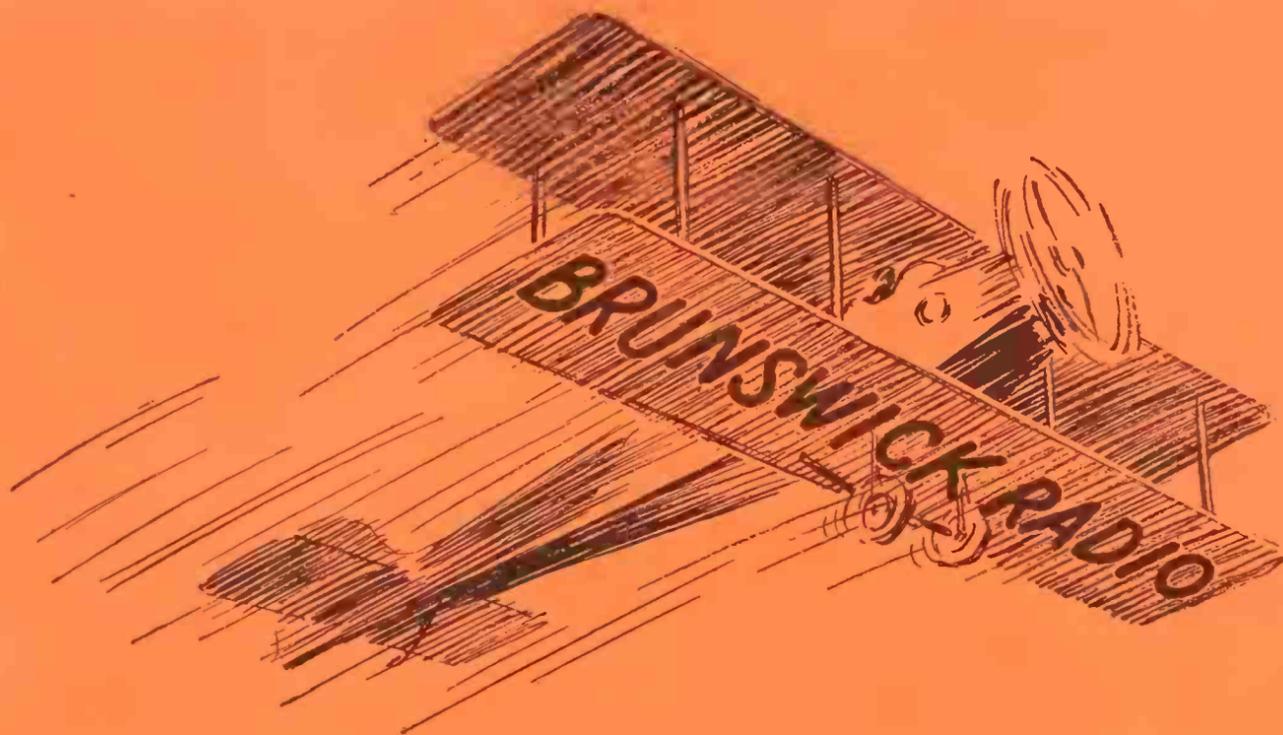


The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

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



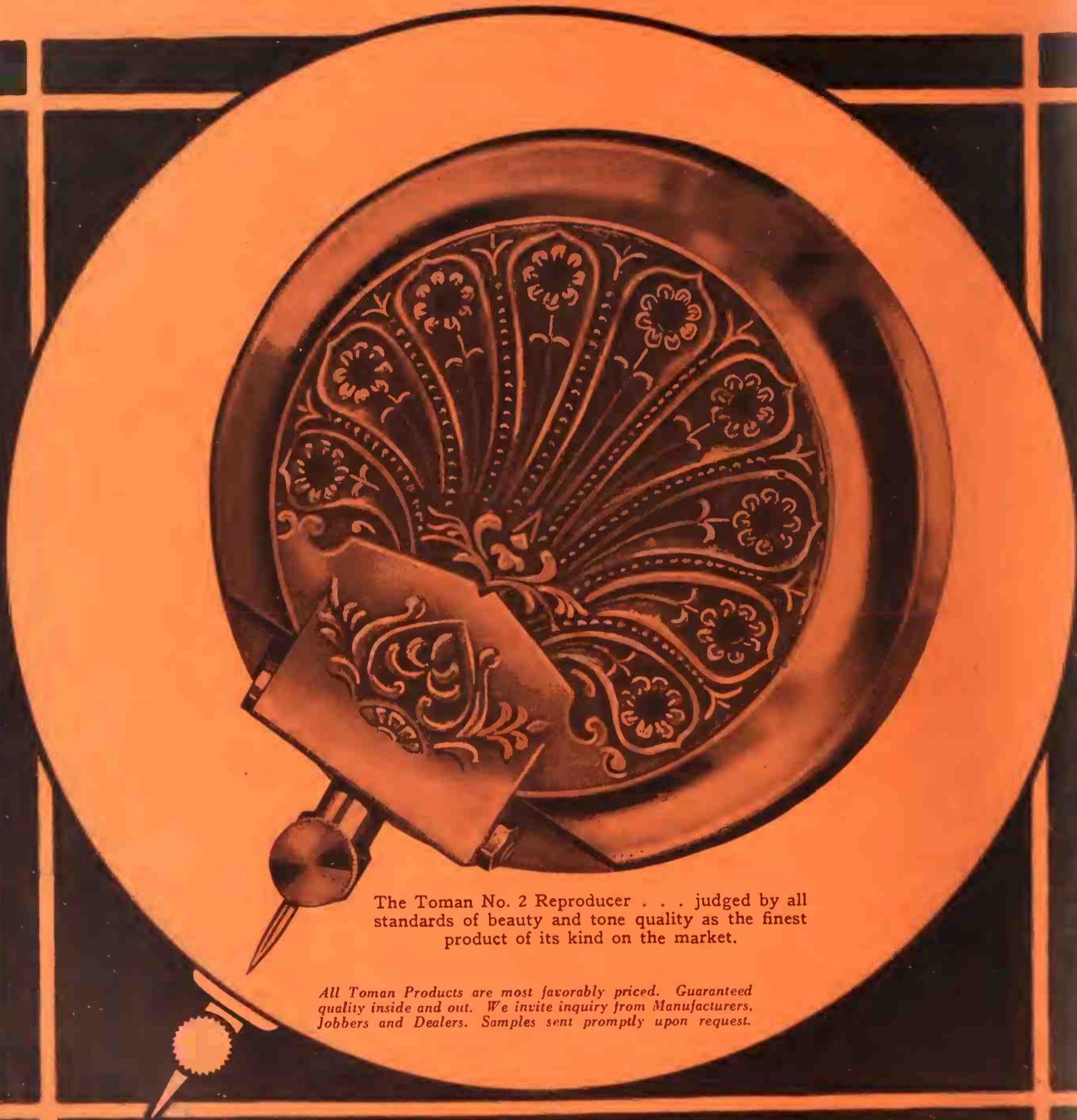
THE ACE OF THE AIR

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

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., 623 South Wabash Avenue, Chicago, Ill.

QUALITY



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.

T 5230
P

Get it *Better* with a Grebe



A New Complete Grebe Line

WITH the addition of the Grebe Synchronphase 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 Synchronphase 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 Synchronphase 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 Synchronphase 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.



Grebe Natural Speaker

GREBE

SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.

A-C Six RADIO

Send for
Booklet TW



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

De N 6/14/28

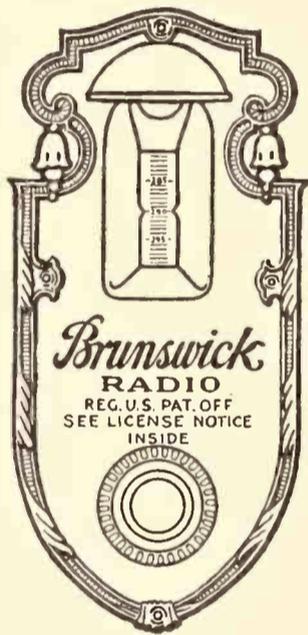
BRUNSWICK... A Great Music House... Offers Radio

