bosch Magneto Corp.
Amplion Corp. of America
Brandes Products Corp.
Farrand Manufacturing Co.
Marcus C. Hopkins
O’Neil Radio Corp.
Pathé Phonograph & Radio Corp.
Radio Corporation of America
Radio Foundation, Inc.
Stromberg-Carlson Tel. Mfg. Co.
J. S. Timmons, Inc.
United Radio Corp.
Utah Radio Products Co.

Added since last announcement:
Atwater Kent Manufacturing Co.
Grigsby-Grunow Company

Throughout Europe:
Standard Telephones & Cables, Ltd.
Joint Licensee

It is easy, more satisfactory and, in the long run, more profitable to sell standard products... built by standard manufacturers... licensed under recognized, meritorious patents.

Without exception, the leading loud speaker manufacturers have recognized the superiority of LEKTOPHONE construction. They manufacture under LEKTOPHONE licenses.

LEKTOPHONE licensed speakers are now produced by the fifteen foremost loud speaker manufacturers in this country, by the largest European companies, and are installed in the more expensive instruments sold by the three leading phonograph companies in America.

In the field of dynamic drive loud speakers, LEKTOPHONE licensees have the benefit of basic patents which are essential.

You can depend on the products of LEKTOPHONE Licensees.
Charles Freshman Co. Host to Dealers During Trade Show

Freshman Executives Entertained 600 Dealers as Guests at Supper Party and at Musical Comedy, "Good News"—Actress Presented With New Freshman Set

One of the most enjoyable social affairs held during RMA Trade Show Week in Chicago was the buffet supper and theatre party of the Charles Freshman Co., Inc. In appreciation of the co-operation of its dealers the Freshman executives entertained 600 guests at supper at the Stevens Hotel, and later transported them in special buses to the Selwyn Theatre to see the performance of the college musical comedy "Good News." The entire lower floor of the theatre was reserved for Freshman guests. The performance was unusually well conducted, as the entire cast quickly caught the spirit of the occasion. In one of the scenes showing the room of a couple of college students hung an appropriate penant labeled "Freshman—Your Ultimate Radio!" Between acts, two young ladies from the Chi-

Phileo Plans New Broadcast Features

The Philadelphia Storage Battery Co., Philadelphia, Pa., creator of the "Philco Hour," and which has placed on the market a new radio receiving set, is perfecting new features for its microphone programs. These follow Philco's consistent adherence to the dissemination of music that has stood the test of time. Philco's great feature, "Memories of the Theatre," which take musie-lovers back to "The Merry Widow," "Chocolate Soldier," "Prince of Pilsen" and the host of other distinguished musical successes, continues in popularity. The idea will now be expanded to include new entertainments. The announcement will be made in due time.

Philco was among the first to inaugurate consistent coast-to-coast broadcasting through a chain of stations linking the continent. As this season advances the present twenty-eight stations on the Red and Blue network and the seven on the Pacific Coast in the Orange Group will be increased. Philco's broadcasting is carried on all the year round.

Radio "Bug" Praises Federal Ortho-Sonic

BUFFALO, N.Y., July 5.—C. G. Lowry, of 2363 Van Ness avenue, San Francisco, Cal., feels he is justified in "crowing" about his six-tube Federal Ortho-sonic AC radio set, for he has been able to get almost unbelievable range with unclarity. Mr. Lowry, in a letter to the Federal Radio Corp., Buffalo manufacturer of the Federal Ortho-sonic sets, says he is able to get Eastern stations with the same clarity and volume as that of local stations. He said in part: "It has your six-tube Ortho-sonic Electric set and I want to say it is as near perfect as radio can be at this date. For tone quality it is wonderfully sweet and for distance it is a "pip." Most of the Eastern stations come in almost as clear as our local stations. You will understand why I am so enthusiastic about the Federal when I tell you I got a 250-watt station, WEN, at Kenmore, N. Y. I wrote and told them what I had heard them playing at the time and received a letter from the station telling me I was right. "Since I bought my set last October, I have picked up 273 stations and all but 42 of these are outside of Cali-

Grebe Will Convert Sets to AC Operation

Factory Prepared to Convert Battery-Operated Synchrophase Sets Into New Model Synchrophase Seven AC Sets

A. H. Grebe & Co., Inc., New York City, recently announced that the company is making the changeover of its entire line of battery-operated Synchrophase receivers into the new model Synchrophase Seven AC for jobbers, dealers and consumers. The complete set, including additional wiring, extra material and the external power unit, is put at $55.

The Grebe Service Engineering Department issued the following statement regarding conversion of the Synchrophase Five receivers: "We have received a number of requests with respect to the conversion of the Synchrophase Five receiver. It is our experience that there is and will be a normal demand for battery or socket-power operated instruments, and in view of the Synchrophase Seven's economical current consumption from "B" batteries, we do not recommend, nor will we be in a position to convert this set for AC operation. "The Synchrophase Five is very sensitive to changes in capacities existing throughout the receiver; and changing any of the wiring in this instrument will unbalance the tuned stages and seriously impair the efficiency of the set. It is impossible to correct the balance by a readjustment of the balancing condensers after the wiring changes for AC operation have been made."

Panatrope in Better Homes Exhibition

Two of the most attractive booths at the Shop-in-Nashville, and Better Homes Exposi-

Exhibit of the Castner-Knot Co. June, featured the new Brunswick Panatrope and Radiola. The Brunswick booth of the Castner-Knott Dry Goods Co., is illustrated herewith. Standing at the left of the picture is Charles E. Curraro, salesman, and at the right is T. T. Marshall, local representative of the Brunswick-Bakelite-Collender Co. The booth of the Harley-Holt Furniture Co. attracted wide attention. Through these attractive displays many sales could be traced, as well as many good prospects.

Australia shows a bigger per capita sale of "Two Black Crows," Columbia records, than the United States or any other individual country. The Columbia Phonograph Co. reports
HY will a sensible hard-headed radio buyer suddenly turn philanthropist under the influence of some genial, entertaining and clever talk? Why will a radio man forget radio—forget the fundamentals of performance, perfect mechanism and eye value—and buy radio like the cowboy of years ago used to fight—"without fear or judgment."

"I'll take ten carloads," he'll say when his business judgment should prompt him to reply "tell it to Sweeney."

Salesmen's methods in selling radio are frequently 20 years behind the times. They still sell good fellowship, entertainment, "what my company will do," etc. The last thing they think of is—the radio set itself!

If he could take a phonograph record of the conversation and play it to himself in his more reasonable moments perhaps the radio man would realize the truth of this.

Yet, after all, what brings in the profits and customer good will? What spreads the fame of a dealer? The performance and reliability of the radio he sells!

Shamrock has maintained this fact for years. Amidst a thousand conflicting claims we have merely said this:

"Here is a fine receiver—built by engineers, styled by artists. Here is a radio that gives all the necessary volume and distance plus unusual selectivity and tonal value. We believe it will stand up against any in the country. Let performance be the test.

"Now there are many good receivers on the market. We know that mechanically Shamrock ranks at the very top. We know that it has built customer good will for thousands of dealers throughout the country. We know that it will bring profits to you. Why not hear it demonstrated?"

Shamrock Cabinets are available in finishes to accord with every color scheme—Antique Walnut, Chinese Green Lacquer, Mandarin Red Lacquer, Ebony, Ivory, and Crackle. Their beauty of design and decorative hand-carved wood panel make them effective on any type of table, cabinet, or console, yet they are modestly priced at only $95 list.

**Everybody likes a Shamrock**

**SHAMROCK**

**ELECTRIC RADIO**

LEADERS BY PROVEN PERFORMANCE

160 Summit Street

Newark, N. J.
James W. Duff Chosen Gold Seal President

Amplion Corp. Moves to Larger Quarters

“Radio No Longer an Indoor Sport”

At the recent annual meeting of stockholders of the Gold Seal Electrical Co., the following officers were elected: President, James W. Duff; vice-president, Edward E. Eagle; treasurer, William E. Duff, and secretary, Fred R. Angevine. A new board of directors was also elected, consisting of the following: James W. Duff, Edward E. Eagle, Fred R. Angevine, William E. Duff, Frederick J. Pope, P. J. Hanlon, and Dr. A. J. Raggi.

The Gold Seal Electrical Co. is the manufacturer of Gold Seal radio tubes and electrical appliances and its products have achieved national popularity.

The Amplion Corp. of America, which maintained its factory and offices at 531 West Thirty-seventh street, New York, recently moved to 133 West Twenty-first street with manufacturing and office space of 10,000 square feet.

A line of dynamic as well as magnetic speakers will shortly be announced to the trade by the Amplion Corp., according to W. L. Wooff, general manager of the organization, who stated that a microphone for broadcasting or other public address purposes has also been developed in the Amplion engineering laboratories. The new home provides better facilities for the company’s growing business.

Radio should no longer be considered an indoor sport to be enjoyed exclusively during Fall and Winter months, Pierre Boucheron, advertising manager of the Radio Corp. of America, stated recently.

“The transition from indoor radio to outdoor radio now goes on quite unnoticed,” said Mr. Boucheron. “The broadcasting service continues month after month with the same high level of efficiency. The musical programs are a matter of established routine, and with the Summer months they take on a somewhat lighter vein in keeping with the public mood for pleasure.”

For the AC Radio PREFERRED by Millions

The ULTIMATE in Radio Power

—requiring NO Change in Set or Tubes

7,500,000 battery-type Sets in use

TODAY—Greene leadership in the Radio Power field is more pronounced than ever. The 1928 RMA Trade Show proved it. Enthusiastic acceptance by jobbers and dealers, confirmed by hundreds of orders for the Great Greene Line for 1929 quickly became one of the most sensational topics of the show.

Consistently, Greene advanced engineering has kept step with each new DC and AC-tube improvement with important new power principles for minimizing AC hum and line-voltage noises so characteristic of modern AC receivers.

Thus, again, Greene scientific research contributes advancements of priceless value to the industry by quickening general public acceptance of “all-electric” radio.

Here are batteryless AC-radio power-converters for noiseless reception of super-excellence, utilizing the newest AC, or lower cost DC-tubes. Here is a special Dry-Electric “A”; “AB” and “ABC” light-socket combination for receiving sets of every type meeting all voltage requirements (25-40, or 50-60 cycle) regardless of power-line variations.

Here is popular-priced “packaged-merchandise” for over-the-counter selling, requiring no service man to install, and no servicing-after-sale. Shrewd dealers will concentrate on this line—for the next two years—and profit richly.

Immediately request full descriptions and complete sample shipment to be billed through a nearby Greene distributor.

Then—subject these units to any test—let your own ears prove the indescribable superiority of AC-radio powered the Great Greene way.

ATTACH THIS COUPON TO YOUR LETTERHEAD—MAIL TODAY!

GREENE-BROWN MANUFACTURING COMPANY, 5100 Ravenswood Avenue, CHICAGO, ILL., U. S. A.

1 am interested in the huge sales possibilities of the Great Greene Line for 1929. Please send full descriptions of your AC Units.

Name ____________________________ Address ____________________________

[ ] Dealer [ ] Jobber [ ] Manufacturer

If samples of A and B Units are desired, confirm by separate letter stating jobber’s name. Talking Machine World—July, ‘28
POOLEY

RADIO CABINETS

Approved for

ATWATER KENT RADIO

The new Pooley Radio Cabinets are ready.
The Pooley distributor in your territory has the full line for you to see and hear.
Those who saw the line at the Trade Show realize that there is a big profit opportunity in it.
To those who did not get to Chicago—write or phone your Pooley distributor for photographs and full details. Better still, visit him and see what Pooley has to offer for 1928-29.

Mr. Atwater Kent says:
"The new line of Pooley Radio Cabinets is certainly very interesting and should appeal to all those who want the highest type of modern radio furniture.
"For this reason, I heartily approve of their use with Atwater Kent Radio for 1928-29."

(Signed)

THE POOLEY COMPANY
1600 Indiana Avenue
Philadelphia, U.S.A.
Frank Reichmann
With Joy-Kelsey Co.

Pioneer Radio Manufacturer, Former
Maker of Thorola Sets, Joins Old Established Loud Speaker Concern

Friends of Frank Reichmann, one of the pio-
ners of the radio industry, will be interested
in learning that he has joined the Joy-Kelsey
Co., Chicago, manufacturer of a complete line
of speakers, dynamic cones, both AC and DC
magnetic cones, and radio chassis of seven and
eight tubes, including shielded grid tubes.

Mr. Reichmann originated and built the
Thorola speakers, also the Thorophone dyna-
mic and Thorola receiving sets. With the new
interest in speakers aroused this year by the
improved tone possible in dynamic construc-
tion, the trade is alert to new speaker pro-
ducts and it is expected that Mr. Reichmann,
with his years of radio experience dating back
to 1912, long before the days of broadcasting,
will produce a product of merit.

The Joy-Kelsey Co. is a radio pioneer, hav-
ing produced sets and various radio products
continuously since the early crystal-set days.
This organization has three experienced execu-
tives in G. A. Joy, president; Roy Augustine,
secretary, and W. R. Brown, treasurer, known
since 1910 as high frequency engineers and pro-
ducers of quality electrical and radio products.

The sales division of the Joy-Kelsey Co. is lo-
cated at 211 West Wacker Drive, where Mr.
Reichmann will be located and is available for
consultation on speaker designs, sales and pro-
duction.

Amrad Announces
Additions to Staff

MEDFORD HILLSIDE, MASS., July 7.—W. H. Lyon,
general sales manager of the Amrad Corp. of
this city, has announced the appointment of
three new members to the Amrad staff.

L. D. Trefry will cover the New England
territory for Amrad. Mr. Trefry for the past
three years has been a radio dealer, and for
that reason knows the problems of the men
with whom he will contact. Prior to becoming
a dealer he spent several years at sea as a radio
operator, and has been in the radio business
since its inception.

E. H. Troan, who will cover New York City,
was formerly announcer at WHEC, the broad-
casting station at Rochester, New York, and
prior to that was associated with the Zinke
Co. of Chicago.

Edgar K. James has recently joined the Am-
rad sales force in the capacity of Mershon sales
engineer. Mr. James is well known throughout
the radio manufacturing field.

H. Emerson Yorke a Benedict

His many friends in the talking machine trade
are tendering their congratulations to H. Emer-
son Yorke, of the New York recording labora-
tories of the Brunswick Co., who was married
on Friday, June 29, to Miss Solita Birdenia
Palmer, at Greenwich, Conn.

Adds Victor Line

The Terminal Radio & Music Shop, 244 West
Thirty-fourth street, New York City, recently
added the complete Victor line, specializing in
records and the new portable Victrolas. Joseph
Polan, proprietor of the store, reports that sales
of the new merchandise have been more than
satisfactory. A strong sales drive is planned
to feature the Victor line.

Steinite Basketball
Team Is Champion

Steinite Radio Co. Is Well Represented on
Basketball Court by Team Which Won
Championship of League

ATWATER, KAN., July 7.—A splendid example of
the active, enthusiastic spirit which dominates
the operation of the Steinite Radio Co.'s fac-

#STEINITE BASKETBALL TEAM IS CHAMPION

Jerry Golten
Visiting Stewart-Warner Wholesalers

Jerry Golten, traveling radio engineer of the
Stewart-Warner Speedometer Corp., Chicago,
Ill., has just begun a trip which will take him

**ELECTED!**

“The Speaker
of the House”

Stevens Manufacturing Corporation
46-48 East Houston St.
New York City
AUTOMATIC TUNING

—the latest triumph of Zenith Engineering

—was presented to the industry at the R. M. A. Convention in Chicago. If you were there you know the sensation it caused. Automatic Tuning means—"Press the button and there's your station, instantly." It's the biggest selling idea since the introduction of the All-Electric Set. Once again the Zenith dealer has a big new feature to keep him way up ahead in the Profit Parade.

ZENITH RADIO CORPORATION
3620 Iron Street  •  •  •  CHICAGO

30 Models—3 different circuits—6, 8 and 10 Tubes including De Luxe, Automatic and Phonograph Models—with or without loop or antenna—battery or fully electric—$100 to $2,500

Licensed only for Radio-amateur, experimental and broadcast reception. Western United States prices slightly higher

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO
Appointed Bremer-Tully Sales Manager

Harry H. Southgate Occupies New Post—Formerly Kolster Sales Manager—Active in Radio Since Its Inception

Harry H. Southgate was recently appointed sales manager of the Bremer-Tully Mfg. Co., according to an announcement received from that company, which recently moved to its new and larger quarters at 656 West Washington boulevard, Chicago. Mr. Southgate occupied the position of sales manager of the Kolster Radio Corp. for several years, and has been active in the radio field since its inception. Several years ago he resigned his position as sales and advertising manager of the U. S. Motor Truck Co. to become manufacturers’ agent in the early days of broadcasting.

Gilman Anderson, formerly sales manager of the Bremer-Tully organization, has been appointed assistant to John Tully, president, and this move is expected to permit Mr. Tully to devote more time to plant activities and expansion plans.

The new Bremer-Tully office and plant on Washington boulevard is the fourth building in which the firm has occupied since it was founded seven years ago. Two acres of floor space are now being utilized, and the firm maintains several thousand employees. Mr. Tully was recently elected treasurer of the KMA, and in LaGrange, Ill., a Chicago suburb, where he resides, he is vice-president and chairman of the finance committee of the First National Bank of that city.

Grebe Leases Large Additional Space

Space totaling 13,000 square feet has been leased by A. H. Grebe & Co., Inc., radio manufacturers of New York City and Los Angeles, for the Grebe factory in Richmond Hill, Long Island, New York. This additional plant space will be used to consolidate the present shipping and storing facilities of the Grebe plant at Richmond Hill, and will be used exclusively as a shipping base and warehouse. By acquiring this new space a large section of the Grebe factory in Richmond Hill, Long Island, will be available for the manufacture of new apparatus. At the present time manufacturing space is in great demand at the Grebe plant. The Ford Building is conveniently located, having its own railroad siding, and is in close proximity to other transportation facilities.

Brunswick Panatrope in California Resort

Chapman’s Ice Canyon, one of the most famous resorts in California, is situated at the junction of Ice House and San Antonio Canyons, sixty-two miles from Los Angeles and fourteen miles north of Upland, on one of the finest highways in California. It is on the slopes of “Old Baldy” in the very heart of the mountains. Here the Brunswick Panatropes play continually for the guests. A Model P-11 was sold to the Ice House Canyon resort by Swanie’s Shop, Upland, Calif., one of the most aggressive Brunswick dealers in that section of the country. They are continually on the alert for logical places where Panatropes can be used, and the Ice House Canyon is only one of many similar places where this dealer has placed the Brunswick instrument. Sales of this kind are profitable and result in publicity.

New Store Chartered

The Minum-Conrad Have Co., Hagerstown, Md., was recently incorporated with a capital stock of $25,000 to deal in phonographs, pianos, radios, musical merchandise, etc. The store is located at 17 South Potomac street, in the Lake Building. The Victor line of talking machines and records are carried.

Eby Making Tip Jacks

Philadelphia, Pa., July 1—The H. H. Eby Mfg. Co., manufacturer of Eby sockets, binding posts and AC harnesses, has augmented its products by a new line of tip jacks, the result of a year’s investigation of this market.

“Variety” Praises Lombardo

Guy Lombardo, and His Royal Canadians, Columbia recording artists, have twice within the past few months been accorded enthusiastic praise by Variety, the New York theatrical weekly, which is regarded as the bible of the profession.

Brunswick Introduces Panatrope No. 15-8


Panatrope Model 15-8 is the latest instrument to be introduced by the Brunswick-Balke-Collender Co., of Chicago. The new instrument is a popular-priced console with the cabinet finished in American walnut with a beautiful overlay. The instrument is 32½ inches wide, 36 inches high and 291/4 inches deep. A new all-metal reproducer diaphragm, combined with an enlarged amplifying tone chamber, produces a clear tone with ample volume in the new instrument. Panatrope Model 15-8 retails for $150. The Brunswick Co. has designed several advertising helps which will be used by Brunswick dealers to introduce the Model 15-8 to customers and prospects in their respective localities. These dealer helps include window streamers, illustrated pamphlets and newspaper advertisements, which will bear the dealer’s name and address.

Thoreson Motor Used in Unique Demonstration

A Thoreson electric motor is now being used to demonstrate that the Thoreson automatic lighter will, with one filling and one flint, light approximately 2,000 consecutive times. Two demonstration machines have been built in the New York offices of Thoreson, Inc. On one of the machines the lighter is mounted on the turntable, and through a device placed on top and underneath the turntable the lighter is constantly opened and closed. A counter on the side shows the number of times the lighter has flamed. The other machine, however, is mounted on top of the cabinet and the opening and closing is done through the turntable inside of the cabinet with an automatic counter in front.

R. K. Kind, general manager of Thoreson, Inc., announces that these demonstration machines will be produced for display purposes in dealers’ windows wherever it is desired. It was also announced that Hermann Thoreson, at Ste. Croix, Switzerland, has perfected a new electric motor which will be sold for approximately half the price of the present model. Samples of this new motor will be ready for exhibit to the trade soon.

The music store of C. M. Mahood, Warren, Pa., has moved to a new location in the Exchange Restaurant Building.

Dubleilier Condenser Corp.

4377 Bronx Blvd.
New York

Dubleilier LIGHT-SOCKET AERIAL
THE spacious and thoroughly modern All-American Mohawk Plant, operated under the strict supervision of eminent radio engineers, is adequately equipped with facilities essential to precision in every stage of production and the rigid maintenance of the highest attainable degree of excellence—assuring uniformity of quality and unfailing dependability.

Centralization

of capital, experience, manufacturing facilities

Reduces Costs—Improves Quality

MERGER of two veterans in the radio field, The Mohawk Corporation of Illinois and the All-American Radio Corporation—trailblazers and originators of refinements that contributed to the advancement of radio, created a mighty organization comprised of well-qualified experts. Through the sound, scientific and unfailing principle of Centralization it has provided a line of Radios of unsurpassed sensitivity, selectivity, precision of operation, naturalness of tone, beauty of design and finish—yes—"Radio's Realistic Close-up"—at prices never before approached for true economy.

Probably never in the history of Radio have dealers been extended values of so irresistible a character—so many selling advantages and buying appeals. Quality, variety, beauty, dependability, money-saving prices—every element essential to substantial business development!

The All-American Mohawk Corporation dealer franchise is worthy of investigation and serious consideration. It grants more than the mere privilege of All-American Mohawk Corporation representation. In reality it is a definite trade treaty with a progressive, aggressive, thoroughly experienced and entirely capable manufacturing and merchandising organization that extends unstinted co-operation, assuring peak sales and increased profits. It embraces tested, highly productive plans for trade promotion. It is a pledge of the loyalty and support of a firmly established manufacturer—a guarantee of business permanency on a most satisfactory and profitable basis. Sign and mail the coupon for complete details. Let your own unbiased judgment weigh the worth of All-American Mohawk Corporation products and determine the many money-making advantages of our liberal dealer franchise.

All-American Mohawk Corporation

4201 Belmont Avenue  Department 67  CHICAGO, ILLINOIS
SONORA presents as the initial product of its great new line of phonograph and radio instruments, the new Sonora Portable, an instrument which sets the highest musical standard in portables.

* * *

The new Sonora Portable offers dealers an opportunity for exceptional profit. Its many unique features, its amazing tone and volume, its attractive price and its luxurious appearance enable dealers to make real sales and real profits. Every dealer in musical instruments should round out his line with this new Sonora Portable.

Many new and astounding features have been built into this remarkable instrument—a new type bellows reproducer such as usually is found only on high priced cabinet instruments...a tone chamber 43 inches long and sealed air-tight to prevent tone leaks...an appearance of distinction and quality...a unique shape and size (only 5½ inches thick)...a motor of the long playing type, easy to wind and absolutely silent...an accordion type record container which encloses each record in a separate heavy duty envelope to protect it from injury.

You've never heard such tone nor seen such beauty in a Portable

In addition to its marvelous brilliance of tone and wealth of volume, the new Sonora Portable has a beautiful appearance, resembling when closed a luxurious traveling case which alone might have cost far more than the price of the complete instrument.

This new Sonora Portable offers real and lasting value for your customers' money—and provides a generous profit for you on every sale.

* * *

Your customers will soon be asking about the new Sonora Portable—they will want to compare it—in tone, in volume, in appearance and in value. And unless you are acquainted with all of its features you will be unable to answer their questions. Prepare yourself. Send the coupon on the next page TODAY for a personal demonstration instrument. Then you can judge for yourself.

And you'll agree, we think, that the new Sonora Portable is a real musical instrument worthy of its place in the great new line of musical and radio instruments which Sonora is soon to announce.
OF A GREAT NEW LINE

Twelve Features of the new Sonora Portable

1. New Sonora bellows-type sound box.
2. Tone chamber 43 inches long, sealed air-tight.
3. Tone chamber not pierced by crank shaft as in old type portables — no tone leaks.
4. Sturdy steel frame construction — everlasting.
5. New shape and size — 17¼ x 13 x 5½.
6. Easy to carry — light weight and only 5½ inches thick.
7. Beautiful heavy duty Spanish-grain morroceline padded covering.
8. Choice of dark blue or rich brown cover with blended interior finish.
9. Interior hardware gold finish — exterior trimmings of solid brass.
10. Accordion type record container.
11. Each record separately enclosed in heavy paper envelope to protect it from injury. Envelopes renewable.
12. Long playing motor, easy to wind and absolutely silent. Motor easily accessible.

List Price
$30

Take advantage of the dealers' personal demonstration offer. Send for a Sonora Portable to compare with other portables — in tone, in volume, in appearance, and in value. Send the coupon TODAY for complete information about the unusual profit opportunity dealers are offered by the new Sonora Portable.

PERSONAL DEMONSTRATION COUPON
Sonora Phonograph Company, Dept. A68,
50 West 57th Street, New York City

Gentlemen: Please ship __ Sonora Portables for personal demonstration and comparison. It is understood that these will be invoiced at your best price for this quantity. Also please tell us about your unusual opportunity for profit to dealers.

Name ____________________________
Address __________________________
City ____________________________ State ____________
The Newest in Radio

A. H. Grebe & Co., New York, N. Y.

Grebe Synchrophase Seven AC, a new alternating current model of the Grebe Synchrophase Seven, single-dial radio receiver, employing external power unit, 450 X 7 tubes, all operating controls mounted on the front panel, including a new switch for local antenna control. Circuit permits equally efficient reception and elimination of detuning effects, due to differences in vacuum tube characteristics. Grebe CR-85, a new short-wave receiver completely shielded, equipped with screen-grid tubes and wide frequency band reception, the latter necessary for television work. Covers all wave lengths between 10 and 60 meters. Uses five vacuum tubes. The control of volume is varied from broadcast level to loud speaker level by means of a variable transformer, 12 volts, and screen-grid tubes. Common tubes are up to 450 X 7. One of these models is especially designed to accommodate the Synchrophase AC-8 on its top. Another model of the Grebe Console Speaker is produced in a smaller unit, minus the power amplifier, but with vacuum tube equipment. This model is controlled by the Synchrophase AC-8. The Grebe Synchrophase 75 and 77, with complete line, were described and illustrated in the June issue of The Talking Machine World.