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 Talking Machine World

Vol. 24. No. 7

New York, July, 1928

Price Twenty-five Cents

Get on the Bandwagon

THIS 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 way-side, 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 salesman 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 salesman, if there are any of that type in your employ. Strip 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.

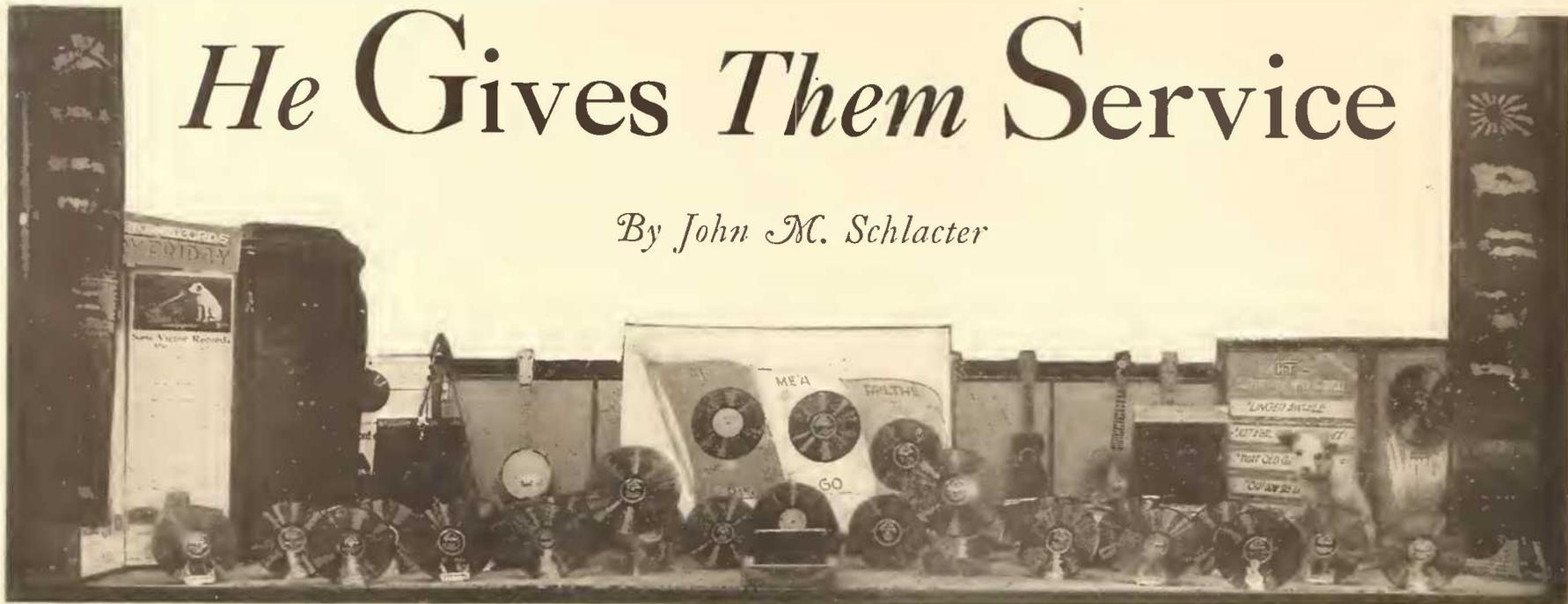
Every Dealer Should Read These Articles

- 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)
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- Step Up Summer Sales—By Robert L. Kent* (Page 16)
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He Gives Them Service

By John M. Schlacter



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 United Music Store, Toledo, O. 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 which it had been angling for to a competitor who more effectively mixed salesmanship with his friendly manner."

The Victor line has been dealt in from the beginning. Later Brunswick products were added and now Columbia's merchandise is to be taken on. When the demand for radio goods became insistent two years ago leading lines were added to better serve customers. The house has some very definite ideas about service to both machine and radio purchasers. After a sale has been completed the customer is visited to ascertain if he is entirely satisfied with his purchase. These little trips in nine out of ten cases result in new customers. In the radio section the house has found it profitable to hire or to farm out its radio service work. As soon as a radio set is sold a contract is made with a service organization to service the set for one year. Customers are sold or given one year's service. Salesmen follow the calls as a matter of customer satisfaction. At times in the past season radio volume has exceeded machine volume. When a prospect is listed here he is followed up and nursed along in a friendly way until he is sold or dies. Not infrequently

people have bought after being on the prospect list for two years or more.

It is very important that workers be acquainted with every phase of the business. Therefore, meetings are held with salespeople



Harry L. Wasserman

and department heads two or three times a week at which new merchandise, new releases, timely topics suitable for store tie-ups and trends in merchandising are discussed. These get-together affairs maintain a high degree of co-operation among workers. Mr. Wasserman maintains that his force is not working for him, but with him. Therefore if someone fails he is not blamed—but Mr. Wasserman feels he should be blamed and to a degree holds himself responsible for an act of omission—in that he must have failed to instruct the person in some important particular. A diary is kept of the daily activities of each worker at the meetings and the little book sometimes figures in the discussions. Workers are paid a bonus at the end of each six months. And occasionally in-between specials are offered for extra volume or quick sales of a special buy of goods. The force is asked to treat customers much the same as they do guests at their home. The patron is a profitable guest, for he leaves something which pays the workers salary.

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 large pumpkin and trimmings 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 Sparton radio as 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 floor 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)

Only One



NICK LUCAS

On Brunswick Only

Recent Brunswick Records by Nick Lucas

- "Just Like a Melody Out of the Sky" — voice with orchestra . . . "For Old Times' Sake"—voice and guitar. 3965
 - "When You Said Goodnight (Did You Really Mean Goodby)?" . . . "You're a Real Sweetheart"—voice and guitar with organ. 3966
 - "I Can't Do Without You" . . . "It Must Be Love"—voice and guitar with piano. 3925
 - "Sunshine" . . . "I Still Love You"—voice and guitar with piano. 3850
 - "Without You, Sweetheart" . . . "My Ohio Home"—voice and guitar with piano. 3773
 - "Blue Heaven" . . . "Among My Souvenirs"—voice and guitar with piano. 3684
- 2—Good Selections on Every Brunswick Record—2

LUCAS records have been gold mines for the Brunswick dealer. No popular vocalist in years has had the vogue enjoyed by "The Crooning Troubadour."

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.

Brunswick

Quick 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 profitable and satisfactory for the retailer. An important factor in record turnover is that it brings quick profit. The dealer whose business in machines and other products is mostly on the instalment 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 being sold 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 departmentized and each department is expected to show a profit. The talking machine store is a miniature department store, specializing in the sale of musical products. Formerly records 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 most cases in pushing these items. Now many dealers are devoting considerable of their sales promotion effort to the sale of records. This department is receiving the same attention that is given to the phonograph and radio department, because the dealer realizes that a small and frequent profit is worth going after. He knows that in the aggregate the sum reaches respectable proportions. He knows also that if one department of his business does not pay the profits from the sale of other merchandise is largely consumed.

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 a respectable 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-in 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

There is a decided effort on the part of record manufacturers and dealers to increase the amount of the average record sale. A survey made by The Talking Machine World revealed the fact that the average unit record sale has during the past two years increased about 27 per cent. The accompanying article analyzes the record situation. It is based on facts procured from the retail trade.

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 musically. 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 the dealer when planning a direct mail campaign can work one hundred per cent effectively.

Dealers Analyze Progress

Excerpts from letters sent in by dealers during this survey indicate concretely what is hap-

pening 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 dance numbers 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., Norfolk, Va., stated that

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 number of customers who are willing to buy classical music today who, a year ago, would not even have listened to classics. We attribute this increase in business to the new electrical Orthophonic recordings, and the national advertising which has stimulated interest in better music.

For sales promotion we have a selected mailing list, which is kept active. We have recently tried out a plan of paying our sales ladies three cents on \$1.00 Red Seal records and five cents on \$1.50 ones, when a customer purchases more than one record. This, we believe, has increased our Red Seal record business.

Denton, Cottier & Daniels, Inc., Buffalo, N. Y., emphasize the fact that the unit of sales is higher this year than that of last year, due in a great degree to the demand for the new album records 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. "There seems to be an appeal to those people who are interested in the better class of music to purchase symphonies or sets of certain types of records in album form rather than in separate units. 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 increasing. We fill more large orders than of 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 music than formerly, but 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 3.—The Brown & Hall Supply Co., Atwater Kent distributor, has increased its sales staff to sixteen men by the addition of C. E. Borntraeger, formerly sales manager of the McGraw Electrical Appliance Co., and O. M. Fisk, for the past six 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.



New

There is nothing finer than a Stromberg-Carlson

No. 636 Stromberg-Carlson uses 7 Radiotron Tubes: 5 UY-227 A.C., one UX-171-A Output Tube, and one UX-280. Price, less Tubes and Speaker, East of Rockies \$245.00

CONSOLE model - A.C. Tube STROMBERG-CARLSON

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 NBC and 22 Associated Stations

Stromberg-Carlson

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



Sell the Radio Programs

The Presidential Campaign and the Heavyweight Championship Fight Will Lessen Sales Resistance

NEVER before in the history of radio has a dealer had the ammunition to offset any tendency toward a lessening of interest on the part of the public in radio activities during the Summer months that is his 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 the set owner with a turn of the dial can be entertained, or instructed, or edified. So frequent have become programs by the cream of the entertainment world's talent that it takes an event of the 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 with the various influences which through the personalities of the candidates and the resentments felt in different sections of the country point the way to a change in the alignment of political power in many different States, the opportunity of selling radio receivers was never greater than it is now.