Philco Models: (1) Console, (2) Table Model in Color. (3) Philco Table Speaker. (1) Console Speaker


Freshman Models: (1) M Console. (2) M Table. (3) M Speaker

Charles Freshman Co., Inc., New York City. Model M Table set, AC operated, single control, one illuminated dial, completely enclosed chassis and power supply, stippled bronze finish, 600 tubes. Model M Console, AC operated, same chassis as table model, housed in distinctive genuine walnut or mahogany cabinet, finished in multi-hued et. $127.50. The Freshman End Table model


Equasone Model 69 With Cabinet Speaker 28 tubes. Illustrating shows Model 69 with Equasonne Equasone cabinet speaker, with copper, Problems of the June issue of the Philco Table Model in Walnut. Speaker, Model 29, retail price of cabinet, $17.50.

Spartan Equasone Table Model 79 With Cabinet Speaker 28 tubes. Illustrating shows Model 79 with Spartan Equasone cabinet speaker, Model 29, retail price of cabinet, $17.50.

Sparton Equasone Open Console Model 79 speaker, seven-tube receiver, finished in walnut. $199.99 complete with tubes. The Spartan Equasone Open Console, Model 80, containing built-in

Here's Performance That Really Protects Dealers!

There is no guarantee like satisfactory service when a product is put into use. And that's something that has to be built into a radio set. You can't just write it down on paper.

McMillan Radio, because it produces tone you cannot distinguish from the original—because it offers thoroughly dependable AC operation—and because it's enclosed in distinctly beautiful cabinets, exclusively McMillan in design—is a safe bet for live and far-sighted dealers.

It is a radio with a generally recognized reputation for faithful performance. Radio at a price well within range of average pocketbooks. These two facts, together with liberal discounts and rapid turnover mean worthwhile profits.

The McMillan EXCLUSIVE FRANCHISE completes the protection to dealers. When you sell McMillan Radio, you know you are going to get all the dealer profits that are to be made in your territory.

Why not investigate today this stable line of quality radio receivers? There may be an opportunity open in the locality you serve. Address all inquiries to

McMILLAN RADIO CORPORATION
1421 S. Michigan Ave., Chicago, Ill.

Prices Ranging
From $160 to $285

Combines These Distinctive Features

AC Operation—Eight Tubes—Tremendous volume without distortion
Extreme sensitivity—Uses full wave rectification—Low Power consumption—(Cost of operation is just equal to burning one 60-Watt Lamp at the time set is turned on)—Exclusive cabinet designs—Latest creation in speaker construction—Licensed under RCA, Hazeltine and Hogan Patents.

THE YORK COMBINATION
This combination fulfills a very definite need in the American home. Compact and exceptionally flexible—essentials particularly demanded by the smaller apartments and houses. The table design matches cabinet in every respect for quality and beauty. Carefully selected American Walnut, especially treated for finish. This is a real radio-musical instrument. Built-in speaker of exceptional tone quality. Height, 35"; width, 27"; depth, 16"; shipping weight, 95 lbs.

THE WARWICK
This console promises unprecedented popularity. Its features are: Compactness and accessibility; the last word in design—unrivalled tone. Height, 52"; width, 26½; depth, 17½; shipping weight, 120 lbs.

THE WESTCHESTER
Another exclusive model of finest American Walnut. Bevelled corners, exquisite shadings and a general note of richness combine to make it a striking piece of furniture. Height, 10½; width, 25½; depth, 16½; shipping weight, 40 lbs.

THE WESTMINSTER

THE YORK COMBINATION
This combination fulfills a very definite need in the American home. Compact and exceptionally flexible—essentials particularly demanded by the smaller apartments and houses. The table design matches cabinet in every respect for quality and beauty. Carefully selected American Walnut, especially treated for finish. This is a real radio-musical instrument. Built-in speaker of exceptional tone quality. Height, 35"; width, 27"; depth, 16"; shipping weight, 95 lbs.

THE WARWICK
This console promises unprecedented popularity. Its features are: Compactness and accessibility; the last word in design—unrivalled tone. Height, 52"; width, 26½; depth, 17½; shipping weight, 120 lbs.

THE WESTCHESTER
Another exclusive model of finest American Walnut. Bevelled corners, exquisite shadings and a general note of richness combine to make it a striking piece of furniture. Height, 10½; width, 25½; depth, 16½; shipping weight, 40 lbs.

McMILLAN ELEC TRIC
THE LINE OF DISTINCTION

TRADEMARK REG. U.S. PAT. OFF.
The Newest in Radio


Kolster Radio Corp., Newark, N. J. Magnetic cone reproducer, model KG, table type, $33. Kolster console and table model receivers, AC, DC and

The Newest Eveready loud speaker unit shown on maple cabinet of natural maple finish. Eveready AC receiver, Show section in the June issue.

Kolster Magnetic Cone Reproducer battery operated types, were described and illustrated in the RMA Trade Show section in the June issue.

National Carbic Co., New York City. Eveready AC receiver, 7 tubes, in maple cabinet of natural maple finish. Eveready loud speaker unit shown on table at right. Other Eveready sets, AC and battery operated types, were illustrated and described in the RMA Trade Show section in the June issue.

Evertune: AC Receiver and Speaker table at right. Other Eveready sets, AC and battery operated types, were illustrated and described in the RMA Trade Show section in the June issue.

Radiola 34
Radio Corp. of America, New York City. Radiola 34, a pocket-power receiver, in a console exhibit with special cabinet and heavy gauge metal. The audio circuit and power unit of Radiola 16 in combination with the 100-A cone loudspeaker. One UX-227, a UX-171-A, a UX-220 and four UX-226 Radio tubes are employed. Cabinet is of matched walnut finish. Lists at $115 without tubes.

The “Senior” group of Splendid models described last month. The Corwin and Devon models illustrated in the June issue of The World.

Splendid Salem Model

Amrad Concerto
The Amrad Corp., Medford Hillsdale, Mass. The Concerto, $310. The Concerto, $310. These models as well as the two others comprising the Amrad

Amrad Sonata
Symphonic Series were described in the June issue of The World. The Nocturne and Opera models were illustrated last month.

Windsor Speaker Model 260
The Windsor Furniture Co., 300 Broadway, New York, N. Y. Windsor Speaker Model 260. New all-wood speaker, with balanced voice wood grill and special tone filter. Windsor table speaker shown is Model No. 260. List price $50. Furnished in solid walnut, antique finish, and brown and gold stippled finish. Windsor console and book cabinet are also available.

The Windsor Reproducer Unit Model 355 is shown in solid walnut, satin finish, and brown and gold-stippled finish. This product unit combines with tone filter in chassis form with plain wood cases. Size 8½ inches square by 6 inches deep. Model 255, price $15.95.

Corwin AC Adapter Harrows
Corwin Mfg. Co., New York, N. Y. Corwin AC Adapter Harrows for converting battery operated sets of six or less tubes to house-current AC with shielded -grid -type tubes. Adapters supplied with an RCA type harness. Ample provision made for 12" baffle and volume control, supplied with all harrows. Type "RB" Adapter Harness for RCA type tubes, $5. Type "AA" Adapter Harnesses for Arcturus Cable type tubes, $5.
"The Opera" is one of the all-electrical Amrad models of the Symphonic Series. Each model has a dynamic power speaker built into the cabinet, each is single-dial, eight tubes, remarkably selective and cased in a bevel-trimmed and thoroughly modern cabinet of rare woods.

We urge you to HEAR and SEE the new Amrad line before finally determining your 1928 set-up. Five great engineering laboratories have cooperated to produce the finest radio receiver for modern broadcasting conditions, beautiful examples of furniture craftsmanship — and the prices are RIGHT!

Shall we send you full information?

The Opera

This magnificent console contains the combination Amrad Radio and Phonograph. French Renaissance design, period Louis XIV, of richly figured, hand-carved walnut. Dimensions 56 x 32 x 181/2 inches.

The radio is purely electrical house current type, using power tube UX-250 or UX-210. The Dynamic Power Speaker is RCA 105, and represents the highest achievement in radio tone production. Illuminated dial with bronze escutcheon plate enamelled in color, and single dial control. Has the finest type of modern electrical phonograph, record compartment, etc. Price $875 (without tubes). Priced slightly higher west of the Rockies.

The Amrad Corporation
Medford Hillside, Mass.

J. E. HAHN
President

POWEL CROSBY, Jr.
Ch. of the Board

The Symphonic Series

AMRADO
The Newest in Radio

**Farrand Speakers:** (1) Junior Clock Type. (2) Built-in Table Type. (3) Tiffany Table Model. (4) Panel Model

**Farrand Mfg. Co., Long Island City, N. Y.**

Farrand Junior speaker, clock type, $19.50; Panel Model, $25; Built-in Table Model, $45; Dynamic Tiffany Table Model, $75. These speakers were described, and the Farrand Gothic speaker and Console Grand model were both illustrated and described in the June issue in the RMA Trade Show section.

**CeCo Mfg. Co., Providence, R. I.**

CeCo Radio Tubes. CeCo type S-27, general purpose, for use in all sets requiring tubes of the Kellogg or McCullough type. Eliminates the use of overhead harness connections which are affixed to the side pins of the base on this tube. Fil. volts 3, Amp. 1.1, plate volts 180 max., $5; CeCo type 01-B, general purpose. Low filament consumption a filament current saving substitute for the "A" type (201-A). May also be used in special AC sets. Fil. volts 5, Amp. 125, plate volts 135 max., $3.50. CeCo tubes type M-26 and AC-22 were described and illustrated in the June issue of The World.

**Federal Ortho-sonic Model G-10**


**Zenith Model 33**

Zenith Radio Corp., Chicago, Ill. Model 33 table type, AC operated, 2 tubes. $20; model 31, console electric receiver, $250; model 31, high-output console electric receiver, $275. Complete Zenith line was described and illustrated in the June issue.

**Slagle Model Ten 29-A**

Slagle Radio Corp., (Division United States Electrical Corp.), Ft. Wayne, Ind. Slagle model 29-A, AC operated, 10 tubes, directional in-built loop, dynamic power speaker, $120; model 29-A, DC operated, 10 tubes, Tachynite circuit, directional in-built loop, dynamic power speaker, $130.

**Single Model Ten 29-C**

Complete line of Single radio receivers was described in June Trade Show issue.

**Marco Dynamic Reproducer**

The same new and revolutionary circuit which made Slagle Radio so outstanding last year, valuable additions and refinements have been made, until the performance of the new Slagle challenges detection from the actual broadcast.

Naturally Slagle standards of quality cannot include the lower reaches of radio's price range, as almost every conceivable feature providing beauty, convenience, power, range and richness of musical expression is abundantly supplied.

For the Nineteen Twenty-Eight and Nine season the trade-mark above will identify five console models which we sincerely believe to be the finest built in quality radio to-day—two of them including a phonograph combination.

If the June Trade Show in Chicago is a fair criterion this season will show an unprecedented demand for radio of the higher type, for people are fast realizing how distinctly different good radio really is. This should be especially interesting to Distributors and Dealers—it means real business, real profits and fewer service calls.

Write or wire us for complete facts on the SLAGLE line

Slagle Radio Company
Fort Wayne, Indiana

Licensed under patents of Radio Corporation of America and associated companies—also The Technidyne Corporation.
The Newest in Radio

Complete Bremer-Tully line of radio receivers and models 8-16-C console

Bremer-Tully Model 8-20, AC operated. 8-tube model were illustrated in the June Trade Show issue.

Minerva AC Console Model

Minerva Radio Co., Chicago, Ill. 7 tube console model, AC operated.

Operadio Junior Speaker: 30A with 30" air column; model was described in the Operadio Soldier

Raytheon Mfg. Co., Cambridge, Mass. Raytheon Photo Cell for those desirous experimenting with the transmitting end of television with radio photographs and other techniques utilizing the so-called "electric eye." Intended for translating light demarcations into varying signal intensities for use with photo cells in varying electrical, sound, or other devices.

Bryant Mfg. Co., Cambridge, Mass. Bryant Octavecors for those desirous experimenting with the transmitting end of television with radio photographs and other techniques utilizing the so-called "electric eye." Intended for translating light demarcations into varying signal intensities for use with photo cells in varying electrical, sound, or other devices.

Bremer-Tully Model 7-71, 7-tubes, AC operated, $355;

Minerva AC Table Model

Minerva Radio Co., Chicago, Ill. 7 tube AC operated table model; 7-tube console model, AC operated.

Bremer-Tully Model 7-21


Bryant Model 6-21A

Bryant Model 7-70 and Dynamotor Speaker

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.

Bryant Mfg. Co., New York, N.Y.
The Newest Creation in Radio Cabinet Design

The Popular Hit of the Chicago Show

THE CASWELL-RUNYAN CO.
HUNTINGTON, INDIANA
Consoles With Personality

CONSOLE Number 25—List Price $112.00

Beauty of design and finish—spacious stationary compartments and drawers—make this Radio Console most desirable, and its dual use adds an economy feature unexpected in a console of such superb design. Furnished with installation panels for any standard set.

Sold Direct to Jobbers

Photos
Descriptions
Prices

of this and other Caswell-Runyan Consoles, Tables and Cabinets will gladly be sent you on request. Write for our booklet showing the entire 1928-1929 line of new “consoles with personality.”

The Caswell-Runyan Co.
HUNTINGTON, INDIANA

Number 25—List $112.00
The Newest in Radio

**Bush & Lane Piano Co., Holland, Mich.**
- Model 4-C console, $110; model 7-C console with model 5 Deluxe chassis, $72.50.

**Crosley Radio Corp., Cincinnati, O.**
- Model 704, $60; model 705, $65; model 706, $70; model 707, $75; model 708, $80.

**Day-Fan Table Model**

**Day-Fan Console Model**

**Findlay Crosley Radio Table**
- Findlay Mfg. Co., Inc., Brooklyn, N.Y. Findlay-Stewart-Warner Model 9-801 console, made with or without Dynacone or Musicone speakers. Findlay-Stewart-Warner No. 757 table especially designed for Stewart-Warner, No. 760 and No. 761 with speaker attached. Table for Radiola No. 18 receiver was illustrated in the June issue of The World.

**Findlay Stewart-Warner Table**
- Stewart-Warner Mfg. Co., New York. Chassis of receiver model AC-111, 4 tubes with single dial operation with compensating control and self-contained power supply unit housed in heavy steel. Other features of this chassis were described in the RMA Trade Show section in the June issue of The World.

**Findlay Model A-100 Dynamic Unit**
- Unit $55. Model A-100 dynamic unit, 110-volt AC light socket supply, $55. Complete line of Utah loud speaker products was described and models 30 and 40 were illustrated in our June Trade Show issue.

**Excello Products Corp., Cicero, Ill.**
- Model R-44 console cabinet, specially designed for standard radio receivers, $110; model R-44, combination phonograph-console radio console, cabinet only $80.

**Excello Model R-44**
- Complete line of Excello cabinets was described and models R-43 and R-41 were illustrated in June Trade Show issue.

**Excello Model R-47**
- With phonograph equipment, $190; with phonograph equipment and component speaker, $225.

**Excello Model R-44**
- Complete line of Excello cabinets was described and models R-43 and R-41 were illustrated in June Trade Show issue.

**Newcombe-Hawley Portable Radio Reproducer**
- Models for battery-operated sets—for 60 to 250-volt AC operation and 110-volt 60 cycle operation. Complete line of Newcombe-Hawley radio reproducers was described and models 101 and 900 were illustrated in the June Trade Show issue.

**Newcombe-Hawley Mfg. Co., St. Charles, Ill.**
- Portable radio reproducer models—made to order for 100 to 200-volt DC operation and 110-115 volt 60 cycle operation. Complete line of Newcombe-Hawley radio producers was described and models 101 and 900 were illustrated in the June Trade Show issue.

**Pierce-Aire Model AC-111**
- Chassis of receiver model AC-111, 4 tubes with single dial operation with compensating control and self-contained power

**Pierce-Aire, Inc., New York.**
- Chassis of receiver model AC-111, 4 tubes with single dial operation with compensating control and self-contained power

**Stewart-Warner Model 9-801**
- Console Table model, 3 tubes.
ANNOUNCING Another really exclusive RED LION Feature—the Patented Disappearing Speaker

For the past two years Red Lion Cabinet Company has specialized in producing radio cabinets of real individuality. As these cabinets have been made only for Atwater Kent Radio Sets, they have afforded Atwater Kent dealers an exclusive line of radio furniture.

This season Red Lion has gone a step further in offering the dealer a cabinet with a patented feature which cannot be duplicated by other manufacturers. This is the disappearing speaker as shown in Red Lion Model 18.

Red Lion Cabinets will be nationally advertised as usual.

RED LION CABINET CO.  Makers of Fine Furniture  RED LION, PA.
The Newest in Radio


O'Neil Mfg. Corp., West New York, N. J. Complete line of dynamic and magnetic radio speakers. O'Neil Console Cabinet Speaker LC-105, $69.50; O'Neil Clock Model C-105, $30; Model TC-503, radio table with magnetic speaker, $48.75; with dynamic speaker, $65; magnetic Unit- O'Neil Magnet Unit Chassis CX-21, $16. The foregoing models were described and illustrated in the June issue of The World. Model D-501 with DC dynamic unit, $50. Cabinet finished in two-tone walnut to match standard radio sets. Model A-510, same as foregoing model, with the exception that it is equipped with AC, dynamic Unit and dry disc rectifier. Dynamic Unit - Chassis DC Model D-509, for operation with 6 volt battery or battery eliminator; $85; DC Model D-511, for DC light socket operation, 110 or 220 volt, $10; AC Model A-510, for AC light socket operation equipped with dry disc rectifier, $125.

O'Neil Clock Model C-165, $10; AC Model A-510, for AC light socket operation, 110 or 220 volt, $10; AC Model A-510, for AC light socket operation equipped with dry disc rectifier, $125.

Minilux Sales Corp., New York. An imported miniature loud speaker measuring only 5% inches in height, hand-made in twelve different color combinations, $20 and $22.50. Designed for use in the boudoir, sun porch or bedroom.

Home Furniture Co., York, Pa.

Model 24 Radiomode Radio Allied Mfrs. Assn., Chicago, III. Model 24 Radiomode, $59.50. Complete line described, and models 67 and 108 were illustrated in June Trade Show issue.

Bremer-Tully Announces
New and Improved Radio Models

A widely extended line of amazing values—sixes, sevens and eights. Your supreme opportunity for bigger profits and added prestige.

Every feature of this bigger and better B-T line reflects the extensive radio experience of the manufacturer.
Seven years of outstanding achievement and success is behind it.
Furniture of surpassing beauty.
Performance beyond anything at equal prices.
Selling policies that consistently protect the dealer.

No essential to radio merchandising success has been overlooked.
Get the B-T line now!

The coupon will bring further details

--------- COUPON ---------
Name ..........................................................
Address ......................................................
City ................. State .............................. 

BREMER-TULLY MFG. COMPANY
656-662 WASHINGTON BLVD.
CHICAGO
June Demand for Radio in Kansas City Far Above Normal Activity

Excellent Crop Conditions Reflected in Heavy Ordering by Dealers—Paul's and Standke's Add Okeh Record Line—Western Missouri and Kansas Fada Dealers Meet

KANSAS CITY, Mo., July 6—The outstanding feature of phonograph and radio business in Kansas City during June has been the unusual demand for radios over the normal activity in this month of the year.

The Kansas City territory is in fine condition with excellent prospects for the greatest wheat crop in a number of years. The crop conditions are reflected in the heavy ordering of the dealers in Kansas, Oklahoma and Missouri. Although the harvest is some weeks off yet, the dealers are optimistic about Fall business.

Business with the Artophone Corp. branch in this city is fine at this time, according to J. C. Clinkenbeard, branch manager. Every month since the establishment of the office has brought a nice increase in business, and June has been unusually busy. Paul's and Standke's have each taken on the Okeh line of records and report fine success with it.

E. Oberstein, treasurer and sales manager of the Okeh Co., visited the Kansas City branch the last of June. Mr. Oberstein is arranging for a recording expedition here early this Fall.

The Brunswick branch here reports that May business was normal and it enjoyed a nice increase during June. T. H. Condon, head of the phonograph division, reports that his dealers are very optimistic about phonograph prospects this Fall.

The Sterling Radio Co., Kolster and Columbia distributor in this city, is enjoying a materially increased business at this time over the same period of last year. According to C. M. Willis, sales manager, Kolster business during May and June showed a 350 per cent increase over those months last year. The prospects for brisk business in Columbia machines during the next few months are excellent. The dealers are eagerly awaiting the new Columbia 930, which is being introduced at this time.

Paul's Music Store reports that June has been an outstanding month in the sale of combination Victor machines. Record business has been fine.

A meeting of Fada dealers from Western Missouri and Kansas was held in Kansas City at the Hotel President on June 25, G. E. King, sales manager of the company from Chicago, was the principal speaker. More than seventy-five dealers attended the dinner, at which time the new line of Fada radios was shown. The meeting was under the direction of R. P. Cravely, manager of the Kansas City branch. Mr. Cravely held a dealers' meeting in Wichita on June 27.

The Habrison Mfg. Co., distributor for Crosley, Amrad and Federal, is looking for the biggest radio year since it has been in business, according to J. H. Habrison, of that company.

Eveready Radio Line Shown in Pittsburgh

PITTSBURGH, Pa., July 7—The National Carbon Co. had a display of the new line of Eveready AC and battery-operated radio receivers that will be on the market this season, at the Webster Hall Hotel, on July 2. The National Carbon Co., distributors were the guests of F. M. Berdan, distribution manager, and E. S. Fox, radio sales manager. Distribution policies were discussed, although the meeting was particularly devoted to a discussion of the departure of the new radio sets from the varied types announced by the trade for the coming season. Each receiver of the new line, which is composed of three models, may be used as a table model set without in any way detracting from the quality of the products carried. The Gothic style is employed and a color scheme of cream and oak lends attractiveness to the establishment.

The entire rear wall is fitted with shelves housing the collection of album sets of records carried. A balcony contains the offices and large booths are provided for record demonstrations. Since moving to the new store, Messrs. Tyler and Brogan have added two members to the store's staff.

A laboratory for dealer problems has been established at the Buffalo plant of the Federal Radio Corp., designed to give prompt service to Federal Ortho-sonic dealers. It has been announced by Jett C. Nobis, president.

The Grumophone Shop Moves to New Home

The Grumophone Shop, specialist in imported records, which was opened on April 2 at 120 East Forty-first street, New York City, by W. H. Tyler and Joseph F. Brogan, moved on July 2 to new and larger quarters at 47 East Forty-seventh street. The floor space in the new store is triple that formerly occupied and the interior is finished and furnished in a manner consistent with the quality of the products carried. The Gothic style is employed and a color scheme of cream and oak lends attractiveness to the establishment.

The entire rear wall is fitted with shelves housing the collection of album sets of records carried. A balcony contains the offices and large booths are provided for record demonstrations. Since moving to the new store, Messrs. Tyler and Brogan have added two members to the store's staff.

A laboratory for dealer problems has been established at the Buffalo plant of the Federal Radio Corp., designed to give prompt service to Federal Ortho-sonic dealers. It has been announced by Jett C. Nobis, president.

The June issue of The Wireless World contained a table model set without in any way detracting from the quality of the products carried. The Gothic style is employed and a color scheme of cream and oak lends attractiveness to the establishment.

The entire rear wall is fitted with shelves housing the collection of album sets of records carried. A balcony contains the offices and large booths are provided for record demonstrations. Since moving to the new store, Messrs. Tyler and Brogan have added two members to the store's staff.

A laboratory for dealer problems has been established at the Buffalo plant of the Federal Radio Corp., designed to give prompt service to Federal Ortho-sonic dealers. It has been announced by Jett C. Nobis, president.
The Talking Machine World, New York, July, 1928

Replace your old radio!
Seven and a half million sets now obsolete

1928 Features

Crosley Radios are very selective
Volume may be increased without distortion

Crosley Radios are shielded
Each element and scarcely audible reception.

Crosley Radios are beautifully fitted
Six positive volume controls enable operator to tune ONE at a time.

Crosley Radios have great volume
Volume may be increased to tremendous proportions without distortion.

Crosley Radios have illuminated dials
Outstanding features are easily accessible and beautiful illuminated dials to any type of design can be added.

Crosley Radios can be softened to a whisper
No set approximates Crosley's sensitive, selective reception.

Crosley Radios fit any kind of furniture
Outside cases are easily removable and chassis are made to fit any size or type of shelf consol cabinet.

Crosley Radios have illuminated dials

Your set has served you well but you will not be satisfied with its strained, stringy tones when you hear a new full toned power speaker Crosley set.

Five Days Free Trial in Your Own Home
Crosley originated the idea of a national policy of home demonstration. Home is the place to buy a radio set. Compare a Crosley radio set with any other that you are contemplating buying and you will choose the Crosley. If you have electric current in your home, your set should be a modern, AC electric receiver. A converted battery set is out of date. If you pay more than $65.00 for a radio set, it should have two 171 output tubes, push-pull instead of one, eight tubes instead of seven. To be up-to-date, your new radio set should be designed to take and supply the current for a power or dynamic type of speaker. Crosley sets are so designed. Other sets designed for power speaker use are much more costly. You should demand the tone quality and the performance resulting from high power output coupled with dynamic speaker. Your set should be completely shielded and incorporate the highly sensitive genuine, neutrodyne circuit. It should have a modern illuminated dial. An examination of Crosley radio sets will show you many other modern exclusive features.

$25.00 New Dynamic Dynacone Amazing Speaker!
The Dynacone is a new revolutionary speaker at a price less than many good magnetic speakers. The first minute you hear this new reproducer, it will thrill you to a new conception of what radio broadcast reception should be. Crosley manufacturing speed and straight line methods permit the extremely low price.

Why Pay More Than Crosley Prices?
We urge you to listen to a Crosley radio set, try it, put it to any test you can think of. No sets that approximate Crosley prices can compare in performance. Why pay a high price for a set that can compare favorably with Crosley?

Six Tube Gembox AC Electric, $65.00
Self-contained AC electric receiver. It utilizes two radio, detector, two audio and a single power tube—171 power output tube. Designed for use with the new Crosley Dynamic power speaker. Operates from 110 volts 60 cycle AC house lighting current. Crosley prices do not include tubes.

1928's greatest radio

8 tube SHOWBOX $80
Genuine Neutrodyne, 3 stages radio amplification, detector, 2 stages audio (last one being 171 push-pull power-tubes) and 240 rectifier tube.

8 tube JEWELBOX $95
Genuine Neutrodyne 3 stages radio amplification-AC detector tube, 3 stages audio frequency, and 280 rectifier tube. Shielded coils, modern illuminated dial and highly selective.

6 tube BANDBOX $55
An improved model of the 1927 receiver that led the world to better radio. Genuine Neutrodyne—every modern fitting and refinement including illuminated dial. The set you can safely buy where AC current is not available—selective, sensitive.

3 tube BANDBOX Jr. $35
Operates entirely from dry cells and is especially designed where no electric current is available for AC radio or recharging storage batteries.

Improved MUSICONE $15
The outstanding Magnetic type speaker available, still maintaining its leadership, as from its inception in 1928.

The Crosley Radio Corporation
Powel Crosley, Jr., Des.
Cincinnati, Ohio
Montana, Wyoming, Colorado, New Mexico, and West prices slightly higher.

Your name...... Address.. .

5 DAY FREE TRIAL COUPON

Mail this coupon to the factory. Don't forget to fill the coupon and mail it to your nearest Crosley dealer.

When the pennant winners meet...

You're there with a Crosley...
The Talking Machine World, New York, July, 1928

Dubilier June Sales Greater Than in 1927

George Palmer, Sales Manager, States Present Trend Is for Quality Components Rather Than on Price Basis

The Dubilier Condenser Corp., New York City, reports having received a promising volume of orders for the coming season, and that business for the month of June was markedly greater than that for the corresponding period of a year ago.