In a recent address before the convention of the Federation of Women's Clubs, Merlin H. Aylesworth, president of the National Broadcasting Co., stated that the next President will be elected by radio. In part, he said that a voter seated in the comfort of his home may weigh carefully every statement of the campaign orator, adding that radio is "certain to introduce a

sanity in our judgments which can but redound to the national welfare."

It is a well-known fact that the Republican candidate, Herbert C. Hoover, is not at his best on the platform before audiences, and it is freely surmised that the greatest percentage of his campaigning will be done before the microphone. Gov. Alfred E. Smith, the Democratic standard-bearer, on the other hand, never appears in a better light than before an audience,

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.

and while it is probable that he will make the swing of the country carrying his platform direct to the voters, his speeches will not be confined to the visible audience, but through radio will be brought into the homes of every receiving set owner. Nor will the candidates be alone. The existing conditions, with the admitted possibilities of a change of the party in command of the nation, are certain to bring into the fray the spellbinders of both parties. The campaign will be a brisk one undoubtedly, and with the radio it will be one that can be participated in by everyone owning a set.

The dealer who cannot sell a receiver to a prospect by utilizing the advantages which it carries now more than at any other time must indeed be dealing with a man whose sales resistance is impenetrable.

It scarcely seems necessary to say anything to dealers regarding the stimulation which the broadcasting of a heavyweight fight has on sales. The results of the most recent Dempsey-Tunney exhibition viewed from a trade angle

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 the present writing there does not seem to be the same interest in the coming competition, but as the date approaches and the newspapers play up the event public interest will quicken, and on 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 dozens of other issues? Bring reference to the issue in your letters. Tell them to keep abreast with both parties by listening to the speeches of the candidates with the aid of a radio set.

The opportunity for increased sales is ripe. It remains for the dealer to take advantage of it and capitalize it for his own benefit.

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 UV-199**
Detector Amplifier
 - RADIOTRON UX-199**
Detector Amplifier
 - RADIOTRON WD-11**
Detector Amplifier
 - RADIOTRON WX-12**
Detector Amplifier
 - RADIOTRON UX-200-A**
Detector Only
 - RADIOTRON UX-120**
*Power Amplifier Last
Audio Stage Only*
 - RADIOTRON UX-222**
*Screen Grid Radio
Frequency Amplifier*
 - RADIOTRON UX-112-A**
Power Amplifier
 - RADIOTRON UX-171-A**
*Power Amplifier Last
Audio Stage Only*
 - RADIOTRON UX-210**
Power Amplifier Oscillator
 - RADIOTRON UX-240**
*Detector Amplifier for
Resistance-coupled
Amplification*
 - RADIOTRON UX-250**
Power Amplifier
 - RADIOTRON UX-226**
A.C. Filament
 - RADIOTRON UY-227**
A.C. Heater
 - RADIOTRON UX-280**
Full-Wave Rectifier
 - RADIOTRON UX-281**
Half-Wave Rectifier
 - RADIOTRON UX-874**
Voltage Regulator Tube
 - RADIOTRON UV-876**
Ballast Tube
 - RADIOTRON UV-886**
Ballast Tube
- The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron

A Radiotron
for every purpose

- RADIOTRON UX-201-A
Detector Amplifier
- RADIOTRON UV-199
Detector Amplifier
- RADIOTRON UX-199
Detector Amplifier
- RADIOTRON WD-11
Detector Amplifier
- RADIOTRON WX-12
Detector Amplifier
- RADIOTRON UX-200-A
Detector Only
- RADIOTRON UX-120
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-222
*Screen Grid Radio
Frequency Amplifier*
- RADIOTRON UX-112-A
Power Amplifier
- RADIOTRON UX-171-A
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-210
Power Amplifier Oscillator
- RADIOTRON UX-240
*Detector Amplifier for
Resistance-coupled
Amplification*
- RADIOTRON UX-250
Power Amplifier
- RADIOTRON UX-226
A.C. Filament
- RADIOTRON UY-227
A.C. Heater
- RADIOTRON UX-280
Full-Wave Rectifier
- RADIOTRON UX-281
Half-Wave Rectifier
- RADIOTRON UX-874
Voltage Regulator Tube
- RADIOTRON UV-876
Ballast Tube
- RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated



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 great laboratories which give you the MAZDA lamp. They are the creation of the skilled radio engineers who made modern broadcasting possible. Equip your set with genuine RCA Radiotrons. Never use new tubes with old ones that have been in use a year or more. See that your set is completely equipped with RCA Radiotrons once a year at least.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

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

Back of RCA Radiotrons is a national advertising campaign that is larger and more impressive than that behind any other vacuum tube. Because the story is convincing and performance backs it up, RCA Radiotrons lead all other makes of vacuum tubes in volume of sales. Forceful counter and window displays, folders, etc., help you to get your share.

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.