In referring to this excellent business George Palmer, general sales manager of the company, stated: "There is every indication that a brisk radio season is just beginning, and that there will be plenty of business for all of us. One factor which is most noticeable in present radio trade is the demand for the better grade of components by the manufacturers of radio sets. Whereas a year ago such items as condensers were bought largely on a price basis, the demand for the better grade of condensers has been cancelled and new financing has been completed. The plant in Jersey City is being remodeled and re-equipped for utmost efficiency, according to the announcement. James W. Garside, an executive long experienced in production and merchandising activities, has been elected president and general manager of the DeForest Co. The new board of directors is as follows: A. J. Dreixel Biddle, Jr., trustee; Duke Foundation, chairman; Wiley R. Reynolds, chairman of board; Reynolds Spring Co.; James I. Bush, vice-president; Equitable Trust Co.; Arthur B. Westervelt, vice-president, American Trust Co.; Harris Ham mond, president, International Petroleum Co.; P. L. Deutsch, president, Sonora Phonograph Co.; Victor C. Bell, A. D. Mendes & Co., and Olando P. Metcalf, Metcalf, McInnes, Allen & Hubbard.

DeForest Radio Co. Reorganized

Indebtedness Has Been Canceled and New Financing Completed—James W. Garside New President and Manager

Complete recapitalization and reorganization of the DeForest Radio Co. has been announced. It is said that all indebtedness has been cancelled and new financing has been completed. The plant in Jersey City is being remodeled and re-equipped for utmost efficiency, according to the announcement.

John L. DuBreuil Is Fada Chicago Manager

John L. DuBreuil has been appointed manager of the Chicago office of Fada Radio. Mr. DuBreuil brings to his new position a well-rounded experience in executive and sales duties. He has been associated with the Columbia Graphophone Co. and the Brunswick-Balke-Col lender Co., and latterly was vice-president and general manager of the Pennsylvania Phonograph Distributing Co. His earlier experience was gained with the Loose-Wiles Biscuit Co.

Oscar Grogan Starts Tour

Oscar Grogan, popular Columbia recording artist, started a three months' tour of Loew's Southern circuit on July 9. The tour will conclude in October with Ohio and Canadian dates.

ELECTRIC MOTORS

By the Manufacturers of the world-famous Thorens Motor

A new electric motor will shortly be placed on the market by Hermann Thorens. Samples will soon be available. Write for descriptive literature.

A wide variety of tour arms and sound boxes is also available.

THORENS, Inc.
Sale Distributors for U. S. A.
450 Fourth Ave. New York City


OMAHA, Neb., July 7—The Stewart-Warner Sales Co., this city, has moved to larger quarters, 155 Leonard St., New York City, reporting directly to the president, will shortly be placed on the market. Canceled and new financing has been completed. The DeForest Radio Co. has been announced. It is said that all indebtedness has been cancelled and new financing has been completed. The plant in Jersey City is being remodeled and re-equipped for utmost efficiency, according to the announcement. James W. Garside, an executive long experienced in production and merchandising activities, has been elected president and general manager of the DeForest Co. The new board of directors is as follows: A. J. Dreixel Biddle, Jr., trustee; Duke Foundation, chairman; Wiley R. Reynolds, chairman of board; Reynolds Spring Co.; James I. Bush, vice-president; Equitable Trust Co.; Arthur B. Westervelt, vice-president, American Trust Co.; Harris Hammond, president, International Petroleum Co.; P. L. Deutsch, president, Sonora Phonograph Co.; Victor C. Bell, A. D. Mendes & Co., and Olando P. Metcalf, Metcalf, McInnes, Allen & Hubbard.

An advisory board, comprising men long prominent in the radio and allied industries, reporting directly to the president, will shortly be announced. The new organization plans the early production of a complete line of perfected vacuum tubes, as well as radio receivers and accessories. The DeForest Co. will also be associated with the Sonora Phonograph Co. in the production of radio receivers and phonographs, it has been announced.

New Home of Stewart-Warner Omaha Branch

display of Stewart-Warner radios and auto accessories. L. W. Peterson, popular and capable manager of the Stewart-Warner Sales Co., is the exclusive distributor in the Omaha territory.

"In selecting our new location," Mr. Peterson said, "much thought was given to securing adequate space not only for our sales floor but also for housing ample stocks of merchandise to supply our great numbers of dealers located throughout Nebraska and western Iowa. We have a full showing of the new 1929 Stewart-Warner radio line (series 800), including the famous new Model 801-A, with built-on reproducer and built-in light socket antenna, and also models with the new receivers installed in the consoles."

New Edison Portable Phonograph on Market

Thos. A. Edison, Inc., Orange, N. J., introduced last month an attractive new portable phonograph embodying a number of original structural features of Edison design, including a new type of sound box. The new instrument is lighter in weight, attractively finished, has a compartment for an adequate number of records and is possessed of tonal qualities that compare favorably with much larger machines. The first models introduced to the trade are equipped to play lateral-cut records exclusively.

New model Edison phonograph is light in weight and resembles in size a large bottle. It is equipped with a built-in miniature reproducer, a built-in light socket antenna, an adjustable lamp, and has a built-in transformer and rectifier for use with batteries. It is designed on the lines of a portable phonograph which is being sold for $30.00 and contains an Edison Type H reproducer and a small arm, and is equipped with a built-in light socket antenna, a丽

Stewart-Warner Distributor Moves

New Edison Portable Phonograph on Market

Thos. A. Edison, Inc., Orange, N. J., introduced last month an attractive new portable phonograph embodying a number of original structural features of Edison design, including a new type of sound box. The new instrument is lighter in weight, attractively finished, has a compartment for an adequate number of records and is possessed of tonal qualities that compare favorably with much larger machines. The first models introduced to the trade are equipped to play lateral-cut records exclusively.

New model Edison phonograph is light in weight and resembles in size a large bottle. It is equipped with a built-in miniature reproducer, a built-in light socket antenna, an adjustable lamp, and has a built-in transformer and rectifier for use with batteries. It is designed on the lines of a portable phonograph which is being sold for $30.00 and contains an Edison Type H reproducer and a small arm, and is equipped with a built-in light socket antenna, a丽
Stromberg-Carlson Sales Conference Voted Best Ever Held

Salesmen and Branch Office Staffs Attend Two-day Session at Company's Plant—Ray H. Manson Demonstrates Two New Receivers—Advertising Plans Discussed

ROCHESTER, N. Y., July 7.—The best sales conference ever held by the Stromberg-Carlson Co. featured trade activities last month. From the opening session, to which W. Roy McCanne, president of the Stromberg-Carlson Co., welcomed the visiting salesmen and branch office forces, until the final dinner at the Rochester Club, the two-day session was packed full of interesting and inspiring features.

Friday, June 1, was devoted entirely to the telephone division of the Stromberg-Carlson business, with E. A. Roden, assistant sales manager, as chairman of both morning and afternoon sessions. The Friday evening session, however, was given over to Ray H. Manson, chief engineer, who described and demonstrated the two new Stromberg-Carlson receiving sets and speakers.

W. T. Eastwood, advertising manager, was chairman of the Saturday morning session, at which advertising policy, publicity, broadcasting, dealer co-operation and direct-by-mail literature were discussed. George A. Scoville, sales manager, was chairman of the afternoon session, which was given over to collecting, servicing and merchandising the 1928-1929 radio line. Optimism over the outlook featured the entire meeting.

Buffalo Philco Dealers and Jobbers Attend Luncheon

Officials of the Philadelphia Storage Battery Co. Outline Merchandising and Advertising Plans—A. Victor & Co. Open Large Music Section—Other Trade News

BUFFALO, N. Y., July 9.—A division office of the radio section of the United States Department of Commerce has been opened in Room 518, Federal Building, Buffalo, under the direction of Inspector Milton W. Grimmel.

Music store proprietors in all parts of western New York attended a special demonstration of the new Victrola-Radiola combination of the Hotel Statler, with Everett M. Vester, division sales manager, in charge. Later Mr. Vester conducted a similar demonstration for northern Pennsylvania Victor dealers in the Hotel Lawrence at Erie, Pa.

The Buffalo branch of the Columbia Phonograph Co. has on display at its Main street store one of the new Viva-tonal models combined with the new Kolster set.

One of the finest talking machines and radio stores in this section of the State occupies the entire sixth floor of the new store building of A. Victor & Co., just opened in Genesee street. In a spacious room giving ample space for the visitor to appreciate the beauty of the building as well as the attractiveness of the various models are shown the entire line of Victor and Brunswick machines, also the Radiola-Victrola combinations, RCA and other radio models. Thousands of visitors who have called at the department since its opening have indicated they regard it as one of the finest they have ever seen.

More than 150 dealers and jobbers of the Philadelphia Storage Battery Co. attended a luncheon in the Hotel Statler, at which Harry Boyd Brown, merchandising and advertising counsel of the company, was the speaker. Mr. Brown outlined the company's national advertising campaign and predicted it would quickly stimulate national interest in the company's products. Other speakers were Robert F. Herr, service engineer; Sayre M. Ramsdell, sales promotion manager, and Lawrence E. Grubb, western New York district manager, who will conduct a cooperative advertising campaign in which dealers in this territory will participate.

The new Whiteman Columbia records are making an especially big hit here, as Mr. Whiteman appeared in person with his band at Shea's Buffalo Theatre for a week's engagement at the exact time of the first releases.

Several Recent Additions to Edison Record Artists

A number of new artists of wide reputation have recently joined the ranks of those recording for Edison records. Among them are Frankie Marvin, younger brother of the "Frankie and Johnny" family; the Ponce Sisters, Ethel and Dorothea, and Bob Pierce, the "Old King Cole," of broadcasting fame. The first records by these artists appeared in recent Edison lists. Another Edison feature that is proving most successful on records is Arthur Field and His Assassinators, who play some snappy dance music, with Mr. Field doing the excellent vocal work.

Guy Lombardo on Tour

Guy Lombardo and His Royal Canadians, Columbia dance artists of Chicago, whose recent records have attracted big attention, started a new tour on July 3rd in Pennsylvania, continuing through Ohio, Michigan and Illinois, with a week in Detroit. Columbia is advising dealers to cash in on the unusual press notices given this ensemble over widespread territory lately.

BUSH & LANE Pioneers in A-C Radio Present

The Model 4-B

A SEVEN TUBE RECEIVER OF QUALITY AND PERFORMANCE

Retail Price—$149.50

"The Commander of the Air"

PIONEER EXPERIENCE — assures the value of Bush & Lane A-C Sets

SUPERIOR RADIO PERFORMANCE — the year round

DISTANCE, SELECTIVITY, TONAL BEAUTY — assured

SERVICE NECESSITY — practically eliminated

PERFECTED TO THE LIMIT OF HUMAN SKILL

FULLY GUARANTEED

ALL THESE OUTSTANDING SELLING POINTS ARE GUARANTEES OF SUPREME QUALITY — reasonably priced

Radio Receivers Worthy of Their Name

BUSH & LANE Industries

Holland, Michigan

Write for complete dealer's franchise, and for information on our several console models.
Dealers Took Advantage of Public Interest and Installed Receivers in Public Places—
Crosley and Amrad Dealers Hold Meeting—Philco Dealers View New Models

PITTSBURGH, PA., July 7.—The popularity of radio was never so intensified as during the recent conventions of the two great political parties at Kansas City and Houston. Pittsburgh radio dealers were quick to sense the sales trend of radios by placing in operation in their places of business and other public places radio receiving sets, so that the public could "listen in." The reception in this city was exceptionally good and as a result sales of radio receiving sets were larger than had been anticipated. Hamburg Bros., distributors for the Federal Ortho-sonic radio receiving sets, report a very brisk demand for this line.

The W. J. Mullen Co., of Sewickley, Pa., has been granted a Pennsylvania charter with a capital of $23,000 to sell radio.
The Serendado Company, Inc., of Huntington, W. Va., has been granted a West Virginia charter with a capital of $40,000 to engage in the manufacture of radio and phonographs.
The Grigsby-Grunow Co. of Chicago, manufacturer of the Majestic radio, has appointed Hamburg Bros., Pittsburgh, as exclusive wholesale distributors.
William J. Knerr and G. Russell Knerr, operators as Knerr Bros., of 104 North Second street, Harrisburg, have announced their withdrawal from the retail selling trade to devote their entire time to wholesale distribution of Atwater-Kent products in central Pennsylvania with headquarters in Harrisburg.

The C. C. Mellor Co., S. Hamilton Co., Randolph Wurlitzer Co., Leechner & Schoenberger, J. M. Hoffman Co., Schroeder Piano Co., as well as the larger department stores, such as the Rosenbaum Co., Gimbel Bros., Joseph Horne Co., Boggs & Buhl and Campbell, have fine displays of portable phonographs, as well as the regular line of Victor, Columbia, Brunswick, Edison and Sonora instruments.

Gray & Martin, music dealers in the Jenkins Arcade, have on display a fine assortment of the McIntosh radio sets. The Wurlitzer and Westminster models appeal, it was stated, to the patrons who wish to have a design in keeping with modern equipped dwellings, where the furniture styles are of a high and artistic type.
Under the auspices of the Philadelphia Storage Battery Co. a luncheon meeting of radio dealers was held in the Blue Room of the William Penn Hotel recently. About eighty dealers from Pittsburgh and other western Pennsylvania points were present. A display and demonstration were made of the new Philco radio receiving set.

The meeting of the dealers was held immediately at the close of the luncheon with Allen Dayton, Pittsburgh, branch manager, presiding. The first speaker was Sayre Ramsdell, of the Philco sales promotion department, who emphasized the part that the company would play in aiding the dealers. R. F. Kerr, service engineer, gave a very interesting and informative talk, devoid of technicalities, on the new Philco line. Harry B. Brown, advertising counselor of the Philadelphia Storage Battery Co., gave a very happy talk on the dealer aids and general advertising and publicity plans of the company and stated that the dealers' radio receiving set would be limited to about 4,500 for the entire country, and that all would be given definite and positive sales aid.

L. E. Gumb, division manager of the company, with headquarters in Buffalo, attended the meeting. The local Philco distributors are C. R. Rogers & Co., 434 Penn avenue, East Liberty, Pittsburgh. Harold Kay is the local sales manager.

The W. F. Frederick Piano Co., Zenith distributor for western Pennsylvania, eastern Ohio, West Virginia and northern Kentucky, holds its dealers' convention in its new display rooms, 527 Penn avenue, recently. The new Zenith models for 1928 and 1929 were viewed.

Luncheon was served in the Roosevelt Hotel.

H. Rewbridge presided. After a cordial address of welcome and brief remarks, Thomas H. Endicott, general sales manager of the Zenith Radio Corp., gave an address, supplementing his remarks with a motion picture film, showing in detail the process of manufacturing Zenith radio receivers.

About 230 radio dealers of the tri-State district attended a dinner and display of Fada radio sets in the ballroom of the William Penn Hotel on June 26. Thomas Jenkins, sales manager of the Pittsburgh Auto Equipment Co., presided. H. B. Smith welcomed the dealers and C. A. Mewborn, of the Pittsburgh Press advertising department, spoke on the value of "tie-up" advertising in selling radio merchandise.

H. J. Stutz told the dealers of the new Fada line and outlined the publicity and general policies of the company.

---

The Sensation of the Chicago R. M. A. Show!

ROLA Model 35

No higher compliment could be paid any loudspeaker manufacturer than the great interest shown in the 1929 Rola speakers by those attending the Chicago R. M. A. Show. Rola won a position of veritable popularity through performance, unparalleled in the history of the radio industry. Of the speakers shown and demonstrated, the Rola Console Model 35 attracted the greatest attention and comment. This speaker is equipped with the new Rola D-110 Dynamic Power Unit and is operated directly from the 110-volt AC socket. In this speaker, with its adequate baffle surface, the Rola Dynamic Unit performs in a manner little short of marvelous.

A cabinet type speaker unequaled for realistic broadcast recreation. It is built in the following models:

Rola Model 35 . . . . List Price $110

A table model designed for efficient operation with output of 171, 210 and 270 tubes.

Rola Model 30 . . . . List Price $75

A table model designed for efficient operation with output of 171, 210 and 250 tubes.

Rola Model 25 . . . . List Price $60

An attractive radio table representing the finest type of modern design, equipped with built-in Rola M Magnetic-armature Unit.

Rola Model 20 . . . . List Price $55

A cabinet type speaker unequalled for eye-value, performance or dependability in the magnetic-armature class.

Write for the name of the nearest Rola jobber and detailed information on new Rola 1929 speakers.

THE ROLA COMPANY
CHICAGO, ILLINOIS
615 N. Michigan Ave.

OAKLAND, CALIFORNIA
Forty-fifth & Hollis St.

NEW YORK CITY
47 W. Sixty-third St.

---

Radio Sales in Pittsburgh Area

THE TALKING MACHINE WORLD, New York, July, 1928
Powel Crosley, Jr. Praises Press at Chicago Luncheon

President of Crosley Radio Corp. Pays Tribute to Press at Luncheon Attended by Crosley Representatives and Newspaper Men and Trade Publication Editors

The Crosley luncheon given in the beautiful ballroom of the Blackstone Hotel on June 14 was one of the enjoyable features marking the RMA Convention. In addition to more than fifty Crosley distributors, there were as many visiting newspaper men and editors of radio trade magazines.

Several very entertaining features gave zest to the occasion, but probably the most interesting of all was a nice little speech by Powel Crosley, Jr., president of the Crosley Radio Corp. Talking extemporaneously, Mr. Crosley paid the highest tribute to the representatives of press and trade papers. He said that while there is no doubt radio would have developed along natural lines this wonderful invention's progress was due to the publicity given it more than anything else. He thanked the press in general for its kindly attitude toward the radio industry and predicted that there will be no end to its development as long as the press continues such an attitude.

Mr. Crosley also thanked the City of Chicago for its very courteous welcome and entertainment and referred to it as one of the most progressive cities in the world, with a wonderful future. The meeting was marked by enthusiasm on the part of those present.

Introduction of New Models Aids Sales in St. Louis Area

Columbia Kolster Model No. 960 Proves Big Seller—Victor Models 7-11 and 7-26 Prove Boon to Victor Business—Inaugurates School for Radio Service Men

St. Louis, Mo., July 6.—Talking machine and radio business in the St. Louis district was unusually good during June. Practically all of the dealers in the city report an excellent demand for records and instruments.

Columbia business has been accentuated by the recent introduction of the new Columbia-Kolster Model No. 960. The demand for this instrument has been tremendous, according to company officials who added that large orders are being placed by dealers throughout the territory, notably the Baldwin Piano Co., Stix, Baer & Fuller, Scruggs, Vandervoort & Barney's and others. In addition, it was stated there has been a brisk demand for the new Columbia portable No. 161.

One of the most notable additions to the Columbia list of dealers in this section during recent months is the Walter L. Rhein Piano Co. of Belleville, Ill., which has contracted for the full line of Columbia products, including the electric reproducing phonographs.

The Koerber-Brenner Co. has inaugurated a new school for service men, in an effort to equip them with a better knowledge of problems connected with their branch of the industry. C. H. Packard who has been for the past eight years in the research laboratory of the Victor Co. has been placed in charge of the service department and the company is inviting local dealers to send their service men to the new school.

The recent introduction of the new combination models, 7-11 and 7-26 also has proved a boon to Victor business in St. Louis, according to officials of the Koerber-Brenner Co., local distributor. The jobber reports a good demand generally for the new line, being exceeded only by the demand for records.

The Artophone Corp., local Okeh distributor, has been making extensive preparations to formally introduce to the trade a new line of phonographs and portables. The first showing of the new line will be made at the American Furniture Mart in Chicago. The company is producing a new line of moderate priced radio cabinets and portable phonographs featuring the new circular tone chamber. The company recently announced the addition of Joe Lippel to its force of salesmen. He will specialize in record service to dealers. Ai Tate Preston also has been added to the company's sales force in Kansas City. He will travel over the Nebraska-Iowa territory.

N. B. Smith, district manager of the Columbia Phonograph Co., was a visitor to the Chicago Hotel, American Annex Hotel here. The Geller, Ward & Hanner Hardware Co., distributor of the Crosley line in St. Louis, was host to the gathering, the purpose of which was to demonstrate the new line of receivers as well as the Amrad sets.

The new Fada receiver and speakers were exhibited to some 100 Fada dealers in the St. Louis territory at a convention and dinner held during the latter part of the month at the Coronado Hotel at which Beck & Corbitt, local distributors, were hosts.

Rodger W. Fagan, territorial representative of the Atwater Kent Mfg. Co., who has been assigned to duty in the St. Louis district for the past two and one-half years, has been transferred to the Omaha district.

Kohler V. Wrape, formerly a partner of R. W. Bennett, has been appointed local representative of Showers Bros., well known to the trade as makers of radio cabinets.

The Colin B. Kennedy Corp. has moved from St. Louis to Highland, Ill., where a new plant for the manufacture of AC radio receivers has been built.

The Walter Ashe Radio Co. has moved from its former headquarters at Tenth, near Pine, to Eleventh and Pine Streets.

Gulbransen Declares Regular Dividend

The Gulbransen Co., Chicago, declared the regular semi-annual 7 per cent dividend on preferred stock, payable July 1, to stockholders of record. This dividend represents an unbroken record of payments on the preferred stock. While radio activities in the Gulbransen factory are separate from piano activities the firm has announced that the radio production is utilizing the capacity of the plant in excess of normal piano production, and that this should be reflected in increased earnings.

The sales staff of Edmond, Inc., Atwater Kent distributor of Poughkeepsie, N. Y., has been increased.
All-American Mohawk Distributors View New Models at Convention

1928-1929 Merchandising Policies Outlined by Otto N. Frankfort—Lloyd R. Maxwell Tells of Advertising Campaign—Distributors Make Tour of Factory

The annual distributors' convention was held by the All-American Mohawk Corp., Chicago, on June 8 and 9, at the Stevens Hotel, in that city, at which time the new line of radio receivers and radio-phonograph combination instruments manufactured by the company were displayed and described and the sales program for the coming year outlined. The first business session was called to order by Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., at the Hotel Stevens on the morning of June 8. E. N. Rauland, president of the firm, welcomed the distributors, stating that the same standard of precision manufacture would be carried on in the future as in the past by the All-American Mohawk organization. Gustave Frankel, vice-president, in his welcome to the distributors, stated that All-American Mohawk Corp. was not forced to rely upon the production schedules of other manufacturers in making its products, and the dealers' steady rise to prominence in the music-radio store would be one of the final and permanent outlets for radio products and urged the distributors to concentrate a large part of their sales effort upon the music trade.

Lloyd R. Maxwell, president of Williams & Gusynshgum, Chicago, advertising counsel for the All-American Mohawk Corp., also addressed the distributors, describing various phases of the advertising campaign which would be launched shortly to promote the sale of the All-American Mohawk line, billboard advertising, window displays, dealer help and other advertising material of this nature also being in the process of preparation. He predicted that the music-radio store would be one of the final and permanent outlets for radio products and urged the distributors to concentrate a large part of their sales effort upon the music trade.

Lloyd R. Maxwell, president of Williams & Gusynshgum, Chicago, advertising counsel for the All-American Mohawk Corp., also addressed the distributors, describing various phases of the advertising campaign which would be placed behind the All-American Mohawk products.

Lee Robinson, business manager of The Talking Machine World, discussed the music-radio dealers' steady rise to prominence in the merchandising of radio products. A trip through the All-American Mohawk factory occupied the afternoon, and here the distributors inspected the various manufacturing processes which bring forth the completed radio receiver. They also saw and heard the complete new line of All-American Mohawk radio receivers and radio-phonograph combination instruments.

The convention was climaxed by a banquet at the Bryn Mawr Country Club, where the distributors were entertained by a string quartet, soloists and dancers. On Saturday, June 9, the entire day was devoted to the allocation of territory and the discussion of individual problems with the various distributors.

Ass'n Committees Re-appointed for 1928-9

C. J. Roberts, president of the National Association of Music Merchants, has instructed the executive secretary to announce the reappointment of the following standing committees for 1928-1929:


National Piano-Playing Contest Committee—J. Bayley, Bayley Music House, Detroit, chairman; W. Otto Miessner, Miessner Institute of Music, Milwaukee; C. R. Moors, Packard Music House, Fort Wayne, Indiana, Miss Helen Curtis, Chicago, honorary member.

New Majestic Radio Now Being Delivered

A great deal of interest centered in the new Majestic electric radio exhibit and demonstration at the Hotel Commodore, New York, during the Musical Industries Convention in June. This set is now in delivery in the Eastern market. Orders for over 400,000 Majestics have been placed by the Majestic Distributors, and Herbert E. Young, the Eastern sales manager, reports that the factory at Chicago is now shipping about fifteen hundred sets a day. During the RMA Trade Show in Chicago many dealers visited the Grigsby-Grunow factory to view the entire operation of manufacturing the new Majestic electric receivers. Every part and parcel of this set is made in these factories which occupy nearly one-half million square feet of floor space.

Grebe Jobber on the Coast Changes Name

"THE BELL TONED PORTABLE"

THAT WONDERFUL, DEEP, CLEAR AND RESONANT TONE CAN ONLY BE OBTAINED WITH THE BELLPHONIC PORTABLE.

FEATURES OF MODEL No. 7—WOOD TONE CHAMBER; VIOLIN CONSTRUCTION. SNAKE TONE ARM. SPECIAL REPRODUCER. COVERED IN GENUINE DU PONT FABRIKOID. FOUR COLORS. TOP AND ALBUM IN TWO-TONE DECORATIONS. GENERAL INDUSTRIES FLYER MOTOR.

THE LIFTON MANUFACTURING CO.
40-46 WEST 20th STREET
NEW YORK CITY
Fada Executive Predicts Record Year

R. M. Klein, General Manager of F. A. D. Andrea, Inc., Predicts Sales of 2,500,000 Receivers During 1928

That 2,500,000 radio receivers will be sold to the public in 1928 is the estimate of R. M. Klein, general manager for Fada Radio. The estimate is based on a careful check-up made during the recent Chicago gathering of the company's sales and distributing representatives from all parts of the country.

"This is no idle assertion," explained the Fada general manager. "If anything, my estimate is conservative. It is more than likely that 2,500,000 receiving sets represent a minimum figure for the calendar year and that this number will be exceeded. Because F. A. D. Andrea, Inc., has been in business since the beginning of present-day radio, this organization through its wide affiliations is able to sense the general public acceptance in advance and I am perfectly willing to go on record that the industry will hit the 2,500,000 set mark this year, and perhaps go well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it. Needless to add, this means the largest business in the history of the radio industry and, from a dollars and cents angle, goes well above it.

Sonora Sustained in Name Controversy

Washington, D. C., July 6—The United States Daily Record stated last week that the Sonora Phonograph Co., Inc., had been victorious in its opposition to the registration of the word "Sonatron" as a trade-mark for radio tubes. The application for registration was Harry Chirelstein, of the Sonora Tube Co., Chicago, and the original decision handed down by the Examiner of Interferences sustained the opposition of the Sonora Phonograph Co., Inc., to the registration of the word "Sonatron" for radio tubes. This decision was appealed by Mr. Chirelstein, but the Commissioner of Patents sustained the Examiner of Interferences. Schechter & Lotsh, of New York, were the attorneys for the Sonora Phonograph Co., Inc.

Visitor From France Impressed With Radio

Professor Bernard Trouvelot, of the French National School of Horticulture, has spent some time in this country studying farm conditions and the radio activities of the Department of Agriculture.

The angle of America's leadership in radio that most impressed Professor Trouvelot was the ratio of radio sets to farm homes, and the fact that one American manufacturer of radios alone, Atwater Kent, has produced 20 per cent more radio receivers than all the radios, of all makes, owned in France. The total number of radio receivers in France, he estimates, is about 1,250,000, while Atwater Kent's production will pass the 2,000,000 mark early this Fall.

To offset the difficulties due to the scarcity of radios in farm homes the French Government, Professor Trouvelot says, is planning to set up receiving equipment at central points in all farm villages, where the people may gather in groups to hear the farm broadcasts.

Freed-Eisemann Line Shown at Meetings

Jobber meetings throughout the country at which the new Freed-Eisemann radio products are being shown to dealers are now being held. The new line has met with an enthusiastic reception, according to reports to the executive offices of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

Among the distributors who have already held dealer rallies are John V. Wilson Co. and Bigelow & Dowse Co., Boston, Mass.; Wholesale Radio Equipment Co., Newark, N. J.; J. H. McCullough & Sons, Philadelphia, Pa.; and the Syracuse Auto & Radio Co., distributor in the Syracuse, N. Y., territory. All of these meetings were well attended.

Kolster Chassis for Home Demonstrations

Chassis Provided in Carrying Case for Dealer's Use in Home Demonstrations—Cone Speaker Also Provided

A new departure in the way of sales assistance to dealers has been announced by the Kolster Chassis for Home Demonstrations, Kolster has placed the new chassis, which is used in the six-tube console and table models, in a carrying case, thus enabling the Kolster dealer to equip himself completely for outside sales activities.

"It has been found that an average of $12 is spent by a dealer in time and transportation to ship a stock set to a home for demonstration," said Major Herbert H. Frost, vice-president. "Now when a prospect wants to know how Kolster will sound in his own home the dealer can pick up the carrying case and walk out with him to his home. The tubes are carried in padded cups, the aerial is fastened to the lid of the case and unvents like a tape measure, and the ground wire has a tight clamp to snap on to any convenient connection."

Capt. William Sparks Heads Phono. Corp.

President of Sparks-Withinington Co. is Presiding Head of New Corporation Making Automatic Combination Unit

Capt. William Sparks, president of the Sparks-Withinington Co., Jackson, Mich., on June 6 made the initial announcement of the formation of a new corporation of which he is also the presiding head. The new firm, which is known as the Phono Corp., has filed articles of association for the purpose of manufacturing and distributing an automatic combination phonograph and radio receiver.

The new automatic instrument, illustrated herewith, plays twelve records of any size, or of assorted sizes, changing from one to the other in nine seconds. A Sparton radio receiver is used in the instrument, the same speaker utilized by both the radio receiver and the phonograph, which reproduces the records by electrical amplification.

The new product was first displayed before fifty newspaper and magazine representatives at the Jackson City Club on June 6, the opening day of the Sparton radio distributors' convention. The record changing device is unique in principle and very simple in operation and if desired, before the conclusion of any selection, the turntable may be stopped and the record passed on to a receiving drawer by the turning of a switch. The tone control provides for a volume of sound suitable for either use in the home or in large auditoriums.

The Phono Corp. will occupy the former Jackson Motors Building, in Jackson, recently purchased by Capt. Sparks. Other members of the corporation are Harry G. Sparks, Clifford M. Sparks, William J. Corbett, and Leland S. Birbee. The automatic phonograph-radio combination instrument, which is finished in walnut, will retail for $875, complete with tubes.

Capt. William Sparks

Sonora Sustained in Name Controversy

The Talking Machine World, New York, July, 1928
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.

Tripl-Tone Speakers

**Tripl-Tone** is a 3-inch speaker. At a turn of the dial you have cone reproduction at its best. At another turn you have molded wood tone chamber reproduction at its best, especially for speech. And still another turn, you have both together.

**Blending** the best qualities of tone chamber reproduction and the superb FAIRFAX "GREEN-CAP" UNIT, together with that of the FAIRFAX "GREEN-BOX" CONE, in one combination, TRIPL-TONE furnishes a thrill of realism hitherto thought impossible by radio.

**Manufacturers** may install Tripl-Tone speakers in their own cabinets and consoles. Very appropriate for floor models. Easily mounted. Attractive manufacturers' prices.

**Jobbers** will find Tripl-Tone a real profit-maker, both by catalog and direct sales. Something new.

**Dealers** will find a "fan-interest" unique and fascinating in Tripl-Tone as an individual speaker for home installation and also in cabinets, consoles and floor models equipped with Tripl-Tone.

Send for samples, electros and literature

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE. CHICAGO, ILLINOIS
Stewart-Warner “800” Series Introduced at Jobbers’ Convention

Distributors From All Over the United States Attend Annual Gathering—Company’s Advertising and Merchandising Plans for Coming Year Received With Enthusiasm

The convention of Stewart-Warner distributors was timed to coincide with the Trade Show in Chicago and to permit attendance at both events. The show was of particular interest to Stewart-Warner men this year as the new “800” Series was successfully introduced there. The general comments on both show and convention indicated satisfaction and marked enthusiasm.

One of the highlights of the convention was the advertising meeting held at the Palmer House on June 13. Interesting and informative talks were given by R. H. Woodford, radio sales manager; by A. B. Dicus, advertising manager; by W. D. McJunkin, president of the McJunkin Advertising Company, and by others. Presentation was made of the company’s radio advertising and merchandising plans for the coming year. The new program was enthusiastically endorsed by all present after suggestions had been asked for, discussions of an imposing nature with a homelike reception room adjacent complete the modern equipment of this progressive distributor.

The Federal and All-American Corp. radio lines will be handled by the Smith Co., according to E. Hershberger, manager of the company. The new models of both lines are now on display at the company’s showrooms at Euclid avenue and Twentieth street.

Estimates Kolster President, Ellery W. Stone, States Sales to Distributors Will Exceed $17,000,000 During 1928

Ellery W. Stone, president of the Kolster Radio Corp., has issued the following interesting statement:

“When the recent Radio Show opened in Chicago, where the industry’s 1928 models were displayed to the trade, Kolster Radio had already received bookings totaling $17,000,000 from but thirty of our seventy distributors. A conservative estimate of the additional bookings to be received from the balance of our distributors indicates that total sales to our distributors in the United States only will exceed $17,000,000 in 1928. These figures do not include sales to the Columbia Phonograph Co., those of our Canadian and European subsidiaries and revenues of Federal Telegraph Co. from billings against and royalties from the Mackay System covering the manufacture of equipment for and the commissioning of the Mackay Radio Stations across the Pacific and Sayville. These additional revenues from our subsidiary companies in 1928 should exceed $3,000,000 or a total exceeding $20,000,000.”
New Temple Speakers Center of Attention at P. M. A. Show

AGAIN Temple engineering has set another standard. Again has Temple leadership in reproducer design been acknowledged by the trade from one end of the country to the other. 3,000 of the country's leading buyers—men who recognize and demand the finest in reproducer quality and workmanship—registered at the Temple exhibits—and bought. The Temple demonstration was easily one of the "high spots" of the show—"Temple" was the talk of almost every gathering.

The new Temple line is more attractive than ever before. Two new table models are the major items—one, the famous Temple Air Column Speaker of new and improved construction, and the other, the new and sensational Temple Air Chrome Speaker. Both are outstanding for their faithful reproduction, response to all frequencies and ability for handling tremendous volume without distortion.

The refined beauty of their design, the genuine walnut panels lend an eye appeal which is bound to be a big sales factor. These two speakers together with a complete line of both Air Column and Air Chrome models for cabinet installation offer you in one complete line reproducers that will meet every speaker requirement—all backed by Temple reputation, skill and manufacturing excellence.

Write today for complete information.

TEMPLE, Inc.
1915 So. Western Ave. Chicago, U. S. A.

Leaders In Speaker Design

Eveready Batteries on Polar Expedition

Power Equipment of Stoll-McCracken Expedition to Siberian Arctic Regions Includes Number of Eveready Batteries

The Stoll-McCracken Expedition to the Aleutian Islands and the upper Siberian Arctic region will keep in touch with civilization through the short-wave radio transmitter, operated by Edward Manley, who, although only twenty-one years old, has already been a member of three expeditions to the Far North. His power equipment will include a large number of Eveready Layerbrite "$1" batteries, manufactured by the National Carbon Co., New York.

Edward Manley Using Eveready Batteries

The Radio Sales & Service Co. and the Hille-Baldwin Music House, Independence, Kan., have consolidated and are now known by the latter name. The Columbia line is handled.
New York Jobber in Fine New Home

Wholesale Radio Equipment Co. Moves to New Offices and Showrooms—Area of 10,000 Square Feet Is Occupied

The Wholesale Radio Equipment Co., one of the most prominent distributors in the metropolitan district of New York, recently moved into beautifully equipped new showrooms and offices at 992 Broadway. An area of 10,000 square feet, twice the size of Wholesale Radio's old quarters, places the organization in a position to render up-to-the-minute service to its dealer clientele.

To celebrate the opening of the new establishment, Mortimer and Sam Salzman, executive heads of the Wholesale Radio Equipment Co., entertained metropolitan district dealers at luncheon. Sam Salzman presided at the luncheon buffet, and Mortimer supervised the serving of liquid refreshments.

Among the lines of radio products handled by the Wholesale Radio organization in the metropolitan district, including the branch at Newark, N. J., are American Bosch Magneto Corp., Fried-Eltemann Radio Corp., E. T. Cun

Midwest Radio Assn. Plans Busy Year

Midwest Radio Trades Association Exacts Dealer Pledge to Observe Slogan of "Truth in Radio" From Members

The Midwest Radio Trades Association is an organization made up of wholesale and retail dealers who are merchandising radio equipment in the Chicago territory. Any retailer who handles radio sets or accessories is eligible for membership in this group. However, this organization has adopted certain fundamental principles that are necessary to sound merchandising and each dealer member will have to indicate his willingness to practice these before his membership can be accepted.

"Truth in Radio" is the slogan of the Association and it states exactly what these progressive merchants stand for. Every effort will be made this coming year to induce all radio retailers in the Chicago district to be fair with their customers. They know that satisfied customers are a necessity to a profitable industry and every retailer who misleads his patrons is simply hurting future trade conditions.

Then, too, the men who are directing the activities of the Association realize that the radio dealer could probably care for the needs of his customers more efficiently if he had the opportunity to exchange ideas and listen to suggestions from men who have the information he needs. To accomplish this, a very comprehensive program has been arranged for the coming year and because of this fine program the officers of the Midwest Radio Trades Association are looking forward to a year filled with pleasant activity.

The meetings of this Association are held regularly once a month at the Electric Club, 30 North Dearborn street, Chicago, and the program began with a large booster rally on Friday, June 22. G. W. Sulley, prominent merchanting authority of the National Cash Register Co., gave a splendid talk that was very helpful to all the dealers present. At each regular meeting during this Fall and Winter season other nationally known speakers are going to appear before the Association. In addition to these speakers, the program committee is also securing the services of the leading theatrical people to furnish a class of entertainment that is certain to attract large audiences.

The Association also invites any out-of-town dealers passing through Chicago to stop at its offices, or, should they be in town when the meetings occur, to come and listen to the programs that have been arranged.

Arcturus Doubles Its Types of Tubes

Compelled by the necessity for varied design of tubes, due to variations in receiver models, the Arcturus Radio Co., Newark, N. J., announces that in the course of one year it has more than doubled the number of different types of tubes in its line. It is said that future production plans contemplate a further increase in types during the next twelve months in anticipation of still more effective combinations.

Add to Polymet Sales Staff

Two more sales representatives have been appointed by the Polymet Mfg. Corp., New York City. J. L. Simon will call on the radio manufacturers and jobbers in the New England territory, and I. Schubot will cover Michigan and northern Ohio.
Columbia, Victor and Majestic Atwater Kent Distributors Report a Most Satisfactory June—Portables Selling Well—Whiteman Columbia Records in Demand

Boston, Mass., July 7.—Business for the Columbia Phonograph Co. of this city is still in fine fettle due to the demand for the new Paul Whiteman records. Six records have been made since the announcement of Whiteman’s exclusive recording for Columbia and there has been a record demand for each number. Portable business, too, has been good, but is expected to be even better with the advent of the new portable which is due for distribution this week. It has many advantages over the other models and a fine sale of these is anticipated.

Manager "Bill" Parks, of the company, recently visited the factory of the company, and will secure pointers for the Fall avalanche.

Joseph Burke, president of the company, is expected back this week from the Pacific Coast, where he went after the music trade convention in New York. This trip was purely a pleasure and at San Francisco Mr. Burke visited the Victor Factory.

A. K. Sales Grow

The June issue of the Jumbo Bulletin, published by the Atwater Kent Mfg. Co., Philadelphia, Pa., announces that since January 1 the company has made and sold six times as many sets as in the corresponding period of the highest previous year.

Another feature article reports the findings of the 1928 survey which is summed up in the heading “A. K. Leads in Sales, Popularity and Good Will.” This report was gathered by twenty-four reporters covering seventy-five typical communities in twenty-four States. Organization news and merchandising stories, window display and advertising suggestions complete a particularly attractive issue.

New O’Neil Speaker Catalog

An attractive catalog presenting the O’Neil speaker line has been prepared by the O’Neil Mfg. Corp., West New York, N. J. Besides illustrating and completely describing both the new and old O’Neil Speaker models, the catalog contains a tabulated index at the side whereby the information desired may be instantly referred to. The catalog is a tabulated index at the side whereby the information desired may be instantly referred to. The catalog is of a suitable size and is punched for use in jobbers’ catalogs.

E. J. Clark, sales manager of the O’Neil organization, who recently returned from Chicago, reports that the new models made a big hit at the Chicago Show.

Congratulations

Mr. and Mrs. Frank Minot, of Duxbury, Mass., have announced the marriage of their daughter, Grace Ethel, to Arthur Frederick Carter. The happy couple will be “at home” after September 1, at 180 Commonwealth avenue, Boston, Mass. Mr. Carter has a host of friends in the talking machine trade, due to his connections in the past with prominent organizations, who make up the staff of The World in extending congratulations.

Dynamic and Magnetic types of speakers, the mechanism of the speaker is minutely portrayed. A distinguishing feature of the catalog is a tabulated index at the side whereby the information desired may be instantly referred to. The catalog is of a suitable size and is punched for use in jobbers’ catalogs.

E. J. Clark, sales manager of the O’Neil organization, who recently returned from Chicago, reports that the new models made a big hit at the Chicago Show.

Congratulations

Mr. and Mrs. Frank Minot, of Duxbury, Mass., have announced the marriage of their daughter, Grace Ethel, to Arthur Frederick Carter. The happy couple will be “at home” after September 1, at 180 Commonwealth avenue, Boston, Mass. Mr. Carter has a host of friends in the talking machine trade, due to his connections in the past with prominent organizations, who make up the staff of The World in extending congratulations.

Victor Factory + Ditson + You

Makes a merchandising combination that functions steadily, intelligently and consistently. Ditson Service to Victor Dealers goes far beyond the matter of supplying the goods—it offers real co-operation of the sales help sort.

Oliver Ditson Co.

Chas. H. Ditson & Co.

Boston

New York
Victor Introduces Three New Combination Models to Trade

First Models of New Line Have Several Outstanding Features—Models 7-11, 7-26 and 9-16 Cover Wide Price Range—Antenna Plate for Local Reception

The first three models of the new Victor line for 1928 were recently introduced to the trade and shipments have already been made. In its announcement the Victor Co. stated that it was guided in the making of the models by the experiences of dealers all over the country and that every phase of public preference had been studied with care.

The merchandising leader of the 1928 combination line is the Victrola Radiola combination No. 7-11, completely equipped and listing at $250. This instrument combines the Orthophonic Victrola with the Radiola 18, is AC operated and has the improved cone reproducer and a specially designed Victor tone chamber in a distinctive wall type cabinet of the popular Early English design. Both Electrola and Radiola are operated from the same power unit and complete volume control is provided for both radio and records. The new Victor antenna plate is also used in this model. The cabinet is finished in fine walnut veneer. This model is 54 inches high, 29 3/4 inches wide and 16 inches deep.

The second of the new models is the Electrola-Radiola combination No. 7-26, completely equipped, listing at $425. This model combines the Electrola, the Radiola 18 with a concealed power unit. It is housed in a wall type cabinet of Early American design which harmonizes with almost all surroundings and is finished in either walnut or mahogany veneers. Another feature is the antenna plate which serves for local reception. The model is 53 1/2 inches high, 29 3/4 inches wide and 17 inches deep.

When Your Goods Go on the Road—

—insist on quality plywood cases. Cases light in weight, hence economical in handling and shipping. Cases built of sturdy Birch and Maple shooks cleated with Spruce cleats. Cases accurately and thoroughly manufactured with modern machinery. Cases having the earmarks of an organization thoroughly experienced in producing them.

Above are outlined the qualities of our sturdy plywood cases. They cost NO more. We shall gladly send you a trial order.

Northern Maine Plywood Co.

Statler Building Boston, Mass.

Coast A.K. Convention Being Held July 13

SAN FRANCISCO, CAL., July 6.—The annual Atwater Kent convention sponsored by Ernest Ingold, Inc., will be held at the St. Francis Hotel Friday, July 13. The convention is expected to attract nearly a thousand radio men from northern California, and each year is one of the outstanding events in the radio world. The fourth edition of the Atwater Kent Folies, a dancing musical extravaganza, in twenty or more acts, will be given.

L. M. Willis, R. E. Smiley and T. Wayne McDowell, all of the Atwater Kent Mfg. Co. of Philadelphia, will appear on the afternoon program, which immediately follows a buffet luncheon. The Atwater Kent orchestra, a speaker of national prominence, and several guest artists will also appear. The entire Atwater Kent radio line and the Pooley line of furniture to go with it will be shown.

J. DiBlasi Radio Sales Manager

In the June issue, through a misunderstanding, it was stated that Irving Sarnoff was manager of the radio division of Stanley & Patterson, Inc., prior to the organization of his new firm, Sterling Radio & Electric Co., New York. Mr. Sarnoff was associated with the radio department of Stanley & Patterson, but John DiBlasi is manager of that department and has occupied that post for many years. Mr. DiBlasi is one of the best-known figures in distributing circles in the metropolitan district of New York.
The ORCHESTROPE
America's Latest Sensation in Reproducing Instruments

The sensational triumph of the ORCHESTROPE in the musical world is one of the outstanding accomplishments in modern business. Millions of people have marveled at its beautiful tone, its wonderful volume, its simple construction and its graceful appearance.

Merchants who have installed the ORCHESTROPE in their business places have noticed a quick acceleration in their sales volume. In clubs, lodges, public lobbies, etc., the ORCHESTROPE is commanding marked attention. Such popularity offers an avenue through which ORCHESTROPE dealers are making handsome profits.

We will gladly send complete information upon request.

The Capehart Automatic Phonograph Corporation
Factory and General Offices Huntington Indiana

Plays 28 Records on both Sides Continuously Changing and Turning Them Automatically
All Talking Machine and Radio Lines in Demand in Philadelphia

Most Active Summer in Radio That Trade Has Experienced—Business Summaries for First Six Months of 1928 Show Sales Increase Over Same Period of 1927

PHILADELPHIA, PA., July 7.—With the closing of the semi-annual accounts among the talking machine and radio dealers there is a certain satisfaction to the trade in the improved records of business for the first six months of the year. While the demands of the season are confined to certain commodities that just now are more active than the standard instruments of year-round sales, there nevertheless is a glowing report of the business in these lines that is optimistic. Wholesalers of records report that the semi-annual summary shows the demand for six months to be in advance of the same period of last year, and sales of talking machines of the latest improved types are slightly above those of 1927.

Radio Sales Continue Satisfactorily

However, the most pleasing side of the semi-annual accounts is that of radio sales, this year being the most active Summer that the industry has ever known. While former years showed a falling off of sales in radio at this season, this year the demand has been growing for the modern electrical types that are being disposed of almost as soon as they arrive in the hands of distributors and dealers. Advance showing of radio sets for 1928-29 indicate that dealers are ready for the coming of those on a larger scale as the popularity of AC operation grows among the public.

Sales of talking machine accessories, radio supplies and repair parts have been fairly well maintained despite the slower pace of industry as the doldrums of Summertime intervene in the business world.

New Victor Models on Display

Interest of the trade is concentrated upon the newer types of talking machines, radio-phonograph combinations and straight radio sets that are being shown or are about ready to be introduced to the trade. Among the talking machines that are ready for the inspection of the dealers and on exhibition at the headquarters of the Philadelphia Victor Distributors, Inc., are the Fall models 7-11, which will be ready for delivery in late Summer; 7-26 Radios-Electrola Combination and the 8-9 Orthophonic, built for Americans of foreign extraction who desire volume and colorfulness in cabinet designs.

Victor Jobbers’ Sales Staff Reorganized

Reorganization of the sales staff has been effected through the assignment of new territories to the various representatives of the Philadelphia Victor Distributors, Inc., 833 Arch street, preparatory to removal to the new quarters at 232-34 North Eleventh street. By the mid-month the wholesale Victor concern will be entirely removed to the new and modern home acquired late in 1927 while the structure was in course of construction. In the staff changes C. W. Kohl is assigned to cover south Jersey, after serving for some time as assistant to Manager Raymond J. Boldt, of the record department; Harold Greger is to cover north Philadelphia after transfer from south Jersey and Delaware; Frank Hovey, who looked after a city trade, is now confining his attention to the southern section and west Philadelphia trade; George Tatem will travel the Harrisburg, Pa., and Lancaster sections, while Albert Hughes, formerly looking after transport, business and other miscellaneous duties of the firm in the surrounding towns and cities and Delaware.

The cities of Wilkes-Barre and Allentown have not yet been assigned a special sales representative. They formerly were covered by Representative Tatem. With its revised sales organization, the Philadelphia Victor Distributors, Inc., will during the next six months feature an extensive sales drive. Harry E. Ellis, general sales manager, is planning to spend more time in the field in the future.

Victor Record Conference

After a very interesting record conference held by the Victor Talking Machine Co. in the Camden factory, the Philadelphia wholesale record sales managers have been convinced that these merchandising talks promoted by the manufacturer throughout the past year have been clearly demonstrated as valuable aids. This year marked the first of sales conferences for distributors and was held in the week following the distributions of the semi-annual summary. Wholesale record managers from the Philadelphia trade who attended and were highly complimented of the sessions held. The business sessions of the program were Raymond J. Boldt, record manager of the Philadelphia Victor Distributors, Inc., and William H. Wilkins, record representative of A. Weymann & Son, Victor wholesalers. H. Royer Smith, head of the firm bearing his name, of this city, was the principal speaker of the conference, which outlined a successful record retailer’s experiences. The Royer Smith store is one of the thriving talking machine houses of the Quaker City and recently extended its store to accommodate an extensive record business.

The speakers from the Victor Co. were Miss Madeline Davis, head of the record promotion division, which talks on record merchandising; Robert Wetherald, chief of the record order section, whose topic was record systems, and Daniel Desfoles, whose interesting treatise of the foreign record distribution outlined his experiences as head of the foreign record order department. G. Ermann and Walter Clark gave interesting talks on artists and repertoire, as well as on the departmentalization of recording artists. They also outlined the art of making records and the recording of artists with a most important talk on how artists are built up so that their fame creates demand for the records. More than eighty record managers attended and distribution houses from all parts of the nation were represented.

H. A. Weymann & Son Feature Artist

H. A. Weymann & Son, Inc., Victor distributors of this city, have addressed through their sales promotion department a letter to the trade featuring the new Jimmie Rodgers record. This popular Victor recording artist has commissioned the Weymann string instrument factory to make a Weymann guitar for his exclusive use in his future recording work and radio broadcasting. The Weymann factory has now in process of manufacture a special set of Weymann guitar to be known as the "Jimmie Rodgers Special," which will be priced to retail at less than $100.

Victor Dealers Hold Annual Outing

Outstanding in the social gatherings of the trade held during the past month was the annual outing of the Philadelphia Victor Dealers Association, at Morris-on-the-Delaware, on June 6. From the forenoon on through the late evening the time was most joyfully passed in the many diversions provided in the program of sports, swimming, boating, dancing and in the refreshing dinner served in the Mohican Club House on the grounds. The big sporting event between the wholesalers and the... (Continued on page 118)
Philadelphia Victor Distributors
announce the opening of its
New Offices and Warerooms
in the Manufacturers Exchange Building
232-248 North Eleventh St.
Philadelphia
retailers was the contest on the diamond when the Wholesalers triumphed over the Retailers' team. In Los Angeles, the Philadelphia Victor Distributors, Inc., was allotted the duties of umpire. Prizes were awarded the winners in the quizz, peanut, broom pole and other matches of the novelty sports program. Following a delicious dinner of planked shad the dealers danced until the late evening, when the auto caravan that brought the group to the scene of the day's outing began its homeward journey. Homer Davis supplied the program of entertainment as chairman of the committee of the outing, while J. Ralph Wilson, president of the organization, extended a word of greeting to his associates at the dinner.

To Display New Brunswick Radio Sets
One of the newest of phonographs and radio models being introduced to the trade with the advent of the Summer season is the new Brunswick Radiola. It is a beautiful line of radio sets as well as ornamental furniture for the home. The new designs are to be ready for trade inspection in the Quaker City within the next few weeks. The 3KRO, in walnut cabinet and with walnut loud speaker of the Highboy type, retails at $237.50, while the new combination 3KRO, also of walnut in the Pantomode style and Radiola, retails for $395, and the SKR, with speaker unit separated from the cabinet, sells for $172.50.

Feature Brunswick Recordings
Tying in with the appearance of the two famed Brunswick artists, Arnold Johnson and his orchestra, featured in the George White "Scandals," and Harry Richman, also of the "Scandals," the Philadelphia branch of the Brunswick made broad announcements of the recordings of these entertainers in the various record departments. Records of the newSummer season are to be shown late in August.

Brunswick Portables in Demand
There has been a widely scattered demand for Brunswick portables this season, from the accounts of the local branch. The portable has been exceptionally active this Summer and has won many friends because of its excellent construction and all-wood tone chamber, providing clearer reproduction qualities.

Penn Reports Consistent Demand
Among the distributors of radio devices holding a broadly maintained Summer sale is the Penn Phonograph Co., 913 Arch street, where the popularity of the Zenith and the Majestic sets have been keeping skippers busy, were normally dull period. Since the introduction of these new sets to the public there has been a continued demand which consumes all factory consignments. A 12', 50 watt Barnhill, of the Penn Co., sails July 15 for a prolonged vacation tour, taking in Havana and a swing through the Canal to the Pacific Coast. Returning, the trip will be made via Kansas City from Los Angeles and then on to the Orient before the Fall season commences. Secretary and Treasurer Henry F. Miller spent several days in the New England section on an auto caravan to visit the district to determine if the announcement made at the Quaker City headquarters of the Columbia Co. There is much advance inquiry over the new product from dealers who are eagerly looking forward to its advent. Several models of the Columbia radio receiver are to be shown late in August.

Whitman Recordings Sell Well
Following the release of the broadly proclaimed Paul Whitman records by the Columbia Phonograph Co., there has been a record-breaking demand for his numbers. Fifty-five dealers in the local industry were tied in the big advertising campaign in the Phonograph Bulletin, forthcoming to the manufacturers on June 20. Whitman, according to advance sales, is to be a valuable asset to the dealers.