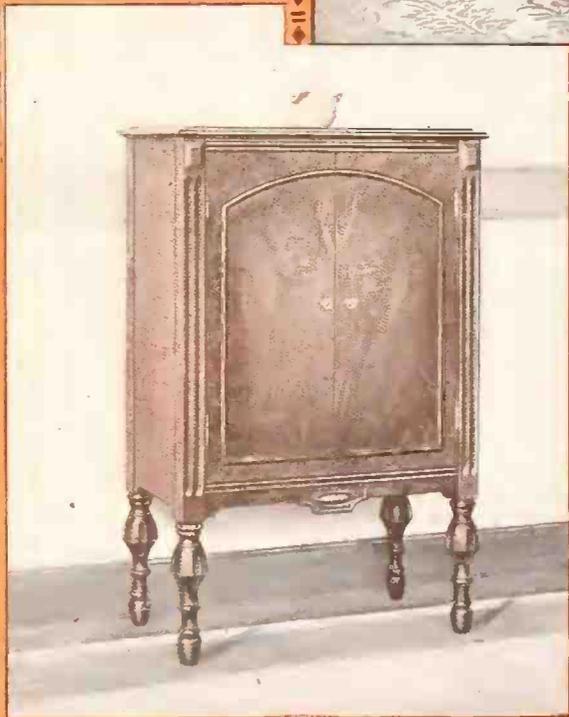


RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

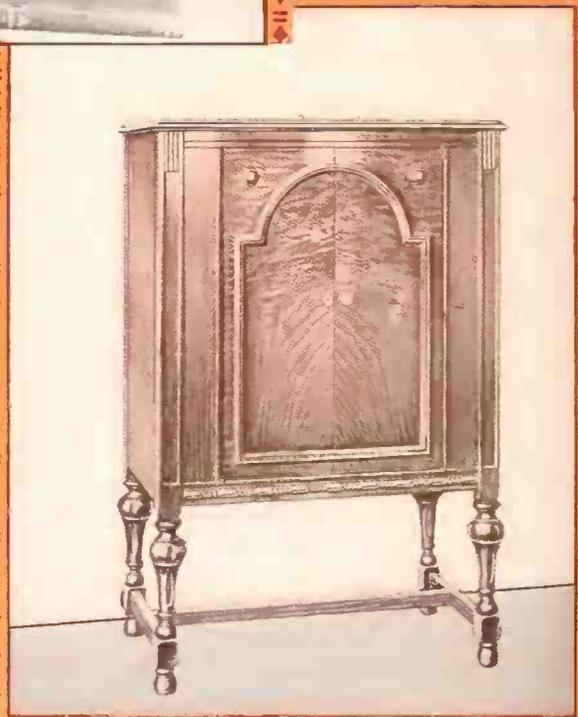
This year's RCA sets are next year's standards of design in the American radio industry



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)



*This sign marks the leading
dealer in every community*



RCA RADIOLA 51—Combines the popular
RADIOLA 18 with the famous RCA Loud-
speaker 100A in a beautiful mahogany cabi-
net, walnut finish . \$195 (less Radiotrons)

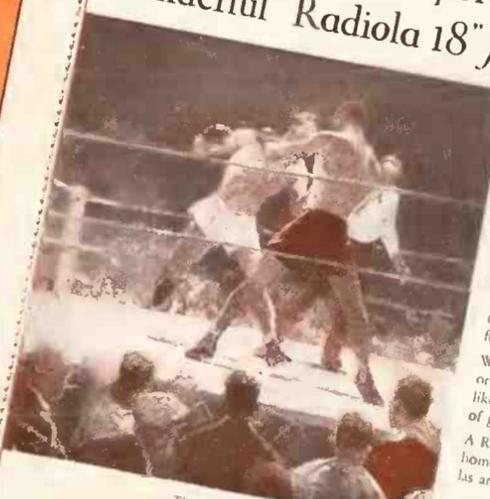
RCA RADIOLA 30A—The super-selective
RCA Super-Heterodyne in combination with
RCA Loudspeaker 100 A. Custom-built cabi-
net model. . . . \$285 (complete)

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Sporting news - reported by experts - on this wonderful "Radiola 18" for less than a cent an hour



The seven big Radiotrons in the new RADIOLA 18 use about as much electricity from your lighting current as an ordinary 50-watt lamp.

A snap of the switch turns them on. A finger touch of the electrically-lighted dial sets the broadcasting station, and presto! you are in a ringside or grandstand seat.

Without leaving your easy chair, you hear the round-by-round, play-by-play stories of the big sports events in distant cities, reported by experts. After that you have at your finger touch the finest music, for dinner, or dancing, or an hour of reverie.

With an RCA Loudspeaker in the living room, or on the verandah, or out on the lawn, if you of guests.

A Radiola is as necessary today in a well-equipped home as the telephone and the newspaper. Radiolas are in daily use in nearly 2,000,000 homes.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

There is a complete line of Radiolas for home or battery operation ranging from \$60.00 to \$895.



RCA RADIOLA 18 - The latest product of RCA, General Electric and Westinghouse with laboratory research from lighting current, 110 volts, 60 cycle A. C. laboratory radio vacuum bank (5112 and Radiotrons) RCA LOUDSPEAKER 100A \$35

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

Buy with confidence

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

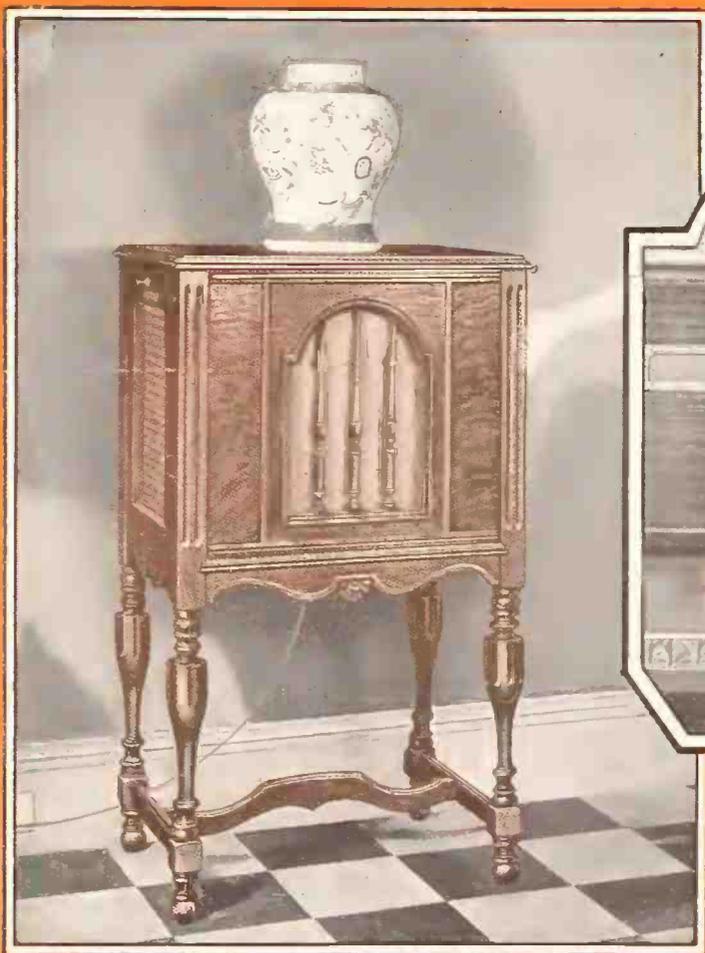
Dealer mats, descriptive literature, etc.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

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. \$350



RCA LOUDSPEAKER 100A

The outstanding non-powered reproducer, and the standard of comparison in the industry. \$35

This sign marks the leading



dealer in every community

RADIO CORPORATION OF AMERICA

NEW YORK

CHICAGO

SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Barrow Tells Why—

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

THE 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 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 \$565 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 seeks 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,

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



Left: Window Display Arranged by Live Dealer; and Below: Barrow Receiving His \$500 Prize From Mr. Hendrickson



securing of interest or carrying charge and trade-ins. These topics are among the most debatable in the entire retail radio field and the expressions of opinions regarding them by a dealer who has been successful by following

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-theatre 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 home. Never talk terms, price or payments until after the prospect has heard the machine, points out this aggressive dealer. Instead of stating a definite arrangement of 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 spe-

cial 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 from this much of value in the sale of things musical. He is a violinist of some accomplishment. He has always been interested in musical goods, having sold various lines at odd times. He was associated with the Ford Motor Co., Detroit, for a number of years, having under him several thousand men of many nationalities. He was also connected at different times with government of Detroit and Michigan.

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.

This company manufactures a kit for receiving pictures broadcast by radio stations in the homes of amateur experimenters and set builders. An interesting angle in connection with this merchandise is the fact that a phonograph is used as the means of rotating the cylinder upon which the picture is received. It is believed that there will be a considerable sale of second-hand phonographs to amateurs using the Cooley Rayfoto apparatus, and that the long-awaited outlet for phonographs taken in trade will soon be established, as the Rayfoto Kit is in full production and distribution.

The Radiovision Corp. has purchased the exclusive transmitting and receiving rights for radio under the Cooley patents. It was also learned that about 100 broadcasting stations have applied for transmitting rights and that the Voice of St. Louis has already a license and that other licenses are pending with stations throughout the United States.

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 musical 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



ACCEPT NO IMITATIONS

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

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*



AUDACHROME

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

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.



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.

New Line of *Outing* Portable Phonographs

One handle handles it!
Outing
TRADE MARK
Master of Movable Music

The World Famous Portable Phonograph

Latest Offering by the Makers
of Nyacco Products



New Baby Outing
\$12.00 List



New Junior Outing
\$15.00 List



New Senior Outing
\$25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

A NEW EDISON ATTACHMENT



MODEL 166-90
With No. 90 Reproducer, as shown in illustration—nickel, \$8.50; oxidized or gold, \$10.00.
Attachment only without Reproducer—nickel, \$3.00; oxidized or gold, \$3.75.

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 Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

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 instruc-

tions 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 propoganda 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 employes 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

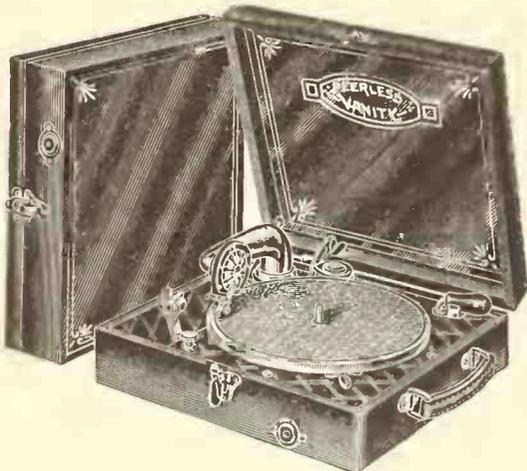
Due to increased production we are now able to offer these wonderful machines to jobbers and other large users at the right prices. If desired, you can obtain them under your own name or trade mark.