Honor Frank H. Stewart
Frank H. Stewart, one of the pioneer electrical supply jobbers of the Quaker City district, radio, was in the electrician's luncheon by the Electrical Supply Jobbers at the Manufacturers' Club in the early days of June following the merger of his business, the Francis H. Stewart Electrical Co., with the General Electric Co. Mr. Stewart began his career as electrical supply salesman for O. D. Pierce and in a short time was head of his own establishment. With the coming of this business to the General Electric Company the title is changed to the General Electric Supply Corp. The old organization will remain intact with Frank Carnell, general manager, continuing in that capacity. Mr. Stewart will retire from active business and will devote particular attention to the Gloucester (N. J.) Historical Society, of which he is president and to which he has given a great deal of attention in the past.

Federal Dealers Hold Conference
Cordial relationship between manufacturer, distributor and dealer was the keynote of the social program and business sessions held on July 2, at the Benjamin Franklin Hotel, and fostered by the trio of representatives of the Federal Radio Corporation, Buffalo, N. Y., when the new 1926-27 issue of the Federal Radio were introduced to the local trade. Representing the 267 dealers who are connected with the retail representation in this territory of the group of Federal retailers listened to an instructive and informative program with competent speakers outlining the sales policies, advertising and merchandising plans for the coming months.

New Federal Line Displayed
With the genial hospitality of the local distributors, the firm of R. E. Tongue & Bros.
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 118)

Velvaloid Record Brush
Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.


Penn Phonograph Co., Inc.

913 Arch Street

made its appearance here at the Aldine Theatre, the tie-up made by the Philadelphia Victor Distributors, Inc., brought out a record sales volume for the dealers on this number.

J. A. Fisher, head of the J. A. Fisher Co., of this city, manufacturer of the Valley Forge line of talking machine replacement materials and the Val-phonie reproducer, is Sommerring at Atlantic City. Mr. Fischer commutes from the seaside resort to his office each day.

Dealers View Philco Line

Dealers in the Philadelphia territory were the guests of the Philadelphia Storage Battery Co., also of this city, at a luncheon tendered at the Hotel Sylvania on Tuesday, June 26.

The occasion was the visit of the "Three Musketeers," Messrs. Brown, Ramsdell and Herr of the Philco organization, who are on a tour of the principal cities from coast to coast. The dealers viewed the new Philco sets, after which all adjourned to the main ballroom where luncheon was served. Peter Kane, Philco manager of the Middle Atlantic Division, presided and interesting addresses were made featuring the line, merchandising plans, advertising and construction by Sayre M. Ramsdell, manager of sales promotion; Harry Boyd Brown, sales and advertising counsel, and Robert F. Herr, service engineer.

Two New Peirce-Phelps Branches

Peirce-Phelps, Inc., Majestic distributor of this city, has established two branch offices, one at 116 South Second street, Harrisburg, and the other at 5 Nesbitt Court, Wilkes-Barre. The Harrisburg offices are in charge of A. Earl O'Brien, who has been connected with the Peirce-Phelps organization almost from its beginning. D. L. Mancell, in charge of Wilkes-Barre territory, was formerly on the sales staff of the Kellogg Switchboard & Supply Co., and more recently with the Mohawk Radio Co. covering New York City and State.

Philip I. Grabuski Back From Trip

Philip I. Grabuski, president of Everybody's Talking Machine Co., manufacturer of Honest Quaker main springs and talking machine replacement material, returned to headquarters recently from an extended trip. Mr. Grabuski reports Everybody's business ahead of corresponding periods of other years. Samuel Fingrud, treasurer and general manager, is once more a commuter from Atlantic City.

Wilkening, Inc., Holds "Open House"

Wilkening, Inc., successor to the M. P. Radio Co. of this city, Croby and Amirad distributor, (Continued on page 120)
Trade Activities in the Quaker City

(Continued from page 119)

Trade Activities in the Quaker City

held "open house" at headquarters on North Broad street, during the week of June 25. The headquarters were open both day and evening and buffet luncheons and suppers were served to the visiting dealers. Both the new Crosley and Amrad models were displayed on the main floor and in the private display room on the third floor. Assisting Carl and August Wilkening and Sales Manager Marsden in greeting the guests were P. W. Lockwood, district field manager of the Crosley Corp. of Cincinnati, O. and W. L. King, New York and Philadelphia manager of the Amrad Corp. of Medford Hillside, Mass.

To Hold Series of Bosch Dealer Meetings

As the exclusive Philadelphia distributors of the Bosch radio products, the Lewis Radio Jobbers, 45 North Seventh street, will begin on July 9 a series of radio shows throughout the territory. The first of these will be held at the Americus Hotel, Atlantic City, Pa., beginning on the 9th and continuing for three days. Factory sales representative for the Eastern States, Harry Russell, of the American-Bosch Co., of Springfield, Mass., will be among the speakers, along with J. Struckman, of the Bosch factory service division, while the local distributors will be represented in the rostrum by M. J. Lewis, of the firm; E. J. Cohen, salesman of the staff covering that section, and Jack Phillips, of the service department of the Lewis Co. There will be other shows held at Reading July 12-13, at the Berkshire Hotel; July 16 to 18, at the Ritz Carlton Hotel, Atlantic City, and the entire week of July 23 at the Sylvania Hotel, in this city, when the dealers from this section will have an opportunity of viewing the various new models. These consist of a table set retailing for $32.50 in walnut cabinet with seven tubes. This may be converted into a console by merely slipping it into a cabinet on the console design made by the firm, and retailing at $65, providing for a console set at $97.50 without the necessity of the dealer having to carry the additional expense of two distinct sets and the economy of stocking coincident to the latest innovation. There will be two shows daily with the Bosch receiver in operation. One will be given over to the public between the evening hours of 7 to 10, while demonstration radio programs will be held for the dealers during the sessions of sales talks and merchandising programs.

Franklin Co. to Sponsor Meeting

While the successfully conducted campaign carried on during the month of June on Day-Fan radios brought to the local distributors of that commodity a new line of dealers, the Franklin Electric Co., distributor, 50 North Seventh street, is now planning for further developments in this territory for the sets and for the Sleeper radio line, in the new Fall types. In the month of August there will be a dealers' sales conference held in a large central city hotel, to be selected later, when the retailers will hear Gordon C. Sleeper, of the Sleeper Radio & Mfg. Co., Long Island City, tell of the new developments of his firm, and Charles T. Lawson, vice-president and general manager, elucidate on the latest of the Day-Fan radios, made by the Day-Fan Co. of Dayton, O. This dealers' conference is being developed under the newly appointed sales manager of the Radio Division of the Franklin Co., Robert Cameron. The Day-Fan line was highly received in the United States during the month of June when a drive carried out by Sales Manager Cameron and his sales representative for the section, William Collinson, worked in conjunction with the factory in a sales conference held at the dealer's store in Easton. The Wil-Bor Radio Co. disposed of 150 receivers during the campaign. Dealers from Shamokin and Allentown also attended. There were on display the new Day-Fan electric sets in walnut cabinets. There now is being shown the new Sleeper receiver in the two latest models at the Franklin headquarters.

Radio in South Africa

Aids Phonograph Sales

The growing popularity of radio broadcasting in South Africa, instead of adversely affecting the phonograph business, is giving it a marked impetus, according to a report by Assistant Trade Commissioner E. B. Lawson, Johannesburg, made public June 12 in a statement by the Department of Commerce. The full text of the statement follows:

"The popularity of certain types of broadcasting programs," Lawson states, "reflects to some extent the popularity of phonograph records. These programs contain frequent gramophone recitals, which, aided by press publicity, have been very effective in promoting sales of records.

"So-called 'jazz' music, according to observers, is not as popular as heretofore. This is evident from the results of a gramophone competition carried out in March by the Cape Town broadcasting station. Thirteen hundred listeners in participated in this competition carried out by that station. Seven records were played and listeners were asked to place them in their order of popularity. An analysis of the replies showed that in the five most popular selections not one 'jazz' record was included."

Polyomet Issues Radio Manual

A new loose-leaf manual of engineering data pertaining to the radio industry has been published by the Polyomet Mfg. Corp., New York. It is designed for use by radio engineers and manufacturers' purchasing agents.

Announcing the NEW BRIGHT STAR AMPLIPOWER

It's Guaranteed!

HERE is the most important contribution to radio since the introduction of the vacuum tube—the BRIGHT STAR Amplipower—the most powerful, longest-lived "B" Battery ever produced!

AMPLIPOWER IS GUARANTEED TO GIVE SATISFACTORY SERVICE FOR 12 MONTHS ON THE BASIS OF THREE HOURS USE PER DAY, WITH ANY TUBES OF STANDARD TYPE!

Think what this means to you, in terms of sales! Now you can offer your customers a "B" Battery with a binding guarantee—a battery which assures superlative reception at absolutely minimum cost per hour of service! The Amplipower is being aggressively advertised, the demand already indicates an unparalleled popular acceptance.

Be amongst the first to sell the only guaranteed "B" Battery—ask your jobber about the Amplipower TODAY, or communicate direct with us.

BRIGHT STAR BATTERY CO.
HOBOKEN, N. J.
Chicago San Francisco

"'NINeteen YeArS BuiLDING THE QuALitY LiNE'"
Frank Dorian and F. J. Ames Are Elected Columbia Directors

New Directors Elected at Annual Stockholders’ Meeting—Both Have Had Long Trade Experience—Entire Board of Officers Re-elected—Record Attendance at Meeting

At the recent meeting of stockholders of the Columbia Phonograph Co., Inc., held at the executive offices of the company, New York City, there were present, or represented by proxy, 79,305 shares out of a total outstanding of 82,523 shares, more than 96 per cent. This bespeaks the interest taken by the stockholders in the remarkable progress made by the company during the past year.

The directors were unanimously re-elected and Messrs. Frank Dorian and F. J. Ames of the Columbia executive organization were elected to membership on the Board. The Board is now composed as follows: Louis Sterling, Frederick J. Ames, George R. Baker, Mortimer N. Buckner, Henry C. Cox, William C. Dickerman, Frank Dorian, William C. Fuhri, Fred W. Shibley and H. Mercer Walker.

The election of the two new directors was in recognition of long and efficient service. Mr. Dorian in 1897 opened Columbia’s European branch in Paris, and later as European general manager, established branches in Germany, Italy, Austria and the British Isles. He returned to the United States in 1909 and became manager of the Dictaphone division of Columbia’s activities, achieving splendid results. He left the company in 1920 and rejoined it in 1926 as assistant to the president.

Mr. Ames has been connected with the Columbia organization for about eighteen years, serving as secretary and treasurer for the past three years, having occupied other positions of trust and responsibility prior to that time.

Freed-Eisemann Booklet

An attractive booklet has been prepared by the Freed-Eisemann Radio Corp., Brooklyn, N.Y., on the new 1928-29 line of Freed-Eisemann AC and DC receiving sets, magnetic and dynamic type speakers and cabinets. The booklet is illustrated throughout, and tells the story of Freed-Eisemann radio in complete detail.

New Sherman, Clay Branch

Sherman, Clay & Co. have opened a new branch store in Eureka, Cal., with temporary quarters on Sixth street, under the management of E. H. Howe, formerly of Santa Rosa. R. A. Daniels, manager of the Santa Rosa branch, completed arrangements for the new store.


The new service manual and parts price list of the Atwater Kent Mfg. Co. is arranged in loose-leaf form. This permits the manual price list to be kept up-to-the-minute for new pages can readily be inserted or substituted for obsolete ones whenever necessary.
Plans Latin American Service Association

Valdey L. Holland, importer and dealer of Bayate, Oriente, Cuba, a regular contributor to the columns of The Talking Machine World, is working in conjunction with several other sales executives in forming a service association in Latin America which should prove of value to both manufacturers and dealers. It is to be known as the Latin American Trade Service Association and has for its object the securing of salesmen, distributors and agents in Latin America for manufacturers in the United States. The work of the organization will cover all lines of merchandise. The association plans issuing a catalog in Spanish for the benefit of Latin American buyers.

Federal Radio Men Meet in Buffalo

BUFFALO, N. Y., July 6—Factory representatives of the Federal Radio Corp. throughout the country were called to the home office for a two-day parléy prior to holding of the Radio Manufacturers' Association convention in Chicago, June 11. Kenneth E. Reed, sales manager, presided over daily sessions at the Hotel Statler and the Elmwood avenue plant of the company. Practically a dozen men representing the sales organization were in attendance.

During their Buffalo visit the salesmen also received a thorough technical training under the direction of L. C. F. Horle, chief engineer of the Federal Radio Corp., being thoroughly indoctrinated in the technical qualities of the new Federal Ortho-sonic models before they were introduced to the trade at the Chicago exhibit. A new sales and service program for the 1928-29 season also was introduced by Mr. Reed.

Goldman Dedicates March to Edison

EDWIN FRANKO GOLDMAN, whose March compositions are so popular, and whose famous band is one of the attractions at Central Park in New York, and New York University's Campus this Summer, introduced his latest composition, "March Electric," which he has dedicated to Thomas A. Edison. The march has made a great hit, and the playing of it has been enjoyed by millions over the radio.

Mr. Goldman's composition is in the usual march form, although a novel effect has been introduced. Undulating chord progressions have been written, constantly rising and swelling, forming a transition from a low, sombre bass, as well as a very powerful three-stage push-pull amplifier. It is unique in that the amount of volume is almost unlimited, using our own system of sectional units. Two-pull 250 units may be added as well. Two units are sufficient to fill a house with a dozen 2500 people, quarters of stage volume, and a stage amplifier used as a microphone in a theater. Larger units are available as well, up to 10,000 watts in power, this is the last word in power amplification.

List Price $250.00
(Tubes necessary—one (1) UX-227, one (2) UX-281; and one (1) UX-250.)

Goldman has written, constantly rising and swelling, forming a transition from a low, sombre bass, as well as a very powerful three-stage push-pull amplifier. It is unique in that the amount of volume is almost unlimited, using our own system of sectional units. Two-pull 250 units may be added as well. Two units are sufficient to fill a house with a dozen 2500 people, quarters of stage volume, and a stage amplifier used as a microphone in a theater. Larger units are available as well, up to 10,000 watts in power, this is the last word in power amplification.

List Price $250.00
(Tubes necessary—one (1) UX-227, one (2) UX-281; and one (2) UX-250-tubes extra.)

All of our units use alloy steel transformers, supplying maximum volume over the entire range. They are designed to handle any special problem that may arise through amplification. Write for Bulletin No. 2.

The possibilities of making money through power amplification are unlimited. There is a demand in every city. Also—you can turn your stock into cash immediately and add a real profit too. Dealers everywhere are converting their radios and radio phonographs into power amplified AC Electrics—with the famous powerizer power amplifier.

The Pioneers in Power Amplification Have Important News for You

RADIO RECEPTOR COMPANY
106 Seventh Ave. New York City
Licensed by Radio Corporation of America and Associated Companies.

POWERIZER
announces a complete line of
POWER AMPLIFIERS
for demonstrating records—for auditorium volume—for making all these radio phonographs—

AC ELECTRICS

RADIOLA No. 20 MODELS:
R.21 Victor
R.21 Victor
7-30 Victor
Alhambra-131 Victor
Radiola No. 20 RCA

RADIOLA No. 25 MODELS:
R.72 Victor
R.72 Victor
Fiorenza-Victor
Radiola No. 25 RCA
Cordova-4 (Brunswick)

RADIOLA No. 16 MODELS:
7-1 Victor
Radiola No. 16 RCA

RADIOLA No. 22 MODELS:
7.1 Victor
7-30 Victor
Florenza-Victor

RADIOLA No. 28 MODELS:
7-10 Victor
Cordova-8 (Brunswick)

RADIOLA No. 25 RCA
Alhambra-2 Victor
Borgia-1
Cordova-8

List Price $185.00
(Tubes necessary—two (2) UX-227, two (2) UX-281, and one (1) UX-250.)

Powerizer PX-2 is a very powerful amplifier which can be energized by either the detector tube of a radio set or through any form of magnetic pickup, providing sufficient volume for homes or small halls—frequently used for demonstrating records or records by dealers.

List Price $75.00
(Tubes extra)

Uses the No. 286 in the first stage, the No. 216 in the second and the No. 216 as rectifier—is provided with volume control.

Powerizer PX-2 is a very powerful three-stage push-pull amplifier which can be energized either by the detector tube of a radio set or through any form of magnetic pickup, providing sufficient volume for homes or small halls. Frequently used for demonstrating records or records by dealers.

List Price $75.00
(Tubes extra)

 Uses the No. 286 in the first stage, the No. 216 in the second and the No. 216 as rectifier—is provided with volume control.

Powerizer PX-20 is a very powerful three-stage push-pull amplifier. It is unique in that the amount of volume is almost unlimited, using our own system of sectional units. Two-pull 250 units may be added as well. Two units are sufficient to fill a house with a dozen 2500 people, quarters of stage volume, and a stage amplifier used as a microphone in a theater. Larger units are available as well, up to 10,000 watts in power, this is the last word in power amplification.

List Price $250.00
(Tubes necessary—one (1) UX-227, one (2) UX-281, and one (2) UX-250.)
Another Superior "Ace"

No. 824—Cabinet of German sixteenth century design. Tops, ends and doors of selected well figured Walnut of 3 ply construction. Matched and well figured walnut overlaid with pressed wood carvings and moulding and trimmed with artistic design, genuine cast brass pulls. Drawer faced with matched well figured But Walnut with heavy brass hardware in antique English finish.

Size of cabinet—Width 27 1/2", depth 18", height 51 1/2"
Shipping weight—Approximately 135 lbs.

Superior Radio Cabinets for the coming season reflects the skilled craftsmanship and artistry in radio cabinet furniture that has established for itself an outstanding name during the radio season of 1927-1928. No. 824 is only one of many attractive numbers.

Superior Cabinet Company
Michigan

Studner Brothers, Inc.

Newcombe-Hawley Jobbers' Convention

Highly Successful Sales Gathering Held at St. Charles, Ill., Prior to RMA Convention—Big Attendance

A highly successful sales convention was held at St. Charles, Ill., on June 9 and 10, by Newcombe-Hawley, Inc., manufacturer of radio reproducers. A large group of Newcombe-Hawley radio jobbers attended the convention, which opened at the new Hotel Baker, at St. Charles, with a luncheon on Saturday, June 9. This was followed by a general meeting at the St. Charles Auditorium, at which time the extensive 1928-1929 line of Newcombe-Hawley radio reproducers was displayed and discussed. Plant inspections were also included in the features of the day.

A rousing sales dinner was held at the St. Charles Country Club, which was followed by a golf tournament in which the following jobbers were prize winners: First low gross—Ward Walker, of Isaac Walker Hardware Co., Peoria, Ill.; first low net—James A. Ago, of Lewis Electrical Supply Co., Boston, Mass.; blind bogey—Roy Swann, of Isaac Walker Hardware Co., Peoria, Ill., and first caddy—Arthur Grindler, of Beckley Ralston Co., Chicago, Ill.


After the convention the jobbers returned to Newcombe-Hawley Radio Jobbers at Successful Conclave

Stevens Announces New Speaker Line

A new line of Dynamic and Dynetic radio speakers will shortly be announced by the Stevens Mig Corp., New York, pioneer in the speaker manufacturing field. The new products will have a number of exclusive features, according to Clifford E. Stevens, vice-president.

Goold Bros. Built Along Sound Lines

Both Members of Firm Are Accomplished Musicians—Has Been Sonora Representative for More Than Ten Years

The Goold Bros., now Goold Bros., Inc., of Buffalo, N. Y., Sonora dealers, started life as professional musicians, following in the footsteps of their father. George A. Goold is a violinist and T. Ambersbury Goold a cellist.

About twenty-five years ago George Goold took a partner and entered the music business. The partnership was dissolved in the Summer of 1912. At that time G. A. Goold expected to retire permanently from the music business. The stock of merchandise had to be disposed of and it was left largely to T. Ambersbury Goold to sell it.

The present business is the outgrowth of the closing up of the old. It was operated for two years under the name of T. Ambersbury Goold. At the expiration of this time G. A. Goold again entered the firm as co-partner, the name being changed to Goold Bros. Inc.

The enterprise that started in 1912 from the selling out of the old was very small. Both men knew music, and both worked hard. In the early days they instituted a strictly one-price policy, a policy which at that time was not followed by most dealers. This policy has been adhered to ever since and has undoubtedly done much towards the remarkable growth of the company. A branch store was opened at Niagara Falls and later another one at Kenmore, N. Y. At present larger quarters for the main store, offices and studios are being contemplated. The business is one of the leading factors in the music field in Buffalo, the result of sound management.

The Goolds have been enthusiastic Sonora dealers for ten years and are among the largest Sonora dealers in New York State.

The hobby of both brothers is golf. They were leaders, particularly G. A., in the building up of the Transit Valley Golf Club at Buffalo, one of the finest, if not the finest, golf clubs in western New York. But, unlike many enthusiastic golfers, they both play good games, regularly turning in scores in the seventies and eighties. The Goolds will take on most anybody, both in golf and selling phonographs, radios and pianos.
Art L. Walsh, General Manager and Vice-President, Phonograph Division, Thos. A. Edison, Inc., and Hal Shearer, General Manager, Splittorf Radio Corp., Discussing Production Problems at Atlantic City

**Richmond Edison Jobbing Branch Is Opened**

P. J. Costello in Charge of Local Distributing Office of Thomas A. Edison, Inc.

RICHMOND, Va., July 6.—Wholesale distributing headquarters of Thomas A. Edison, Inc., have been opened at 1204 East Main street, in charge of P. J. Costello, formerly wholesale manager for C. B. Haynes Co., Inc., for many years distributor for the Edison phonograph line here, as well as local dealer. Simultaneously with giving up the wholesale representation in this territory, the Haynes Co. resigned its local connection, retiring from business, its entire stock being cleared at auction. The firm had been identified with the talking machine trade here for upward of a quarter of a century. The early part of the war period Ellie Bowman acquired the controlling interest in it, becoming president and treasurer. He had been operating a music store for the past two or three months, handling Stieff pianos and the Victor line. He is returning to South Boston to assume direct charge of a music store he has been running there for twenty-five years.

David Wolf, secretary of Goldberg Bros., Lyric distributors, and Miss Henrietta Sycle, reporter for the Richmond News Leader, were married in Norfolk, June 23.

Involuntary bankruptcy proceedings have been instituted in Federal Court at Lynchburg against J. E. Snow, dealer of that city.

Plans are already being shaped for the Annual Radio Show of the Richmond Radio Dealers' Club to be held in September.

**Features Honest Quaker Line**

An announcement was made in the June issue of this publication of the entrance of the Pennsylvania Distributors, Inc., into the phonograph jobbing field as direct factory distributors of Honest Quaker products. Due to an error the location of this firm was given as Montgomery, Ala. The proper address is 2327 Fifth street, North, Birmingham, Ala.

**Complete That Radio Job!**

WHEREver it's an old set your service man goes to pop up, or whether it's the latest set you are selling, complete the job by providing a real tone and volume control. The above pictures tell the story. Radio can and should be controlled to fit the occasion—and at the finger-tips of the listener-in. Also, the Table Top Clarostat will prove the most profitable accessory you ever sold. Don't overlook the Clarostat Antenna Plug. It does away with the costly, troublesome and sometimes dangerous antenna installation. It makes a good antenna out of any light socket or outlet. Sells on sight.

Stock both these radio accessories—and keep your cash register from getting rusty!

Ask your jobber about the Clarostat Line. Or better still, write for informative literature and prices.

CLAROSTAT MFG. CO., Inc.
285 West Sixth Street
BROOKLYN, N. Y.

CLAROSTAT

**News of the Trade in Toledo Territory**

**Music-Radio Business Is Above That of Last Year—Introduction of New Models Speeds Sales—Other News**

TOLEDO, O., July 7.—Summer trade in the music stores in general is above last year. Radio sales in a number of enterprises exceed the same period a year ago two to one. The July 4th holiday speeded up holiday sales and it seems that everything has been sold. Even the late model radios are in short supply.

At the Lion Store Music Rooms the warm weather has, it seems, added zest to sales of radios and combinations.

At the J. W. Greene Co., talking machine sales are more than double those of last year and the radio display is also much larger, according to W. W. Baillie, manager. The house recently added the Majestic radio. The Atwater Kent 40 and the E 2 speaker are upon the floors. As soon as the new Sparton models are available an aggressive Summer radio drive will be launched here. Cartridges, QR5 and Victor portables are moving briskly.

The United Music Store, Harry Wasserman, reported, is enjoying a very satisfactory July volume of radio and machine trade. The Majestic radio has been added, also to the Clarostat line. Brunswick portables are selling briskly. A holiday window of small machines produced the best portable trade for the house. The house has added the Majestic radio. Collections here are holding up very well—with scarcely any delinquents.

Frank Flighnere, Columbia dealer, stated July demand has opened in a mighty pleasing manner. The new Kolster-Columbia model promises to rival earlier types in popularity. The Whiteman radio is also moving briskly.

The new Whiteman Columbia recordings have become the choice of Columbia owners. The store has taken on the Majestic radio. At Grinnell Bros., the 7-11 Victor combination is setting a fast pace for other models. The Majestic radio has been added to the Atwater Kent, RCA, Kellogg, Freshman and Freed-Eiseman. Carl Role, of the Lima, O., store, is vacationing at Thornapple Lake, Mich. M. E. Higgins, formerly connected with the local store, has been transferred to the Pontiac, Mich., branch.

Grinnell's recently opened a branch at Port Clinton, O., which is in charge of Mrs. Vivian Sharp.

Plans are shaping for the convention of the Ohio Music Merchants' Association, which will be held early in September at the Commodore Perry Hotel, General Chairman Henry C. Willermann stated. Already more than twenty-five reservations have been made for display space by manufacturers. A golf tournament at Highland Meadows Country Club, at which many prizes will be awarded, will be a feature.

The Jobbers' Radio Show at the Hotel Loraine, July 12 and 13, will be largely attended, according to Cliff Johnson, general chairman.

The Toledo Radio Co., Sparton jobber, will this week receive samples of the new models shown at the factory exhibit in Jackson, Mich. recently, President Chas. H. Womeldorff stated. A campaign for Fall business will be launched with the arrival of the new merchandise.

The Whitney-Blaine-Wildermuth Co. is enjoying a better than usual Summer radio trade. Electric sets here, as in most stores, have the call. Portables, too, are moving briskly.

**New Columbia Artists**

One of Columbia's newest and most popular vocal teams is "The Nifty Three," a novelty trio, comprising soprano, tenor and baritone. The trio was organized by Dale Wimbrow, composer and Columbia artist.
Interest Aroused by RMA Trade Show Brings Sales to Dealers

Reports From Trade Indicate Satisfactory June Business Despite Inclement Weather
—New Models of Receivers and Combinations in Greatest Demand

Chicago, Ill., July 7.—The four weeks immediately following the Music Industries Chamber of Commerce Convention in New York City and the RMA Trade Show in Chicago have been fairly successful from the standpoint of retail sales, according to reports received from the trade throughout the Middle West. While this section of the country has suffered from inclement weather during the past ten days, a condition which impeded sales in every line of business to quite some extent, the month of June was considered quite satisfactory from the standpoint of sales by the majority of the trade in this territory.

The RMA Trade Show, held in Chicago, brought with it, through newspaper reports and broadcasting, a tremendous amount of consumer interest which was immediately reflected in radio sales. More and more of the new 1928 radio products have been making their appearance and most retailers report that there is a keen interest in the new radio receivers, loud speakers and cabinets which are appearing on the market. The combination instruments, containing both radio receivers and electric pick-up talking machines, are also claiming a large share of the public and retail trade interest.