Peerless Master-Phonic—\$25.00 List



Peerless Junior—\$15.00 List



Peerless Vanity—\$12.50 List
Dimension 3½x12x13.
Four Colors

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



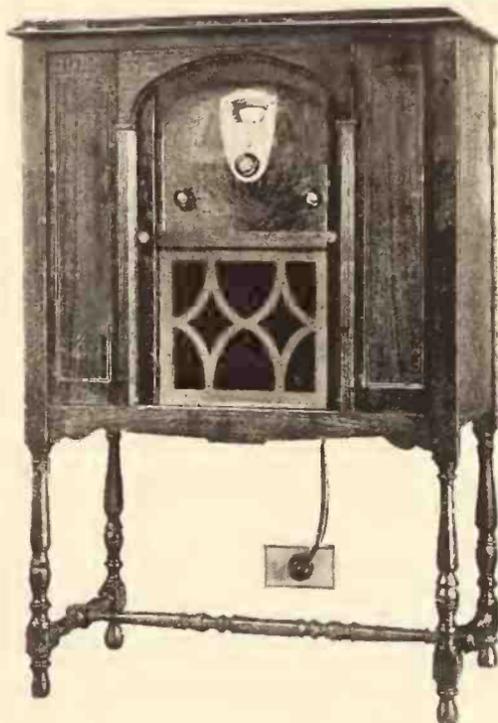
FRESHMAN

P R E S E N T S

A NEW CONSOLE

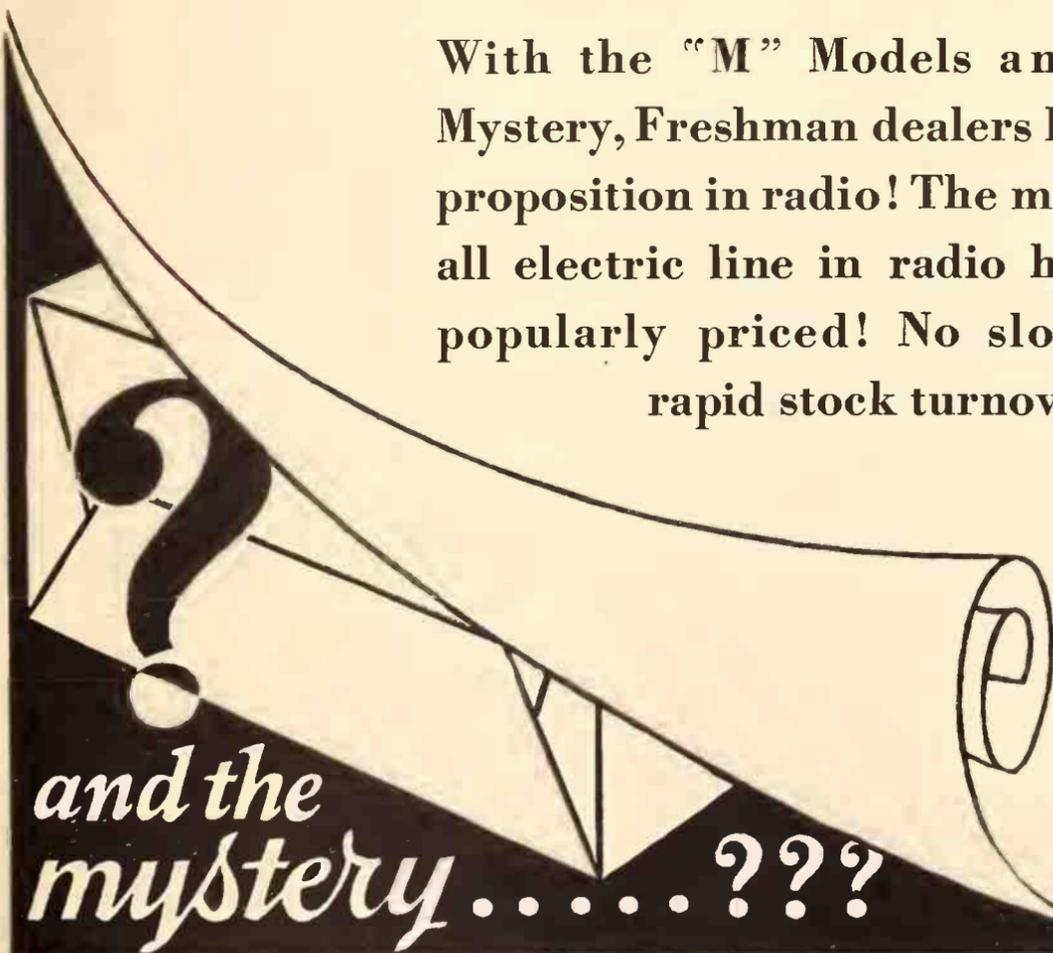
A NEW COMPACT

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!



and the mystery.....???

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 hamlets, medium-sized cities and great metropolises. Sales are being made to owners of Summer homes, cottages and to campers. Owners of canoes, automobiles and other types of boats are buying. In the large cities where the two- or three-room apartment is in vogue the portable is solving a serious problem because it supplies recorded music and does not take up the space of larger instruments. Here is a market that is broad enough to give the dealer an excellent outlet no matter where his store is located.

No Dead Stock

Dealers who are getting behind their portable phonograph stock are delighted with the fact that, in this department of the business at least, dead stock is conspicuous by its absence. In the first place the dealer is enabled to keep his investment down to a minimum. He finds it possible to handle a complete line of instruments without straining his credit, nor is it

necessary to set aside a large section of his establishment for a display of these instruments. There is a growing realization that portable phonographs can be sold with very little effort if they are exhibited in the window and placed conspicuously in the store.

The Terminal Radio & Music Shop, located at the entrance to the Long Island Railroad

fully 75 per cent of the portables originally rented are retained by the renters.

The Toledo dealer also has a large rental business, although his method is slightly different. He rents on a weekly basis and at the end of the period for which the instrument has been rented if the portable is retained by the customer, the money paid as rent applies on the purchase price. Eighty per cent sales is the result.

Outside Selling

Canvassing, it seems, has been largely discontinued as a method of making sales. 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 are a number of public amusement places, cottage col-

SALES 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.

division of the Pennsylvania station, New York City, and catering to residents of Long Island, both permanent and temporary, and to weekenders, etc., has since early in May been averaging 12 portable sales a week, with an average price of \$20. The average record sale with each portable is \$10. When the new Victor portables were introduced sales of these models were large, six being sold in one day.

Nat Cherry, manager, says a large business is done renting portables for a three-month season. The full price of the portable must be paid by the renter, and when the instrument is returned, if it is in good condition, one-half of this price is returned. He stated that

onies, 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 sales are for cash. Business in the store is slack at this period of the year, and the two salesmen in the employ of the firm find time hanging heavily. The dealer alternates in sending these men out on the road, one man finding it easy to handle the situation in the store and the other profitably employed in an aggressive attempt to increase sales.