Portable phonograph demand is increasing as mid-Summer approaches and many dealers report heavy sales on the small instruments. Record sales in practically all cases are ahead of the corresponding period for 1927.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Collender Co. authorized a dividend of 134 per cent that was paid July 2, 1928, on the outstanding preferred stock of the company, as of record June 20, 1928.

H. L. Williams Moves Westward

H. L. Williams, recently appointed advertising manager of Silver-Marshall, Inc., Chicago, radio parts manufacturer, has been forced by the continued ill health of Mrs. Williams to move to the West Coast. He will locate near San Francisco after a short vacation in the Southwestern part of the country.

A. S. Howell Paid Tribute

Albert S. Howell, chief engineer of the Bell & Howell Co., Chicago, maker of motion picture cameras, was awarded the Wetherill Medal on May 16 by the Franklin Institute in Philadelphia. The Wetherill award is for outstanding discovery, invention or development in physical science. This distinction was conferred upon Mr. Howell for the development of motion picture cameras and projectors adaptable to the amateur. As chief engineer of the Bell & Howell Co., Mr. Howell has been responsible for the designing of the Filmo camera and projector, the work which entitled him to this high and honorable award.

Independent Broadcasters’ Association

Independent Broadcasters have formed a national organization to protect the right of communities to retain their local broadcasting facilities under the new radio law. The battle will be waged before the Federal Radio Commission under the name of the Independent Broad-
from our Chicago Headquarters—(Continued from page 125)

Peter Sampson, of Sampson Electric Co., Chicago, New President of the Radio Wholesalers' Association

L. B. F. Raycroft Is NEMA Radio Head

Officers Elected for Radio Division of NEMA—Benjamin Gross Presented Interesting Paper—Details of Meeting

At the closing session of the annual convention of the radio division of the Electrical Manufacturers' Association on June 7, at the Hotel Drake, Chicago, L. B. F. Raycroft, vice-president of the NEMA, was named for the third time to head the division. George A. Scoville, vice-president of the Stromberg-Carlson Telephone Mfg. Co., was elected chairman of the merchandising council, with H. Curtis Abbott, sales manager, Crosley Radio Corp., vice-chairman; George Lewis, Arcturus Radio Co., chairman, vacuum tube section; L. W. Chubb, Westinghouse Electric & Mfg. Co., chairman, receiver section; Julius Weinberger, Radio Corp. of America, chairman, transmitter section, and H. L. Olsen, Fansteel Products Co., chairman of the power supply section.

The convention, the highlights of which were detailed in the June issue of The Talking Machine World, was held from June 4 to 7 and a number of interesting addresses were given. H. Curtis Abbott discussed trade-ins and said that with the universal acceptance of self-contained all-electric sets a standardization of trade-in values should be arranged. He also said that any attempt to place a valuation on a battery-operated set should be based on the receiver and not the accessories. R. I. Duncan, of the Radio Institute of America, detailed the course of instruction in merchandising which is being offered by the NEMA radio division in conjunction with the institution.

One of the most interesting papers presented at the convention was that of Benjamin Gross, president of Gross-Brennan, Inc., New York and Boston, representatives of the Stromberg-Carlson Telephone Mfg. Co., on the subject “The Manufacturers' Problems With the Dealer.” Mr. Gross touched on the franchise system, stating the need for a franchise with a real meaning and stated that strict terms are best for both dealer and manufacturer. Other points covered included: the proper representation of manufacturers by dealers, under which he discussed the number of lines the dealer should carry, the effect of the dealer carrying too many lines, and stated that the dealer's credit is impaired with too many sources of supply; discounts; trade-in problems; dealer credit standing; dealer service; the chain store and department store problems and, in conclusion, stating that the trouble with the radio industry is that it shows too low a net profit, there is too frequent shifting of trend, excessive shifting of lines by jobbers and dealers destroying permanency and destructive competition by manufacturers for jobbers and by jobbers for dealers.

Thomas A. Carlson, president of Lord & Thomas & Logan, New York City, advertising counselors, spoke on broadcasting as an advertising medium, saying that the microphone carries where the primitive press leaves off. Other speakers included H. B. Lewis, vice-president of the Commercial Paper Co., who said that installment selling was on a firm basis and recommended that terms of collection and financing, and Dr. Alfred N. Goldsmith, president of the Institute of Radio Engineers and chief broadcast engineer of the Radio Corp. of America, who urged cooperation between the radio engineers and manufacturers so that sound engineering principles be supplemented by a comprehensive knowledge of conditions in the radio industry.

The convention was brought to a close on Thursday evening with a banquet at which the members were addressed by Congressman Clyde Kelly, co-author of the Capper-Kelly Bill now pending at Washington, who spoke on the subject of “Price Maintenance.”

New Wastontown Models Ready Soon

One of the outstanding features of the Radio Trade Show at Chicago was the large number of modern art cabinets on exhibition, according to Edward J. Biel, manufacturers' representative, New York City. Mr. Biel announced that the Wastontown Table & Furniture Co., which he represents, will shortly introduce several new numbers especially designed for the 1928-29 radio receivers.

Private Cars Have Federal Receivers

The private car of the Minister of Railways of Canada has been equipped with a Federal Ortho-sonic receiver under the new Tast Radio Sales of Toronto, Federal distributor. A similar set will also be installed on the official train of the American Railways Association, which convenes in California this year. Federal models E-10 and E-40 were selected for these installations.

Federal Ortho-sonic receivers are giving satisfaction in the private cars of several executives of Canadian and American railroads. Lady Willingdon, wife of the Governor General of Canada, has requested a similar installation for two private cars which were especially built for her as "traveling apartments." 

Dealers Feature Radiola 18 in Fine Window Displays

The recent announcement of the new RCA Radiola 18 was followed by a remarkably successful window display and aggressive sales campaign among RCA authorized dealers throughout the United States, according to reports to the general offices of the Radio Corp. of America in New York. Every step in the scheme of procedure was carefully mapped out in advance, according to RCA executives, and 750,000 illustrated descriptive folders were sent to dealers in addition to 45,000 window posters and 15,000 newspaper mats. Advertisements in newspapers and magazines announcing Radiola 18 are said to have cost over a quarter of a million dollars.

Issue Interesting Volume

"Novice Corner" is the title of an elementary handbook treating of the gramophone or talking machine, just issued by The Gramophone Publications, Ltd., London, W. I. For those who are interested in the best performance of talking machine records, and the care and understanding of the talking machine, this volume will be found of great value. The bulk of the matter has been contributed by Mr. P. F. Wilson, who conducts the technical department of "The Gramophone" magazine. Among the other contributors there has been assembled a great deal of important material the perusal of which will interest and stimulate readers into a wider appreciation of the merits of the modern talking machine and the modern record, both of which have aroused enthusiastic praise.

New Stewart-Warner Radio Line Welcomed

R. H. Woodford, Radio Sales Manager of Stewart-Warner Corp., Pleased at Public's Reception of New Line

"The reception given our new radio series when shown for the first time at the Trade Show," said R. H. Woodford, radio sales manager of the Stewart-Warner Speedometer Corp., Chicago, Ill., "was more cordial than the most optimistic fellow could hope for. A real hit, none bigger!" By keeping close tab on questions and comments of visitors we discovered there were four big points of interest. Far and away the most-talked-of feature was realism of tone. I've no idea how many times we explained in detail the 'Electric Ear' process by which we test our instruments for accuracy and truth in reproduction. Next to 'realism' the feature attracting the most attention was the new finish. The unusual and exclusive 'Moire' finish in shades of bronze and bronze was chosen by Stewart-Warner after a contest for the best finish for a radio set and we're more than pleased to see the public backing us up in our choice.

Two other points, the doubly calibrated tuning dial and the electrical phonograph pickup, received about an equal amount of interest. Regular dial index numbers are stamped in black and wave-lengths in red. The high degree of accuracy necessary for wave-length calibration accounts for its use only on the finest sets made. The phonograph pickup receptacles are simple to work, requiring no additional wires or attachments.

Accurate! The Alto Automatic Stop For Phonographs

Accuracy at low cost means satisfaction and additional business. A simple, efficient attachment. With a record of ten years satisfactory service in the phonograph trade, it is more than a talker. The new Alto is a practical instrument, serving to adjust the needle on contact, when placed against the record, and return the needle to the starting point when the record is over. In short, it is the only automatic device which so satisfactorily performs the two functions which it accomplishes. Easy to install. Reasonable cost.
Harry E. Sherwin
With Howard Co.

Well-Known Sales Executive Holds Post
of Marketing Manager—Has Wide Ac-
quaintance Throughout Country

Harry E. Sherwin has joined Howard Radio Co., Chicago, as marketing manager, according to an announcement by A. A. Howard, presi-
dent. Mr. Sherwin is well known to the radio trade from Coast to Coast, owing to his long service in radio merchandising. His connec-
tions with Fada, Garod and Crosley have given him broad acquaintance with jobbers and dealers not only throughout the United States but in Canada and Mexico. In a recent state-
ment Mr. Sherwin says: "Backed by the stand-
ard of quality continuously maintained by Howard Radio throughout the entire six years

Harry E. Sherwin
of manufacturing gives me background that makes a very solid foundation for merchandis-
ing plans. The new factory, the establishment
of facilities for greatly increased production, the improved product turned out by the engineering
staff and the strong financial position of the
company give me the inspiration to establish
wide distribution.

"The decision to begin this season with the
extension of distribution to every section of the
United States places a line of dependable radio receivers built with inspection and test behind
them that can only be comparable to the finest
watch making. Local advertising in each com-

pany will be adequate to carry the Howard
message, and carefully planned display material is in process of designing to make that connect-
ing link, between advertising and merchandise.

"While the model range runs above two thou-
sand dollars, there is a receiver designed for the
masses; this, the Green Diamond Eight, actually employs nine tubes. The compactness and
extremely low price will make quick sales and large distribution. The company being a
licensee of Radio Corp. of America, and asso-
ciated companies, Hazeltine Corp. and Hogan
single-tuning control patents, issued and pend-
ing, gives the trade full protection."

Kolster Set Used in Broadcasting Tests

Two stations of the Columbia Broadcasting System are operating on a single wave length
on Sunday nights. These tests began during a
Kolster Radio Hour last Winter with a Kolster
set used by the engineers as a check on the
results. Station WAIU, Columbus, and station
WAIU, St. Louis, have been synchronized, per-
mission having been secured from the Fed-
eral Radio Commission, and various methods of
synchronization are to be tried out by the Co-
lumbus station in conjunction with KMOX.

Using Kolster Set in Broadcast Tests

while actually broadcasting during July and Au-
gust, and the results of the experiments will
be reported to the Radio Commission.

Herbert V. Akerberg, engineer, and Don Bar-
ard, manager of WAIU, and Franklin D. Doo-
little, owner of WDBC, New Haven, are cred-
tified with the successful tests held last Winter.

The method of synchronization involves the use
of crystal control for the wave lengths, and the
temperature of the crystal is controlled by a
thermostatic device perfected by these men.

Annual Outing of the

Ditson Get-Together Club

BOSTON, MASS., June 25.—The annual Summer
party of the Get-Together Club of the Oliver
Ditson Co. took place last Saturday, when over
100 members went to Pemberton, a popular
shore resort, for the day. Despite unfavorable
weather conditions, the program was carried out
with great success. There were the usual picnic
games and the factory force trimmed the store
representatives in a baseball contest. The treat
of the day was an old-fashioned clambake. The
guests of the day were Mr., and Mrs. William
Auns Fisher and Mr. and Mrs. David C. King.

Plans to Make Fada Trade

Connections in South Africa

J. W. deHaas, export representative for Fada
Radio, recently sailed for South Africa to make
investigations and establish further trade con-
nections for F. A. D. Andrea, Inc. He will ap-
point Fada distributors and study radio con-
ditions in that part of the world. Mr. deHaas
plans to be away about five months, and on the
return trip he will visit England and several
other European countries with a view to secur-
ing the latest data and establishing direct rela-
tions with Fada connections there.

The R. B. Rose Co., Inc., New York City,
recently filed a schedule in bankruptcy.

Oregon Phonograph

Dealers Organize

Will Be Subsidiary Branch of the Oregon Music
Tiles Association—Warde W. Robinson Appointed Chairman

PORTLAND, ORE., July 2.—The managers of
the phonograph department of the music stores
in the city have organized a subsidiary branch
of the Oregon Music Trades Association, which
is not to be an independent organization but
simply a branch of the parent body. The first
meeting of the group was held early last month
in the Chamber of Commerce and was attended
by eighteen dealers and sales people. They
will not elect officers but Sidney Johnson,
manager of Sherman, Clay & Co., and president
of the Oregon Music Trades Association, ap-

ointed Warde W. Robinson, of the Hyatt
Music Co., as chairman of the phonograph
branch and he will be in charge and preside
at the meetings. The initial meeting was an
interesting one. Many important matters were
discussed, Richard Montgomery, of the J. K.

Gill Co., spoke of the record broadcast situ-

ation and stated that in his opinion broadcasting
would not be harmful to the trade if the public
were simply given a sample of the new num-
bers instead of them being used until they
were threadbare. George Skiff, an invited
quest and advertising agent of the Oregon
Journal, spoke of the value of advertising the
phonograph to put it over to the buying public.

George Fullman, in charge of the wholesale
department of the Brunswick Co., suggested
that a weekly review of the new record re-
leases be written up and the Portland papers
be asked to publish the review. A petition
to this effect was signed by those present, with
the proviso that the dealers would abide by
the decision of the critics of the papers. Ran-
dall Bargelt, of the Columbia Phonograph Co.,
spoke on merchandising ideas and said that
business could only be obtained by those who
went out and got it, both as to phonographs
and records. Among the visitors present was
W. Evans, sales manager of the Northwest
Victor Distributing Co., of Seattle, who ad-
vanced some splendid ideas on sales promotion
of the portable phonograph. Mr. Robinson, the
chairman, announced that regular monthly
meetings would be held.

E. B. Hyatt, of the Hyatt Music Co., 386
Morrison street, has announced his retirement
from the music industry and is now putting on
a closing-out sale of phonographs, records,
and in fact his entire stock. He recently disposed
of his radio department to F. R. Woodbury,
an expert radio man, who will continue the
radio department in the same location.

The Seiberling-Lucas Music Co. purchased
the Conn-Portland Music Co. at 211 Broadway.

G. F. Johnson, of the G. F. Johnson Piano
Co., 410 Morrison street, who recently closed his
doors, has opened up again for business.

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.
Sparks-Withington Equasonne Circuit Is New Development

New Circuit Is Said to Make the Lower Wave Lengths of Broadcast Band Equally Valuable With Higher Channels—Has Extreme Simplicity and Sturdiness

A new system of radio broadcast reception known as the Equasonne pre-selective circuit has been developed by the Sparks-Withington Co., Jackson, Mich. The new Equasonne circuit is said to be a marked advance in the radio art and the new receiver is the result of two years of painstaking work of the Sparks-Withington engineers, in collaboration with Lester Jones, of New York City. The Equasonne circuit, according to the manufacturers, makes the lower wave lengths of the broadcast band equally valuable with the higher channels and at present there are only 250 broadcasting stations between 350 and 1,000 kilocycles and 500 stations between 1,010 and 1,200 kilocycles.

In addition to the uniformity in its selectivity throughout the broadcasting wave band, it is stated that there is a complete elimination in the new Sparton receiver of all balancing or neutralizing adjustments. The usual intermediate stage of audio amplification is also eliminated and a 25-watt power tube may be operated direct from the detector. This is possible because a maximum undistorted amplification of 15,000 is obtained in the radio amplifier. The set is operated direct from the lighting circuit and uses standard tubes.

Circuit Is New Development

The new Sparton receiver of all balancing or neutralizing adjustments is said to be at home, on the farm, in the summer board-house, on the water, or anywhere else, to indicate the passing seasons, it is stated that there is a complete elimination in the new Sparton receiver of all balancing or neutralizing adjustments. The usual intermediate stage of audio amplification is also eliminated and a 25-watt power tube may be operated direct from the detector. This is possible because a maximum undistorted amplification of 15,000 is obtained in the radio amplifier. The set is operated direct from the lighting circuit and uses standard tubes.

The extreme simplicity and sturdiness of the Sparton Equasonne receivers have been subjects of much favorable comment. The makers state that its construction makes possible the location of any trouble by simple testing at three points, and when located any difficulty can be remedied in three minutes by substituting a new, complete unit at very nominal cost. The Sparton Equasonne receivers are illustrated and described in the New Products section of this publication.

"Radio Not Seasonal" Says Dr. Goldsmith

Radio, unlike canned goods, has no Winter or Summer season, according to Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp. of America.

"If we mentioned Wintertime or Summer-time phonograph music," Dr. Goldsmith said, "we might be laughed at because phonographic presentations have come to be accepted as a permanent form of entertainment in mid-Winter and mid-Summer alike. And by the same token, when radio programs are maintained from one end of the year to the other at the same high levels of excellence, with little difference to indicate the passing seasons, it becomes decidedly out of order to speak of seasonable radio.

"As for the radio listener—there is just as much reason to listen in during the Summer as during the Winter.
S. M. Doak Is New Federal Ad Manager

Has Had Long Experience With Federal Radio Corp. as Field Salesman—Will Direct Widespread Ad campaign

BUFFALO, N. Y., July 8.—S. M. Doak, who entered the service of the Federal Radio Corp. several years ago as field salesman, has been promoted to advertising manager. Recently he has been manager of the company's sales and service division. At a conference of Federal wholesalers and retailers who represent every section of the country it was decided to conduct an extensive advertising campaign for the new Federal Ortho-sonic sets starting at once. Both trade journal and newspaper space will be used. Mr. Doak will direct the campaign.

Eleanor C. Spencer, former correspondent of The Talking Machine World at Buffalo, has been appointed assistant advertising manager of Federal. Both appointments are now in effect.

Velvet Tone Record Demand Is Brisk

The newly organized Velvet Tone Record Co., 1819 Broadway, New York City, reports business as being exceptionally satisfactory. J. M. Collins, sales manager, is elated at the fact that the company has secured the exclusive services of Vernon Dalhart for recording popular-priced records and anticipates banner sales from the recordings of this artist. Other artists under exclusive contract to the Velvet Tone organization include Annette Hanshaw and Paul Small of Small and Little, now being featured with Paul Ash at the Paramount Theatre, New York City. Herman Rose, well known in recording circles, is in charge of the recording laboratories of the new company.

Open New Store

Jesse French & Sons Piano Co. held formal opening of their new store at 261 Dauphin street, Mobile, Ala., on July 10.

Stoner & Heath, Inc., Represent Deca-Disc

Stoner & Heath, Inc., manufacturers' agents, of 122 Greenwich street, New York City, were recently appointed representatives for the Fulmatic Creatone made by the Deca-Disc Phonograph Co., in the States of New York, New Jersey, Connecticut, eastern Pennsylvania, Delaware, Maryland and the District of Columbia. This representation does not include the metropolitan territory. Stoner & Heath are well known in the territory they cover and they have developed a successful business.

Brunswick Dividend Declared

The directors of the Brunswick Co., Chicago, III., have authorized a dividend of 75 cents per share on the outstanding common stock of the company to stockholders of record as of August 5 and payable August 15.

Looking Forward!

The Sale of Our Victor Department Now Permits Us to Give Undivided Attention to the Merchandising of Radio Products Without Possible Conflict of Interests

Our record of twenty-six years of service and building up of dealers' good will will enables us to offer unusual distributing facilities, organization and experience to manufacturers of nationally known products.

WE WILL SHORTLY ANNOUNCE A COMPLETE LINE OF COMBINATION RADIO-PHONOGRAPH INSTRUMENTS FOR EARLY DELIVERY

Wholesalers of:

- FADA
- ALL-AMERICAN MOHAWK
- EVEREADY BATTERIES
- RADIOTRONS TUBES
- NEWCOMBE-HAWLEY ROLA
James Mayer With Stewart-Warner Corp.

James Mayer, who recently associated himself with the radio department of the Stewart-Warner Speedometer Corp., is a well-known figure in the radio world. Since the very inception of broadcasting, Mr. Mayer has been identified in one capacity or another with the industry. In the last few years he has given most of his time to sales work.

At present he is on a tour of the Middle West, visiting distributors and dealers. Both the large cities and the smaller towns in the territory will be covered by Mr. Mayer in his first trip as factory representative. Well acquainted in the district he is now traveling, he will renew old friendships.

It Is a Sensation!
Combination Phono-Radio Cabinet
The WELLINGTON

Pierson offers this year a wide choice of beautiful cabinets that may be equipped with Electric Phonographs as well as Radio Sets.

Again proving Pierson Leadership in the Radio Furniture field.

BE FIRST WITH PIERSON!

Model No. 853
America's Foremost Line of Radio Furniture

The Pierson Company
Rockford, Illinois

"HELYCON"
The proven phonograph equipment, manufactured by men who have been in the industry for a generation.

Write for Catalog of Motors, Tone Arms and Reproducers

POLLOCK-WELKER, Limited
Kitchener, Ont., Canada

102 Motor

Cable Address: Polwel, Kitchener

509 Tone Arm

Code: A.B.C., 5th Edition, Bentley's
Otto Heineman Sails on European Trip


Prior to sailing Mr. Heineman commented upon the fact that the Okeh Phonograph Corp. had enjoyed during the past six months a very heavy sales volume, well ahead of expectations, and showing a substantial increase over 1927. Mr. Heineman sees in this remarkable "come-back" made by the phonograph in the past year, stating that in his opinion the phonograph has now resumed its former position as one of America's necessary forms of entertainment, and from all indications will continue to increase in popularity year after year.

The demand for portable phonographs is one of the outstanding features of the industry, and Mr. Heineman sees in this tremendous sale of portables a marked impetus to record business. Sales of Okeh records are well ahead of last year, and in every branch of their organization the Okeh Phonograph Corp. reports a substantial gain over last year.

Victor Plant in Hollywood

A large plot of ground in Hollywood, Cal., has been purchased by the Victor Talking Machine Co. as a site for a plant in which it will carry on the work of sound synchronization for films, it was recently announced by E. R. Fennimore Johnson, executive vice-president of the company.

Announces Resignation

The resignation of Martin Zutulow, traveling supervisor of sales of the Charles Freshman Co., Inc., New York, has been announced. Mr. Zutulow has been connected with the Freshman Co. since 1924, devoting his time to extensive travel throughout the United States, co-operating with the company's dealer organization.

D. P. Dewell in New Post

D. P. Dewell, formerly assistant advertising manager of the Columbia Phonograph Co., New York City, now occupies the post of advertising manager of the export department of the company.

Fada Entertains Jobbers at Banquet

International Sales Conference at Chicago Concluded by Dinner in the Crystal Room of the Blackstone Hotel

Marking the conclusion of Fada Radio's international sales conference in Chicago during the RMA Trade Show, a dinner was given in the Crystal room of the Blackstone Hotel on the evening of June 12. It was attended by Fada distributors and other guests. It is said that this is the first time that the Crystal room has been closed to the public in ten years.

Several novel arrangements characterized the social gathering. There were no speeches, but plenty of professional entertainment was provided by noted stars of the air and stage. F. A. D. Andrea, president, with other officials and executives of Fada Radio, welcomed the visitors.

Among those present was Nicholas T. Teves, of Honolulu, who traveled 4,000 miles to attend the Fada Show and study radio conditions in the United States.

Making Trade Survey

PHILADELPHIA, PA., July 7.—C. W. Geiser, of the Atwater Kent Mfg. Co., of this city, is engaged in a special survey for the Atwater Kent Co., which will carry him as far as the Pacific Coast. While in Colorado Mr. Geiser's plans include a visit to his parents.

Consider the New VINCENTNES Veraphonic Phonograph

DAILY, this remarkable innovation in the phonograph field is gaining prestige and profits for aggressive dealers. This fine machine, a new creation by Vincennes artists and engineers, has been pronounced a revelation in the quality of reproduction and construction. The Vincennes Veraphonic is destined to do big things for dealers who desire to stimulate phonograph sales. Its list price is only $385.

All Vincennes phonographs open new avenues to quick returns and handsome profits. A popular seller is the Vincennes Rivoli phonograph, listed from $49.50 to $130.00. The new-Vincentnes Veraphonic phonograph, with our patented Veraphonic reproducer, is listed from $95.00 to $195.00.

You can "cash in" on the growing popularity of this money-making line. Any of the Vincennes distributors will supply you with full details of the attractive Vincennes dealer discounts.

VINCENTNES PHONOGRAPH MFG. CO.
Vincennes, Indiana, U. S. A.
New Vice-Presidents Elected by Freshman Stockholders

(Continued from page 32a)

Radio industry. Mr. Beach has been associated with the music trade in the jobbing, distributing, sales and merchandising divisions for more than a score of years. He was treasurer of the travelling department of the Victor Talking Machine Co. for many years, and later became Eastern sales manager of the Brunswick-Balke-Collender Co. in charge of the Atlantic seaboard territory, relinquishing that post to become general sales manager of the Charles Freshman Co. In this capacity Mr. Beach has built and welded together a national sales organization which is particularly well equipped to render efficient service to Freshman dealers throughout the country.

Mr. Keyes joined the Sonora Phonograph Co. as assistant treasurer in 1922 and later was elected secretary and treasurer and a director of the company. Latterly he was treasurer of the Acoustic Products Corp.

Mr. Eltz has been in charge of engineering development and research work in the Freshman organization for several years. He was formerly with the Western Electric Co. and Clapp Eastham Co., and his experience in radio and electrical engineering goes back to 1904.

Outlining the future policy of the Charles Freshman Co., Mr. Earl, who was formerly one of the best-known executives in the automotive field and who possesses a wide knowledge of modern production and merchandising methods, gained as first vice-president of the Willys-Overland Co., and in other executive posts, in a statement regarding company plans, said:

“Our intention is to make a good product economically and then sell it at a fair price, so that both the dealer and the consumer will realize the benefit. We are going to protect the dealer first, last and always. We will give the public an advanced-design receiver. The cabinet will be built for the radio, and to meet the public’s need. We will not build our receivers to fit any style cabinet that happens along. The new Freshman line will not be a Ford or a Rolls-Royce series. One of the first and most important outposts we intend to strengthen is the salesmanship to the public, with a clear-cut, prompt and fair service policy. The Fall line of Freshman receivers includes improved metal and wooden cabinets, and a ‘mystery’ model chassis, which will not be placed on the market for several months.”

Mr. Miller has been secretary of the Freshman Co. for many years and is thoroughly equipped to carry on his duties under the reorganization.

Arrow Electric & Radio Co. Is Winner of Federal Sales Contest

International Retail Sales Contest Conducted by Federal Radio Corp. Together With Trade-in Plan Proves Big Success—Large Sales Volume Reported by Trade

The International retail sales contest conducted by the Federal Radio Corp. of Buffalo, N. Y., makers of Federal Ortho-sonic sets, in conjunction with its national trade-in plan, was a great success. The trade-in plan of the Federal Corp. for its retailers in United States and Canada has had marvelous reception and has been a means of stimulating radio business in all sections of the two countries. Out of 362 reports submitted by retailers who entered the contest, an increase in sales volume is shown of from 162 per cent to 182 per cent over the same month a year ago. The winner is Mr. E. H. Schane, and keen though friendly rivalry that marked the opening of the contest did not cool for a moment from that time until it closed. Winners have been declared and congratulatory messages are pouring into the offices of the winners.

The Arrow Electric & Radio Co., Inc., of Jersey City, was the international prize winner, having made the greatest number of Federal Ortho-sonic radio sales of any dealer in the United States and Canada during the period of the contest. Al Levine, president of the company, was furnished with the Federal Radio Corp. prizes by Mrs. L. M. Green, president of the Silas E. Pearsall Co., Federal Ortho-sonic wholesalers in the New York City territory. He received a beautiful engraved silver loving cup 28 inches high, together with a choice of eight valuable prizes, such as a lady’s diamond wrist watch, golf clubs in leather bag, 21-jeweled Hamilton watch, etc.

The four groups were classified as follows: Group A, including dealers in the United States and Canada in cities with a population over 100,000; Group B, in cities between 25,000 and 100,000; Group C, in cities between 10,000 and 25,000 and Group D, in cities of less than 10,000 population. This means of classification gave every dealer an equal opportunity to win a prize.

The four group prizes are of equal value and worth competing for. Each winner in the group contest will be awarded an engraved 24-inch silver loving cup and their selection of a number of other valuable prizes.

Victor Talking Machine Declares Dividends

The Board of Directors of the Victor Talking Machine Co. on June 22 declared the following quarterly dividends to stockholders of record at the close of business on July 2, 1928; $1.75 per share on preferred stock (sixty-nine shares old stock outstanding), payable July 16, 1928; $1.75 per share on 7 per cent cumulative prior preferred stock, payable August 1, 1928; $1.75 per share on $6 cumulative convertible preferred stock, payable August 1, 1928, and $1 per share on common stock, payable August 1, 1928.

Seek Lower Coast Rates on Radio Combinations

SAN FRANCISCO, CAL., June 22—Frank Bates, traffic expert for Sherman, Clay & Co., stated to-day that efforts are being made to bring west-bound shipments of combination talking machines and radios down in rates. At present rates are higher on radio than on talking machines and the trade wants them equalized by bringing down the rates on radio.

The matter has been taken up with the Transcontinental Freight Bureau.

G. T. Taylor in New Post

G. Todd Taylor, manager of the phonomorph department of the Glen Bros.-Roberts Piano Co., formerly in charge of the phonomorph department of the Daynes-Beebe Music Co., Salt Lake City, has accepted a position with the QRS Co., San Francisco. Mr. Taylor is an experienced musical instrument store window trimmer, and some of his windows whilst at the local music stores attracted considerable attention.

The Given Electric Co. recently held the formal opening of its store at 730 Braddock avenue, Braddock, Pa.
Phono Radio Furniture of Beauty and Quality

**Excello Combination Console meets every demand**

This attractive model, the hit of the RMA Trade Show, accommodates any radio set up to 24 inches long and switches instantly from radio to phonograph reproduction.

Comes completely equipped with G E Electric Phonograph Motor, electric pickup, tone arm, automatic shutter, volume control, etc. Also Cone or Dynamic speaker.

Cabinet work of true Excello quality.

**Catalogue of complete line on request.** Write today.

---

**EXCELSO PRODUCTS CORP.**

4824 W., 16th St., Cicero, Ill. (Suburb of Chicago)

Pacific Coast Representative—Pacific Sales Corporation, 626 Larkin St., San Francisco, Calif.

---

**Carryola Jobbers Make Airplane Tour**

Party of Fourteen Fly from Chicago to Home of President of Carryola Co. and to the Plant at Milwaukee

"Carryola," a huge tri-motorized Ford monoplane, took off from Chicago marking the Carryola Co.'s appearance at the RMA Radio Show in Chicago on June 12th. Ray Reilly, general sales manager of the Carryola Co., Milwaukee, sponsored the trip featuring the following:


The entire assembly flew to Crooked Lake Farm at Oconomowoc, Wis., to the estate of O. L. Prime, president of the Carryola Co., where they were greeted by Mr. Prime, F. W. Busche, vice-president; S. G. Wild, secretary and treasurer of the Carryola Co. After a brief visit the plane again took off for Milwaukee where the group visited the entire wonderful system incorporated in the manufacture of Carryola portables that are produced at the rate of over a thousand a day, and about the airplane trip.

The following day Mr. and Mrs. A. E. Meyer, Edward E. Hiler, American engineer and inventor of the tuned double impedance system, and Hiler Audio Corp., visited the Hiler plant in the presence of various manufacturers and has issued licenses to these manufacturers. Negotiations are pending with several others and it is the purpose of this patent organization to license some of the reputable radio receiver manufacturing concerns.

Very successful tests have been recently completed and incorporation of the Hiler system into some of the most popular receivers is only a matter of a very short time. The licensees of the Hiler Audio Corp. at the present time are Zenith Radio Corp., General Radio Co., American Specialty Co., Ford Mica & Radio Co., Kenneth Harkness Laboratories, Inc., and Leslie F. Mitter Co.

---

**Davega Opens New and Largest Store**

**Space-Carries Many Lines**

Davega United Sport Shops, Brunswick, Atwater Kent, Fred-Eisenmann and Stromberg-Carlson dealers, added another and the largest link to their already lengthy chain of stores throughout the metropolitan district. The newest Davega store is strategically located in the Knickerbocker Building at Forty-second Street and Broadway, oftentimes referred to as "the crossroads of the world." The store occupies a large area on the second floor of the building which is reached by two private elevators, operating from a private entrance, with show windows on the ground floor. The second floor is also equipped with a wide expanse of show windows which provide particularly effective window display on this important corner.

H. D. Berkley, well-known in talking machine and radio circles, is manager of the new store. Mr. Berkley's past experience well qualifies him for the important post he now occupies, for he has been engaged in the New York field for over fifteen years, occupying managerial positions with such well-known houses as Bloomingsdale's, Landay's, Hearn's and the Blout chain of stores.

The formal opening was held on Wednesday, June 27, at which time representatives from the entire talking machine and radio industry called and extended their best wishes to Manager Berkley, A. Davega, president of the company, and H. Benjamin, and through the courtesy of the various manufacturers recording and broadcasting artists and orchestras were present to add to the celebration. Many members of the trade expressed their best wishes in floral offerings as well.

---

**On European Trip**

J. Newcomb Blackman, founder and president of the Blackman Distributing Co., New York City, Mrs. Blackman and their daughter, Miss Betty Hamilton Blackman, sailed for Europe on July 6. They will visit England, France, Holland, Germany and Switzerland before returning in September.
Western Music Trades Hold Fifth Annual Meeting

President E. H. Uhl Recommends Change of Name Including Radio—Urges Continued Work to Impress Children With Importance of All Types of Music

Los Angeles, Calif., June 28—The Fifth Annual Convention of the Western Music Trades Association got under way most auspiciously on Tuesday morning when President E. H. Uhl, of Los Angeles, delivered the opening address in which he stressed two important points. First he recommended changing the name of the organization to the Western Music and Radio Trades Association in order to embrace radio, which he characterized as one of the most active lines in the musical instrument business, and secondly, urged the inculcation of musical enthusiasm with which music will be accepted. Every board of education should be solicited at once, asking that credits be given for courses in music.

For the day the regular convention session was held in the morning, but, following the luncheon, the meeting broke into two gatherings, one devoted to bands and orchestras, and another to sheet music.

Sheet Music Division Meets

In the latter section Harry Nevills, of Los Angeles, pointed out that sheet music counters in most of the big music stores are almost completely ignored in computing the day's business activity. He urged that semi-annual meetings of the sheet music department heads and the song shop owners of every section of the country be held, and particularly recommended that such meetings be scheduled for the immediate future on the Pacific Coast. "Conventions of this nature," he said, "may embrace several musical instrument dealers view this ensemble as an element foreign to their business, but radio, due to its musical background, is one of the most logical of the recently adopted musical instrument sales possibilities. Mr. Clay, incidentally, repeated, for the most part, the address he delivered before the National Association of Music Merchants in New York recently, on the operation of a retail music store. This address, which created a profound impression, is published in full with the accompanying charts elsewhere in this issue of The Talking Machine World.

The registration was below what was expected for the opening day, the total scarcely reaching the $50 mark, according to A. G. Farquharson, the Association's executive secretary. Greatly increased attendance, however, was evident on the second day, as large delegations arrived from San Francisco and the Northwest.

The Uplifters' Club, a branch of the Los Angeles Athletic Club, situated in Santa Monica.
canyon, west of Los Angeles, was the scene on Tuesday night of a dinner and entertainment given by the Atwater Kent Radio Mfg. Co., to which all delegates and their wives were invited.

Delegates Visit Pugant and Exposition

During the afternoons, those delegates who were not engaged in business transactions or at attendance at the special meetings visited the International Music Pageant and Exposition, given in the Ambassador Auditorium, situated nearly the convention hall. The exposition was declared the most complete display of musical instruments ever held. While one of the Association convention sessions was in progress the pageantry was staged to reveal to the public the effect and beneficial power of music. Actors, pantomimists and scenery carried out the theme of the pageant, which was declared by the delegates to be a huge merchandising force.

Second Day Session

The second of the Western Music Trades' Convention yesterday, Wednesday, was given over entirely to discussions of various phases of radio and of the radio trade, and there were many illuminating facts presented by authorities for the consideration of the dealers.

Uhl Urges Higher Markup

Ed. H. Uhl, president of the association, introduced the subject by declaring a higher markup on radio instruments was an urgent need for the dealer. He declared that with more profit available in pianos, many of the authorities for the consideration of the dealers.

He further pointed out that when installment merchants discovered their paper, sometimes at twenty percent, there was little profit left in radio sales.

Servicing Still a Problem

C. H. Mansfield, of Los Angeles, manager of the radio department of the Platt Music Co., declared service constituted one of the considerable menaces to the radio industry. He said with many firms promising what he characterized as "wild performances," in other words declaring their sets would work wonders and would bring in stations so far remote that such performance actually would be an impossibility, the customer, on trying the instrument, would discover its inability and would demand service call after service call, thereby running up tremendous losses for the dealer.

The one way to obviate this needless difficulty, he said, is to promise only a thirty-day service period after the method of the automobile dealer and to instruct salesmen energetically to make no "wild statements" pertaining to the product. Cut service costs further, he recommended, by handing only recognized and thoroughly tried radio sets. The better sets, he pointed out, will require but little servicing.

Co-operation of Manufacturers Needed

Without the co-operation of the manufacturer, Mr. Mansfield said, the dealer has little chance to succeed. One of the most necessary co-operative moves, he declared, constitutes the manner in which new models are introduced, for premature announcement of these models invariably halts sales, and the fact that many manufacturers do not sufficiently guard against and do not take steps to curb rumors puts the dealer at a distinct disadvantage.

"I frequently have had my customers," he continued, "advise me of models of which I had no knowledge either definite or remote. When these stories became widely circulated, it sometimes was found they were without foundation or were baseless. However, they had their disastrous effect on business.

"Some manufacturers give a guarantee against price drops, but to my knowledge none of them give any kind of guarantee against issuance of new models. One manufacturer to my knowledge has changed models three times within the past nine months, each time coming out with practically the same set at a lower price."

Television Still Distant, Says Lambert

Announcement of television was characterized as premature both by Mr. Mansfield and by I. E. Lambert, assistant general attorney of the Radio Corp. of America, New York.

"Television," said Mr. Lambert, "of course is an assured fact, but it is as yet in the laboratory stage. Just as is the phonograph which runs a motion picture of the band, singer or raconteur as the record is played, television is not yet ready for handling by the unskilled layman.

"Overenthusiastic newspaper stories telling of television's accomplishments and the announcement of the movie phonograph have had their disastrous influence in slowing sales all over the country. Positive knowledge has come to us on repeated occasions wherein prospective customers have hesitated or have actually refused to buy because they expected immediate introduction of these two new marvels."

Richard E. Smiley, assistant sales manager of the Atwater Kent Mfg. Co., of Philadelphia, said: "The radio industry is going through its usual 'spring season,' with attendant rumors flying thick and fast. We hear of companies that are going to revolutionize the industry, until one wonders if the plans of all will be successful. Of course, all of this is ridiculous; because many of the companies which have announced extremely ambitious programs are most certainly not in position to finance them.

"Is radio a specialty or a commodity," he asked, declaring that many firms were forcing radio into the latter class of merchandising. After many millions of dollars have been expended in placing a manufacturer's name before the public, he said, radio should be exploited from that basis.

Co-operation among music and radio merchants, Mr. Smiley continued, is being con-

(Continued on page 136)

Plays

Ten 10" or 12" Disc

Records of all makes

continuously, reloading automatically.

Permits selection of music at will from Remote Control or at machine.

Models designed for Homes, Auditoriums, Hotels, Clubs—All places desiring a faithful presentation of the Music Masters' Art.

The

DECA DISC CO.
Waynesboro, Penna.
U.S.A.
Western Music Trades Meeting

(Continued from page 135)

siderably sweetened by better understanding and the influence of trades associations. If the radio and the phonograph were once competitors, he said, that competition no longer exists, as to-day any broad-minded merchant realizes that both are working hand in hand, with the phonograph giving permanently recorded music and the radio the current music, news and concerts.

The Importance of Trade Journals

Trade journals were paid a great compliment by Mr. Smiley, who declared they were indispensable in bringing modern viewpoints to the industry simultaneously in all parts of the country. The trade journal, he said, stands as a common meeting-place for men of an industry and the value of this influence cannot be over-estimated.

Royal W. Daynes, of Salt Lake City, president of the Consolidated Music Co., declared jazz music soon will go through a refining process and that after this transition, which will eliminate crazed antics of drummers and shrill squawks of clarinets, jazz will be recognized and accepted by the finest musicians of all nations.

Third Day Session

At the final session of the convention, following the recommendation of President Uhl at the first session and the attention given to radio problems on Tuesday, it was voted to change the name of the organization to the Western Music & Radio Trades' Association. The vote was unanimous and the move was endorsed by many prominent members of the association.

Royal W. Daynes the New President

Royal W. Daynes, of the Consolidated Music Co., Salt Lake City, was elected president, and his city was chosen as the next meeting-place of the convention. Other new officers are Ellis Marx, of the Ellis Marx Music Co., Sacramento, first vice-president; Shirley Walker, of Sherman, Clay & Co., San Francisco, second vice-president, and John Elliott Clark, of Salt Lake City, secretary.

It was left to Mr. Daynes to appoint his own treasurer, and executive secretary from Salt Lake City musical instrument men, thereby swinging the control of the western association for the coming year into the intermountain region.

In his address of acceptance, Mr. Daynes devoted himself to an invitation to all members of the Association to attend the next convention, and refrained from outlining his official policies other than pledging himself to serve the industry to his best ability.

Radio Men Appreciative

After the change in name of the organization was effected, Walter Fagan, Los Angeles radio dealer and a leader in the industry in the southwest, was called by E. H. Uhl, still presiding, as president, and the jobber desires. The 1928 line of the Green Diamond receiver, listed at $123, also to engage in various allied endeavors.

C. A. Backus was elected president of the Intermountain Music & Radio Trades Association.

Raytheon Explains QRS Merger Report

CAMBRIDGE, MASS., July 6.—The June issue of The Talking Machine World carried the announcement that the Raytheon Mfg. Co. of this city, radio tube specialists, had absorbed the radio tube division of the QRS Co. of Chicago. Since that date the Raytheon Co. has issued a formal announcement of the details of the absorption wherein it is announced that it was in part settlement of the suit against the QRS Co. for alleged infringement of the gaseous rectifying tube patents.

The Raytheon organization, with its additional capital, is working on plans for marked expansion of its facilities, personnel and products, in order not only to maintain its established leadership in the radio rectifying field, but also to engage in various allied endeavors. Among the new lines shortly to be announced will be Neon letters for advertising signs, as well as special tubes for television, including both photo-electric cells for transmitting and kinescopes for recording images.

The offices of the Pathé Phonograph & Radio Corp. and the Perfect Record Co. are now located at 114 East Thirty-second street, New York. This removal applies to the offices only. The factory remains at 10 Grand avenue, Brooklyn.

C. A. Backus in the designing, manufacturing and marketing of radio cabinets since 1921, the year in which radio became a commercial possibility.

The Caswell-Runyan Co. twenty-four years ago started operations with a force of thirty-five men in its factory, and the business has grown until at the present time there are between 700 and 800 furniture craftsmen employed in the huge plant in Huntington. The 1528 line of radio furniture produced by the Caswell-Runyan Co. consists of five consoles and two radio tables equipped with any loud speaker which the jobber desires. The firm enjoys national-wide distribution and also exports a considerable quantity of radio furniture to France, England, Switzerland, Mexico and other foreign countries.

Howard Model Is Well Received

Harry E. Sherwin, general sales manager of the Howard Radio Co. of Chicago, Ill., on a recent visit to the Eastern distributors of the Howard line, stated that since the introduction of the Green Diamond receiver, listed at $125, sales amounting to $1,800,000 at list prices have been booked. The deluxe Howard models are selling satisfactorily and the outlook is for the best year ever enjoyed by the Howard organization.
New Models Bring Baltimore Sales to a Satisfactory Level

First Six Months of 1928 Bring Satisfactory Sales Volume to Dealers—Trade Confident of Increasing Business—New Columbia Models in Demand

BALTIMORE, Md., July 9.—The conclusion of the first half of 1928 finds music-radio dealers expressing themselves as being highly satisfied with the sales volume for the first six months of the year and confident that before 1929 comes around a record-breaking year will have been enjoyed. Comparisons with the past year have been resultant in showing that 1928 has been a good year with the trade. Another feature of the business accomplished this year has been the tendency toward the higher-priced merchandise in both talking machines and radio receivers. Record sales have been consistently good and the unit sale at the present time is considerably higher than at any other period. The introduction of the many new album sets is in most cases the reason for this condition.

The month of June has been productive of fine business, due in a large measure to the new models placed upon the market. A great many members of the trade were out of town during the first half of the month attending the Music Industries Convention at New York City and the RMA and Federated Conventions and Annual Trade Show in Chicago. All came back full of optimism for a banner year.

Columbia sales in Maryland, Virginia and North Carolina reached a heavy volume for the month of June, and completed a very satisfactory first six months’ business. Many dealers are enjoying the largest sales that they have ever secured in their history. The new Columbia-Kolster models are the biggest factor in the great dealer enthusiasm at this time. The COLUMBIA WHOLESALERS, INC., has been unable to supply the demand, although big factory shipments have been promised.

Those dealers fortunate enough to get this new model machine have found it so salable that they couldn’t keep stock on their floors. The BUDAC Music Co. got the first instrument delivered at Baltimore, and sold it within 10 minutes after opening the machine up. They sold their second $600 machine the next day, and, several days later sold their third $600 model. The QUANTICO MUSIC CO., in Quantico, Va., reported similar success on their first Columbia-Kolster model which was sold to the Marine Corps.

Almost equal in enthusiasm was the greeting accorded the new $375 Columbia-Kolster reproducing phonograph. The new $100 and $300 receivers.

The introduction of the many new album sets has been resultful in showing that 1928 has been a good year and confident that before 1929 comes with the sales volume for the first six months.

Baltimore Atwater Kent Dealers at Congress Hotel, Chicago, Guests of Parks & Hull

Dealers in every nook and cranny of this country and abroad are cashing in on these marvelous recordings. People everywhere are watching and waiting for Whiteman’s latest Columbia Records. Watch for, stock, display, play and advertise these records as they come out. Write us for details.

Watch Paul Whiteman!

The sales on the first Columbia Records of Paul Whiteman have reached astonishing volume. Never before has the world famous artistry of Paul Whiteman been recorded so utterly "like life itself."

Dealers in every nook and cranny of this country very much bigger sales are being secured on his 12-inch records in the new $1.00 price than had been anticipated by even the most optimistic dealers. Dealers have been interested to note also a growing sale on Ted Lewis records. Columbia dealers in the Virginia section found dance records considerably stimulated by the visits of Jan Garber and His Columbia Recording Orchestra.

At the Congress Hotel, Chicago, during RMA Show week, about twenty-five Atwater Kent dealers from Baltimore, Md., were entertained at a dinner sponsored by Parks & Hull, Baltimore A. K. distributors. Just as soon as Parks & Hull learned that so many of their dealers from Baltimore were in Chicago attending the Trade Show they got together.

The Talking Machine World, New York, July, 1928

Columbia Wholesalers, Inc.
L. L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.
Many New Distributors Are Appointed in Milwaukee Field

Interstate Sales Co. Will Distribute Kolster Radio Products—Morley-Murphy Co. being shipped out at a rapid rate. Wisconsin, reports that it has quite a few of distributor for Crosley radios in Milwaukee and demand which the radio trade has ever experienced for radios, is enthusiastic over Summer radio business.

Badger Victor Dealers and Machine Co., Wisconsin jobbers for the company, reported a very valuable and pleasant trip. Members of the party toured the East and in many cases visited at the music convention in New York before their return.

The Interstate Sales Co. has announced its appointment as distributor of Kolster radio sets and that it will continue as distributor for the Borden and Slagle lines. The company formerly handled the Freed-Eisenman.

The Morley-Murphy Co., 454 Milwaukee street, has been named distributor for Balkite and Eveready radio receivers for the Milwaukee-Wisconsin territory.

Michael Ert, Inc., of 530 Jefferson street, has been announced as distributor for the All-American Mohawk Corp.'s line.

Vernon Maurer, of the Badger Radio Co., 480 Market street, distributor, of the Majestic in Milwaukee and Wisconsin, is enthusiastic over radio business for the Summer and the outlook for Fall.


Appointed New York Shamrock Sales Agent

P. W. Mack, Inc., is Exclusive Sales Representative in New York Metropolitan District for Shamrock Radio Line

Appointment of P. W. Mack, Inc., as exclusive sales representative in the metropolitan district of New York for Shamrock radio has been announced by Nate Hast, general sales manager of the Shamrock Mfg. Co., Newark, N. J. Perry Mack and Perry Saffer, executives of P. W. Mack, Inc., are prominent figures in radio trade circles in New York, and it is said that they have already interested two large outlets in the Shamrock distributor franchise.

"Shamrock is doing the biggest business in its history in other sections of the country," said Mr. Hast, "and we are confident that our product will become just as popular in the metropolitan area."

Powel Crosley, Jr., president of the Crosley Radio Corp., and Mrs. Crosley sailed for Europe on the Mauretania June 30. They will return to Cincinnati the first week in August.

Minilux Sales Corp. Enters Speaker Field

George H. Kruse Appointed Sales Manager for Boudoir Loud Speaker — Has Had Wide and Varied Trade Experience

The Minilux Sales Corp., 18 East Forty-first street, New York City, has entered the radio field with the Minilux speaker, a hand-made miniature Boudoir speaker particularly designed for the boudoir, sun porch or bedroom, which is distributed in the Minilux in Radio section in this issue.

George H. Kruse has been appointed sales manager of the Minilux Sales Corp. Mr. Kruse is thoroughly familiar with the talking machine industry having been connected with practically every branch of it. From 1909 to 1911 Mr. Kruse played professional baseball; 1912 to 1914 he traveled from Coast to Coast as a representative of the McKinley Music Co., and put over the idea of selling sheet music through phonograph demonstration; in 1915 and 1916 he gained a clear insight into efficient distribution as assistant traffic manager of the Chevrolet-Motor Car Co. During this period he also found time evenings to serve as a "four-minute man" selling war bonds. In 1917 he conducted a phonograph shop in Indianapolis, Ind., as a special representative of the Pathe Phonograph Co.; in 1919 he conducted the phonograph department of the Adam, Meldrum & Anderson Co., located at the 100 block of S. Michigan Ave., Chicago; in 1924 he joined the staff of the Chicago Record Sales Co., Buffalo, with a staff of seventeen men; from 1920 to 1923 he sold The Talking Machine World merchandising and advertising service to dealers throughout the country; and from 1924 to 1926 Mr. Kruse was in business for himself with advertising novelties, and prior to his connection with the Minilux Sales Corp. was advertising manager of Car Radio Sales Corp.

With his particularly wide and varied experience Mr. Kruse assumes his new duties well equipped to successfully merchandise this new radio product.

Mr. Kruse reports that a number of the leading metropolitan department stores have already taken on the Minilux, including Wana-meier's and Stern Brothers of Philadelphia, Hahne's in Newark, and the Frederick Loeser store in Brooklyn. This is in addition to a large number of music-radio houses in the East.
Musical Merchandise Manufacturers Meet

Enthusiasm Aroused Over Manner in Which Various Divisions Are Welding Into Strong Organization

The regular monthly meeting of the Musical Merchandise Manufacturers Association (Eastern District) was held at the Fifth Avenue Hotel, New York City, Tuesday evening, June 26, and all those present were rewarded by a number of very interesting and enlightening discussions.

A topic that merited particular enthusiasm and approval was the manner in which the various divisions of musical instrument manufacturers, by their pronounced spirit of cooperation, are strongly welding together an industry of which the ambition and energetic promotional work will soon earn the recognition and standing in the world's market it really deserves.

The members of the National Association of Musical Instrument & Accessories Manufacturers are particularly proud of the part they have taken in the general promotional activity for the industry. They feel as though they have profited immensely by the experience gained in their four years of organization work and that realization of the definite and aggressive plans now being worked out for the immediate future will permit them to make other great forward strides. They are also exceedingly gratified over the parts which different of their members have been assigned by the Music Industries Chamber of Commerce and the spirit of co-operation with which their ideas have been greeted and the conditions confronted by their division of the industry have been understood.

The Musical Merchandise Manufacturers Association (Eastern District) luncheon given on Tuesday of convention week, the open forum of manufacturers, jobbers and dealers held Thursday morning of the same week, the educational bulletin service sponsored by the Associated Musical Instrument Dealers of New York and the Musical Merchandise Manufacturers Association (Eastern District) and the promotional work planned by the Chamber have already done and will continue to do their bit toward the aims and accomplishments of the industry as a whole.

The convention at the Hotel Commodore was a success in every way, it accomplished its fundamental purpose, to permit of an interchange of ideas between the manufacturers, jobbers and dealers and to keep alive the spirit of cooperation that forms the foundation for continued success.

The Northwestern Band Tournament will be held on July 22 at Oconomowoc, Wis.

Henry C. Lomb Writes on Standardization Question

In Magazine Article Defends Principles of Standardization Even as Applied to Artistic Instruments

"Standardization in the Music Industries" is the title of an article by Henry C. Lomb, president of the National Association of Musical Instruments & Accessories Manufacturers in the Annals of the American Academy of Political and Social Science for May.

That no two enterprises could be farther apart than standardization and the music industry is indicated by Mr. Lomb in this latest article. "For is not art, in its very essence," the author asks, "the free expression of an unfettered soul, unfettered by the rules and prescriptions of that pedantic and hamstrung exactitude which standardization postulates?" He undertakes, however, to defend standardization and even offers evidence to show that economic waste can be eliminated from the manufacturing methods predominating in the industry.

"As intimated above," Mr. Lomb concludes, "the final question whether standardization, wisely administered, will redound to the benefit of applied art and to the music and other industries dependent thereon can perhaps best be found by inquiring into the public ends that these industries seek to serve... If standardization can help to make available to these potential music lovers and art lovers the pleasures and the benefits to be derived from the cultivation of music and art, then the industries in question owe it to themselves and to their public to embrace its teachings and profit by its lessons, as so many industries have already done... Standardization holds out its hand in service, not for mastery."

The Graves Co., Danville, Va., recently opened, is featuring fretted instruments.

Summertime Offers Dealers' Opportunity

Small Items of Musical Merchandise Have Exceptional Appeal During the Vacation Months—Tie-ups Needed

Talking machine dealers who conduct musical merchandise departments have during the present months an excellent opportunity of stimulating the sales volume of this department by featuring the smaller items of merchandise. Ukuleles, harmonicas, tenor banjos and similar instruments, while enjoying an all-year round sale, have a particularly active appeal during the Summer months, and it behooves the live dealer to take advantage of the public demand.

Many dealers are loath to put extra sales effort behind these instruments because of the low cost of the items, figuring that the energy thus expended would be used to better advantage in exploiting the instruments costing from $200 to $1,500, but the trouble is that as the Summer rolls by the necessary sales campaign is put behind neither class of merchandise.

It is not necessary to expend much money in the campaign to increase the sales of small items of musical merchandise. Devote a portion of your window display space to an attractive presentation of the items, move the interior displays nearer to the entrance of the store and dress them attractively so that customers who enter to make some other purchases might be attracted to buy, and run an occasional small ad in the local newspapers. Dealers in localities where there is a large transient trade or adjacent to railroad stations where people going on week-ends or vacations pass will find window displays particularly effective. When the public is holiday-bound it usually is in a spending mood, and ukuleles and harmonicas have a natural decided appeal for those persons who are planning vacations.

BACON BANJOS
Sold by Representative Music Merchants
BACON BANJO CO., Inc.
GROTON, CONN.

The Oldest and Largest Musical Merchandise House in America

Exclusively Wholesale

ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY
Steinite Factory Tour Makes
Indelible Impression on Visitors


The accompanying article giving the details of a trip through the Steinite factories at Atchison, Kan., will give some idea of the phenomenal progress made by this great organ-

ization during the past few years. Steinite radio receivers are manufactured in three large factories occupying 250,000 square feet with laboratories and experimental tower in Atchison.

Fred W. Stein, president of the Steinite Radio Co., kindly took time out to give the writer some idea of the many aspects of the Steinite radio receivers. Oser Getz is vice-president and general manager of the company with headquarters at Chicago, and Lester Abelson is treasurer with headquarters in Chicago.

It seems just a little uncanny to walk in off the streets of Atchison, a typical Kansas town, into a factory employing between eighty and a hundred people and hear the hum of motors, the swish of belts, planers singing at high speed, punch presses groaning under their terrible strain, dollies rolling over the floor, etc.

You smell "banana oil," which is an example of the terrible strain, dollies rolling over the floor, etc. You approach the building there is nothing to indicate that there is another floor below the first floor. You didn't know there was a floor below—it takes you by surprise.

Here you find another series of big open rooms. You smell "banana oil," which is an example of the terrible strain, dollies rolling over the floor, etc. You approach the building there is nothing to indicate that there is another floor below the first floor. You didn't know there was a floor below—it takes you by surprise.

More production lines—line after line, turning out chassis in unbelievable quantities. You are then ushered through a heavy steel door and taken to the floor of building No. 3, the latest addition to the Steinite factories. Here you hear high-speed planers making a lot of noise, then come the shapers, running at a speed of 1,000 feet per minute.

You are in the Steinite furniture factory where the cabinets are made from start to finish. Another door is opened and you step into a room that is terrible because of the "Banana oil," which is a popular name for the smell of Duco lac-
quers.

Here you find another series of big open rooms. You smell "banana oil," which is an example of the terrible strain, dollies rolling over the floor, etc. You approach the building there is nothing to indicate that there is another floor below the first floor. You didn't know there was a floor below—it takes you by surprise.

Here you find another series of big open rooms. You smell "banana oil," which is an example of the terrible strain, dollies rolling over the floor, etc. You approach the building there is nothing to indicate that there is another floor below the first floor. You didn't know there was a floor below—it takes you by surprise.

After visiting four large floors in the furniture factory you start back for the general offices.

On the way back to the office you are taken over to the emergency hospital. Here you find attendants dressed in white—everything is done in white

and immaculately clean. Providing an emergency hospital is an example of the care and thought Steinite gives its faithful employees, the best employees in the world!

Back in the office again—here they help you on with your coat and hand you your hat. Just about the time you begin to wonder if they are trying to get rid of you politely, you are informed that a car is waiting outside to drive you to your hotel.

In this building you see every step taken in building power packs from the raw materials.

From here you are then driven out to the laboratory. It is about a mile and a half drive up some steep hills. When you get within a mile of the laboratory you are met with that familiar sight—the Steinite Laboratory Tower.

You first enter the ground-floor laboratory. This place invites work and concentration. Here you find three or four assistant engineers working on some new development—some new device that is to be incorporated in our sets.

One may be winding an air-core coil. When it is finished he will put on a head phone, at-
tatch the tips to an odd-looking box full of meters, dials, etc., he will connect the coil to be tested, tune it up, then listen.

He may do this for an hour straight with a heavy frown on his face. He may wind another coil, using larger or smaller wire this time.

Fred W. Stein

voltage that is far beyond anything they are subjected to in ordinary use. The high voltages that are handled here are powerful enough to sing to you, should you come in contact with them.

They give the condensers enough current to break down if they are the least bit weak. A large meter board is mounted on the wall in front of the testers; as a condenser "fills up" to a meter on the board gives a reading. Each condenser is then discharged and filled again.

They are then sealed into what appears to be a big kettie, which must weigh several tons. A heavy lid, that looks like a vault door, is bolted down and pumps start extracting every possible bit of air from the container. When a vacuum of a certain degree is reached, then the impregnating insulating material is turned into these ketties. From here these condenser units are "canned." The canning department looks for all the world like a kitchen in a large hotel.

The routing and scheduling of ma-

terials is a unique, you've never seen anything like it before. You'll satisfy yourself on one point, and that is, all the real manufacturing goes on in the larger cities. Here you'll find a New England manufacturing atmosphere planted right in the center of the world's richest farming country.

You step from the office section to the laboratory section, where you can see some of the most interesting machinery used in the radio industry. One press in particular which has been recently installed is heavy enough that with one operation it will draw a pan-shaped sub-panel into shape from a piece of copper.

Incidentally, let me say here, that the key note of the 1929 line of sets is strength. The new Steinite's line of sets is designed with the idea that they-cannot be dropped from the top of a building without throwing anything out of line. In other words, a set must first operate satisfactorily before it is sent out; its internal construction is such that it will easily stand the roughest sort of treatment in transit.

Elaborate plans have been laid for attaining higher efficiency and economy in manufacturing this season. The routing and scheduling of ma-

terials is being given great attention. Rigid, automatic inspection is being introduced. Mr. Stein, in a noted advertisement, says, "The Steinite company, is in charge of the work of so tooling up the parts of the set that they almost fall into their right places on the assembly line.

Finally a smile may creep on his face and he will phone the office downtown to send a mes-

sage that after this particular set is finished.

Acompanied this he will send a half-
dozen charts that to you or me will mean nothing.

Should you happen to be in Fred Stein's office when this coil and data arrives he will turn his back on you for a few moments and will switch his conversation on business, advertising, problems, etc., into the realm of machinery words like millimeters, cycles, kilocycles, milliwatts, contours, proportions, logos-
metric scales, etc., etc. His mind is filled with the new sets.

In the ground laboratory you'll find sets of every imaginable make. Some of them intact and working—other's torn down completely.

You will find a motor and some wheels geared together in a makeshift sort of a fash-

ion, fastened to a toggle switch, or to a rhe-

ostat; or some other piece of apparatus is under test. You'll find the workman fast-
tened on to this queer-looking contraption. Upon inquiry you may learn that some new piece of apparatus that is in subject to mechanics. It is being deliberately worn out and data is being gathered to determine how many times it will operate without falling to pieces.

One in corner you'll find a cousin for producing electrically perfect musical notes, from the lowest audible note to the highest. In another corner you'll find a low-wave transmit-

ting and receiving device which is a fascinating thing. As you stand at its strong concrete base and follow its steel beams up to the lofty perch on top it appears to be touch-

ing the clouds. Then you'll see over to the tower is used in special research work.

You'll satisfy yourself on one point, and that is, all the real manufacturing goes on in the larger cities. Here you'll find a New England manufacturing atmosphere planted right in the center of the world's richest farming country.

The Talking Machine World, New York, July, 1928

Fred W. Stein, president of the Steinite Radio Co., gives Impressions of a Well-spent Day in the Steinite Plants at Atchison, Kan. Finally a smile may creep on his face and he will phone the office downtown to send a mes-
sage that after this particular set is finished.

Acompanied this he will send a half-
dozen charts that to you or me will mean nothing.

You will find a motor and some wheels geared together in a makeshift sort of a fash-

ion, fastened to a toggle switch, or to a rhe-

ostat; or some other piece of apparatus is under test. You'll find the workman fast-
tened on to this queer-looking contraption. Upon inquiry you may learn that some new piece of apparatus that is in subject to mechanics. It is being deliberately worn out and data is being gathered to determine how many times it will operate without falling to pieces.
GLEANINGS from THE WORLD of MUSIC

Annual Convention of National Association of Sheet Music Dealers

Fifteenth Annual Meeting Held at the Hotel McAlpin, New York—Robert T. Stanton

Elected President of Association


At the opening session J. Elmer Harvey, president, summed up general conditions in the industry, stating that the outstanding evils are the practices of some publishers competing with the dealers in selling teachers, schools and colleges at discounts and terms that no dealer can possibly meet, and in supplying at dealers’ discounts music schools, stores having no regular sheet music department and book stores not carrying sheet music or music books. Other points touched upon by Mr. Harvey included the high wholesale cost of popular music and the impossibility of raising its price, the practice of giving orchestrations to leaders, which he stated was being overdone. Following this talk J. M. Friul’s delivered a tribute to the late Raymond Hoeffinger, who was largely responsible for the formation of the Association. Thomas J. Doulon, secretary and treasurer of the Association, next rendered the treasurer’s report, which showed a balance of more than $500 with all bills paid. Paul A. Schmitt, of Minneapolis, Minn., read a paper on “Chain Store and Mail-Order Competition” in which protest was made against publishers selling through these channels. He was followed by John Harden, of the Harden Music Co., Inc., Springfield, Mass., who spoke on the evils of the trade, centering his attack on chain-store competition.

Mr. Harden advocated the formation of a central buying association through which its quantity orders would permit dealers to compete with syndicate stores. He listed the advantages such a plan would possess, but in the discussion which followed it was pointed out that to be nation-wide such a project would cost more than $1,000,000. It was finally decided to have the chair appoint a committee to study the matter. A committee was also appointed to present the opinion of the Association to the publishers at their Tuesday meeting with respect to chain-store competition and the sending of music to teachers on consignment.

Papers by Ruth Hunt of the sheet music department of the A. Greseth Music House, Mr. Meridian, Miss, on the subject of chain-store competition, by Paul J. Mueller, of the William A. Kaun Music Co., Milwaukee, and Ed. Patton, of Ed. Patton, Inc., Omaha, Neb., on consignment orders to teachers were read by secretary Donlon in the absence of these members.

The greater part of the second session on Monday afternoon was devoted to a discussion on catalogs and public school music with a paper on the subject of public school music being read by Mr. Doulon in the absence of A. B. Campbell of the Campbell Music Co., Providence, R. I., who had prepared it. The matter of music reviews in the daily newspapers was also a subject of discussion.

The third session opened on Wednesday morning and the subject of a general catalog containing all the copyright and non-copyright publications in the American field was spoken of. W. L. Coghill, Eastern representative of the John Church Co., stated that a resolution had been adopted by the Music Publishers’ Association respecting the compilation of such a general catalog for the mutual benefit of the retail and publishing trades. A monthly supplement will be issued to keep up-to-date.

Other subjects discussed at this session included: “Penalizing the Retailer by the Publisher on Small Orders,” “Using Sheet Music as a Tool by Concerns Outside the Sheet Music Trade” and “Sales Promotion.”

Following the final session of the convention about 125 sheet music dealers and publishers attended the outing at Briarcliff Lodge, Westchester County, New York, the party being given by the Music Publishers’ Association for the visiting dealers. The afternoon was given over to games, both indoor and outdoor.

William Arms Fisher

Heads Publishers

Other Officers Elected at Thirty-fourth Convention Include Harold Flammer and Carl T. Fisher

The thirty-fourth annual convention of the Music Publishers’ Association was held at the Hotel Astor, New York City, on Tuesday, June 12, and was attended by about forty members.

The meeting was a closed one, but it is understood the chief topics of discussion were the effect of radio broadcasting on sheet music sales and the matter of securing newspaper reviews of new editions of music. The problems of credits and sales promotion were discussed informally and many new viewpoints developed.

Officers for the coming year were elected as follows: William Arms Fisher, president; Harold Flammer, vice-president; Edwin L. Ganther, secretary, and Carl T. Fisher, re-elected as treasurer. Directors for the coming year were chosen as follows: Walter Coghill, J. F. Cooke, George Fischer, Sam Fox, H. W. Gray, Michael Keane, J. T. Roach, Charles A. White, Isidore Wittmark, H. B. Crosby and Deane Preston.

Establishes a Record

With the issuance of the Victor August and September bulletins, the Victor Co. will have established a record for the number of recordings on a popular song. "Ramona," the Feist publication, has been made by Whitman, Gene Austin and Dolores Del Rio and will be released in the following languages: Spanish, German, Polish, Italian, Greek and by a combination of violin and guitar, making ten Victor releases of the big hit.

FIVE RECORD BREAKERS

WE LOVE IT

LONELY LITTLE BLUE BIRD

SKADATIN-DEE

"C'mon! It's Fair Trouble"

LOW-DOWN

GIGGLING GERTIE

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

141
New "Scandals" Has Several Big Hits

"I'm on the Crest of a Wave," "What D'ya Say" and "Pickin' Cotton" Said to Be Outstanding Hits of Show

The new edition of the George White "Scandals of 1928" hits in fall song and is playing to capacity audiences, as has been the rule of this show for a number of years past. The "Scandals" opened in New York City on July 2, and immediately won the praise of the reviewers from metropolitan newspapers. As was the case last year, De Sylva, Brown and Henderson wrote the musical score for the production, and just as the revue of 1927 brought forth the song hits "Black Bottom," "Birth of the Blues" and "Lucky Day," so, too, did this year's presentation bring forward a number of "hits" which will be whistled, sung and listened to for a long time to come. The outstanding songs of the new "Scandals" are "I'm on the Crest of a Wave," "What D'ya Say" and "Pickin' Cotton," with several other songs which are not far behind the leaders, including "American Tune," "Alone With Your Dreams" and "Where You've Called Your Name With Mine."

De Sylva, Brown & Henderson, Inc., are publishing the musical score of "Scandals."

Robbins Announces Waltz by Fred Rich

"That Wonderful Night and You" Was First Exploited During European Tour of Rich and His Orchestra

Freddie Rich, who returned recently from Europe with his Hotel Astor Orchestra, has brought back a new waltz, "That Wonderful Night and You," which he completed abroad and which will be a feature of the catalog of the Robbins Music Corp., New York, in the Fall. Mr. Rich's success touring the British and German variety circuits created a unique situation in giving an American waltz hit its first exploitation in England and the Continent, prior to its popularization in the United States. Mr. Rich's foreign tour was acclaimed and it was only his prior American contract with the Hotel Astor in New York which demanded his early return. "That Wonderful Night and You" is now receiving an intensive radio plug on the National Broadcasting Co.'s chain by Freddie Rich and his augmented orchestra, which recently opened its Summer season atop the Hotel Astor Roof Garden. Along with "That Wonderful Night and You," the Robbins Music Corp. has added two feature numbers to its catalog, "Just a Little Bit O' Driftwood," the melody fox-trot by Abe Lyman and Benny Davis, and "Sweet Ella May," by J. Russell Robinson, writer of "Mary Lou."

Many Releases Made of "I Ain't Got Nobody"

Trianglo Number Made Three Ways by Vitaphone—Numbers Show Promise—Joe Davis Signs Recording Contract

Joe Davis, head of the Triangle Music Publishing Co., and known to radio audiences as "The Melody Man," recently signed a contract to record for Velvet Tone Records. His first release is "So Tired" and "Is It A Sin, My Loveing You?" Mr. Davis' recording and radio activities are not interfering with his work as head of his publishing firm, for he recently issued a special dance arrangement of "I Ain't Got Nobody (and Nobody Cares for Me)," done by Bob Haring. This song, incidentally, was recently made three ways by the Vitaphone Corp., and Mr. Davis expects to see a reflection in sheet music sales throughout the country. The first recording was by Gus Arnheim and His Ambassadors; the second by Stoll, Flynn & Co., and the third by the "Roaring Forties.

This same selection was also recently recorded by Ted Lewis and His Band for the Columbia catalog together with another triangle number, "A Good Man Is Hard to Find." Other Joe Davis Songs that are scheduled for release at the present time include: "Dusky Stevedore," "Right or Wrong," "All Day Long" and "You'd Rather Forget Than Forget." A forthcoming Triangle catalog include a novelty piano solo, "Punch and Judy," by Paul Vincent, and "Barbecue Rhythm," by Muriel Postock. A jazz version improvised by Ruby Bloom will also be released on "I Ain't Got Nobody."

Alfred & Co. Issue Instrumental Catalog

Alfred & Co., New York City, recently issued a new catalog listing the firm's publications, including a wealth of material of interest to every musician. Among the items listed are "Hot Tunes for the Modern Dance Orchestra," twelve numbers by leading writers and arrangers; a fox-trot version of "Tschiffely's Nut Cracker Suite; "That's All," a series of original roll-offs for the dance orchestra; the Symphonic Jazz Series, the Symphonic Overture Series, saxophone arrangements for saxophone quartets, brass quartets, "hot" violin solos and a variety of other arrangements for solos by other instruments.

Also included in the catalog are "Yamekraw," negro rhapsody, "Jazz Breaks" for leading instruments and "96 Symphonic Interludes" in fox-trot and waltz tempo, by F. Henri Klickmann.

"You're a Real Sweetheart" a Hit

The Summer hit, that seems destined to follow "Ramona" as leader in the Feist catalog, is "You're a Real Sweetheart," which has commenced to show up both professionally and commercially in a big way. The song was written by Irving Caesar and Cliff Friend. Cliff Friend's melody is of the type that one remembers and likes. Leo Feist, Inc., is the publisher, and is realizing that "You're a Real Sweetheart is of the best-seller variety, is starting a campaign behind the number, the first step of which is a folder describing the song and sent out to the trade this week.

Jobber Co-operation

High tribute was recently paid to the catalog of Leo Feist, Inc., in the action of the George B. Wells Co., of Denver, Colo., which recently sent out to the trade a circular listing a number of songs with the caption: "New hits for which you will have a positive demand. The circulation included twelve selections and every single number was a Feist song. They are "You're a Real Sweetheart," "Last Night I Dreamed You Kissed Me," "Don't Cry Baby, Don't Cry," "Gotta Big Date With a Little Girl," "Lonesome in the Moonlight," "Down Where the Sun Goes Down," "Till You Belong to Me," "That Wonderful Night and You," and "You Said Goodbye," "I'm on the Crest of a Wave," "What D'ya Say?" and "Pickin' Cotton," "I Ain't Got Nobody," "You Carved Your Name With Mine."
"He's Our Al" Is Winning Wide Favor

Broadway Music Corp.'s Campaign Song
Being Featured by Vaudeville and
Radio Artists—Special Records

"He's Our Al," the latest issue of the Broadway Music Corp., gives every indication of proving to be one of the outstanding songs of the present political campaign. The number, which is by Albert Von Tilzer and A. Seymour Brown, and which was introduced by Frank McCor-
mor, 'Star of the Blackbird Show,' is ever day-
becoming bigger and better. Many vaudeville
teams have included the song in their routine,
and it is being heard regularly from the larger broadcast stations.

Several of the recording companies have
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-
cial releases of the number and to urge dealers
to tie up with the timeliness of record releases
taken advantage of the selection to make spe-

Berlin Catalog Has Number of Big "Hits"

The summer catalog of Irving Berlin, Inc.,
New York, is in full swing and as usual several
"hottest tunes" have made their appearances as
unexpected hits. One of these is "Lonely Little
Bluesbird," which has a wide professional follow-
ing already, and is selling well on sheet music
counters. "Hello Montreal," "What of It, We
Love It" and Gene Austin's number, "Old Pals
Are the Best Pals After All," are likewise doing
dwell. "Get Out and Get Under the Moon," of
course, is close to the top of the list and is
making everyone say sales and general popu-
larities. In addition, "Ups and Downs," "Be-

Add to Floor Space

Ager, Yellen & Bornstein now occupy prac-
tical all of the third floor of their headquar-
ters at 745 Seventh avenue, New York City.
By the addition of their new offices, which they
have leased for five years, they doubled the
original office space which they occupied.

Increased Freight
Rates Opposed

Delegation Representing Phonograph Trade Appears Before Official Classification Committee to Oppose Changes

A brief presented in behalf of the phonograph
trade was received before the Classification
Committee at Niagara Falls on Thursday,
July 12, to represent the manufacturers,
jobbers and retailers of phonographs in the
matter of a proposed increase in rates by the
railroads on L. C. L. shipments on phonographs
in Class B or twenty-two cents per copy. This is
so called an "increase" because the rates
have not been increased in twenty years.

Midwest Radio Trades
Association Elects

H. E. Richardson Chosen President—
Other Officers Are Chester Ristow, C. H.
Carr, J. M. Redell and A. Alter

The following officers of the
Midwest Radio Trades
Association were chosen at
the recent meeting of the
organization at Chicago:
H. E. Richardson, president;
Chester Ristow, vice-president;
John M. Redell, secretary,
and Arthur Alter, treasurer.

Radio Dealers to Organize

Youngstown, O., June 30.—Radio dealers of
Youngstown and vicinity have met to form an asso-
ciation. This announcement was made this week.

Ralph Dean has opened a new music store,
called Speck's Music Shop, at 410 East Lake
street, Petoskey, Mich.
**The Talking Machine World, New York, July, 1928**

- **1411-D** My Angel—Fox-trot, with Vocal Refrain—Eddy's Hawaiian Serenaders
- **1413-D** My Angel—Fox-trot, with Vocal Refrain—Eddy's Hawaiian Serenaders
- **1417-D** My Angel—Fox-trot, with Vocal Refrain—Eddy's Hawaiian Serenaders
- **1420-D** My Angel—Fox-trot, with Vocal Refrain—Eddy's Hawaiian Serenaders
- **1421-D** There's Something About a Rose (That Reminds Me of You) (Offenbach) (Herscher-Rockwell-Hays)-Fox-trot.
- **1427-D** Just Like a Melody Out of the Sky—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1428-D** Right On My Wing—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1429-D** Nobody's Lonesome But Me—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1430-D** I'm Always Smiling—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1431-D** Have You But Known (Si Vous L'Aviez) (Lesch-Konrad)-Fox-trot, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1432-D** Lonesome for You—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1433-D** In My Sweetheart's Arms—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1435-D** Midnight till Dawn—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1436-D** Do I Hear You Saying: “I Love You”?—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1437-D** In My Heart—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1438-D** Because My Baby Don't Mean “Maybe” Now!—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1439-D** I'm On My Way—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1440-D** That's All Right—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1441-D** The Nifty Three—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1442-D** Bird of Paradise—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1443-D** Moments With You—Waltz, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1444-D** You May Be Right, But I Don’t Love You Very Much—Fox-trot, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1445-D** Wingin' Home—Fox-trot, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1446-D** I'm Always Smiling—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1447-D** Because My Baby Don't Mean “Maybe” Now!—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1448-D** I'm On My Way—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1449-D** That's All Right—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1450-D** The Nifty Three—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1451-D** Bird of Paradise—Vocal, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1452-D** Moments With You—Waltz, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1453-D** You May Be Right, But I Don’t Love You Very Much—Fox-trot, with Vocal Chorus by Albert Spaulding and His Orchestra.
- **1454-D** Wingin' Home—Fox-trot, with Vocal Chorus by Albert Spaulding and His Orchestra.
THE LATEST RECORD BULLETINS—(Continued from page 145)

41063 Sorry
45228 When the
11056 Because My Baby Don't Mean "Maybe" Now!
41054 Constantinople (Carlton)—Fox-trot,
41042 Na Pua Eha
THE LATEST RECORD BULLETINS—(Continued from page 145)

146 Hey! Hey! Hazel-Fox-trot, with Vocal Chorus,
5539 Murder in the First Degree (Spivey)—Vocal, with
5145 The Barber of Seville—Overture, Parts 1 and 2
7137 Old-Tyme Tunes
1994 Between the Devil and the Deep Blue Sea—Waltz,
2278 Ends and Beginning—Waltz—Charles B. Tillinghast,
1931 Virginia—Fox-trot—Osceola Symphony
1994 Old Southern Tunes
2231 Old Southern Hill—Vaudeville—Billy Joe Blanding
2278 Old-Time Tunes
359 Lay Me, Lord, Beside the Water—Vocal Duet, with
1688 South on the Mississippi River—Blues—Claude L. "Scrappy" Lambert
359 Lay Me, Lord, Beside the Water—Vocal Duet, with
1994 I'm Gonna Start Me a Graveyard of My Own (Jackson)—Voice, with Guitar
1156 Generosity...Rev. A. W. Aix and His Congregation
1994 Why Am I So Poor (Spivey)—Dance—Jimmie Noone's Apex Club Orch.
1188 Dirty Blues (Williams)—Vocal with Piano.
1994 I Know That You Know (Youmans)—Fox-trot, Ensemble.
1185 Dirty Blues (Williams)—Vocal with Piano.
1513 Inkwell's Blues—Blues—Walter Williams
1994 Hot Diggity Dave—Fox-trot, with "Scrapie" Lambert.
1994 I Love to Dunk a Hunk of Sponge Cake—Frolick,
1994 What Can I Do With This Heart That's Mine—Fox-trot—Orch. of Miami Marine Band
1994 Bein' a Bad Man (Jennings)—Frolick, with Piano.
1184 Dirty Blues (Williams)—Vocal with Piano.
1994 I Know That You Know (Youmans)—Fox-trot, Ensemble.
1994 Hot Diggity Dave—Fox-trot, with "Scrapie" Lambert.
1994 I Love to Dunk a Hunk of Sponge Cake—Frolick,
1994 What Can I Do With This Heart That's Mine—Fox-trot—Orch. of Miami Marine Band
1994 Bein' a Bad Man (Jennings)—Frolick, with Piano.
1994 Hot Diggity Dave—Fox-trot, with "Scrapie" Lambert.
Empire Tone-Arms—Reproducers
With Real Tone Quality!

—and well made, too!

Quality of tone and quality of manufacture are essential in your tone-arms if your machines are to please the ear and eye and give years of reliable service.

Empire Tone-Arms will satisfy the most exacting requirements in these essentials. The many thousands of machines using Empire Tone-Arms bear testimony to this statement.

In addition to these models we have several other styles of tone-arms for portable and regular phonographs. There is an Empire Tone-Arm to fit every machine.

Write for quotations on your requirements. Empire prices are extremely reasonable.

The Empire Phono Parts Co.
Established in 1914
WM. J. McNAMARA, President
10316 Madison Avenue
Cleveland, Ohio

Premier Reproducer
Mexican Branch Office—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico

No. 12 Tone-Arm
No. 5 Reproducer
No. 15 Tone-Arm
The News that is Sweeping the Country!

EDISON RADIO
AND RADIO-PHONOGRAPh COMBINATIONS

THE entrance of Thos. A. Edison, Inc. into the radio field marks a new and greater epoch in its history. Inquiries and actual orders are now pouring in. A carload lot was ordered sight unseen ... Don't you want to receive details of the line? If so, write or wire now.

THOS. A. EDISON, Inc.
ORANGE, N. J.