The facts stand out clearly that the natural tendency of sales to slow up during the Summer season can be largely overcome by concentrating on lines that have the least sales resistance during that period. Get behind every department of your business—talking machines, radios, records—but especially put some real selling effort behind the portable phonograph.

Hal P. Shearer Discusses Retail Store Customers

Hal P. Shearer, general manager of Splitdorf 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 outnumber 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.



Dulce-Tone

Radio Talking Machine Speaker

Get In On These
RADIO PROFITS

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

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

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

\$10, Retail
Fully guaranteed
Fits any radio

Steinitz

ELECTRIC AC RADIO

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 thrilling in performance, for super-performance is a Steinite tradition. It is housed in cabinets that glow with rich beauty; a beauty which its quality richly deserves.

America's Greatest Value because—

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.

THE STEINITE ELECTRIC AC RADIO, in competition with many other makes of receivers ranging in price to double that of the Steinite, has consistently led in the reception of distant stations.

LICENSED BY RCA: The Steinite AC Electric Radio is fully licensed under the patents of the Radio Corporation of America, The General Electric Company, The Westinghouse Electric and Manufacturing Company, The American Telephone and Telegraph Company, and also under Hogan patents.

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

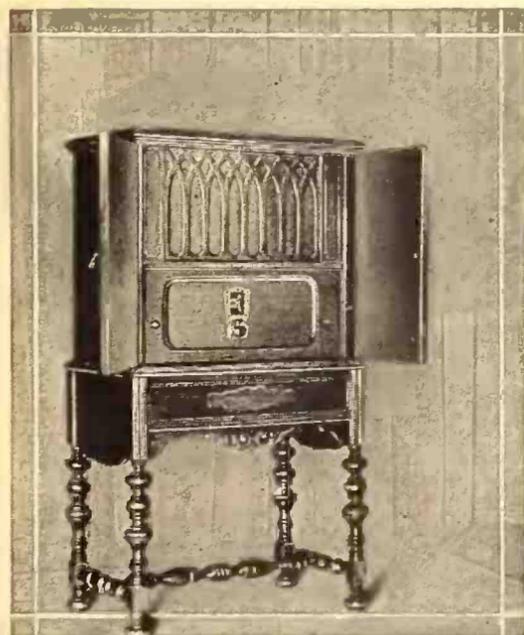
the new Steinite. All controls—the single illuminated drum dial, the volume control, the antenna compensator and the switch, are grouped within the beautiful antique finished bronze escutcheon plate, placing the entire control of the set at the finger-tips of one hand.

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 burlled walnut overlays. All models are finished in genuine Duco which enhances and preserves the original beauty of the fine woods.



The **STANDISH**—Model 263

The "Standish" console is a complete one-unit job, the chassis being inseparable from the cabinet. Including the famous built-in polyphonic Speaker, less tubes, the price is **\$115**
Price, complete with tubes, \$137.50



The **SEVILLA**—Model 266

The "Sevilla," a Spanish model console, sells for \$75. By inserting a regular \$75 table model you have a combination of rare beauty. The speaker in this set is the famous Polyphonic. Price, **\$150** less tubes
Price, complete with tubes, \$172.50

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.



Table Model No. 261

Simplicity itself! Neat—clean-cut—most compact of all. A cabinet of Tanguile, the most beautiful of all Philippine woods, richly finished in Duco. A six-tube tuned radio frequency receiver using AC tubes. Comes in two types. Model 261 for 50-60 cycle current and Model 262 for 25-40 cycle. The utmost in radio value **\$75**
Price, complete with tubes, \$97.50

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.



The **REMBRANDT**—Model 265

The "Rembrandt" console sells for \$55. By merely slipping the \$75 table model into position you have a complete job, including the famous Polyphonic speaker, less tubes **\$130**
Price, complete with tubes, \$152.50

STEINITE RADIO 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.

Mail this Coupon TODAY!

—Please send me the Steinite proposition.
—Have my nearest Steinite Jobber send a salesman.

Name
Street Address
City State

AMERICAN'S GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

American Supply Co.

2335 South Michigan Ave.
Chicago, Illinois

A Great
Line at
Sensational
Prices

In Chicago and Northeastern Illinois

“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.”

\$75

Time Tested!

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

The Apollo Radio Co.

229 Halsey Street
Newark, N. J.

A Great
Line at
Sensational
Prices

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!

25

AMERICA'S GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

M. F. Bruning & Co.

163 South Lincoln Street
Spokane, Washington

A Great
Line at
Sensational
Prices

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.”

\$75

Time Tested!

AMERICA'S GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

C. & D.
Auto Supply Co.
228 West Seventh Street
Cincinnati, Ohio

A Great
Line at
Sensational
Prices

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!



AMERICA'S GREATEST VALUE

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

The
Campbell Iron Co.

809-19 Cass Avenue
St. Louis, Missouri

A Great
Line at
Sensational
Prices

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."

\$75 *Time Tested!*

Steinite

ELECTRIC AC RADIO

Distributed by

CAPITAL CITY PAPER COMPANY

SPRINGFIELD
Telephone—Main 3900

ILLINOIS
Fourth & Madison



Clarence Hoogland



E. E. Duckett



Earl Rose



Clinton M. Stevens



Ben Mirus



Howard Tatman



C. L. McCoy

STEINITE RADIO
STEINITE SPEAKERS
RADIO BATTERIES
CUNNINGHAM TUBES
DYNAMIC SPEAKERS
TEMPLE SPEAKERS



CORWINE E. ROACH
President

STEINITE CABINETS
BALL AERIALS
AMPLIFIERS
ELECTRIC PICK-UPS
FINE RADIO FURNITURE
ELECTRIC APPLIANCES



W. H. (Bill) Brown



Rex Boggs



Kenneth Waldron



Ramsome Caskey



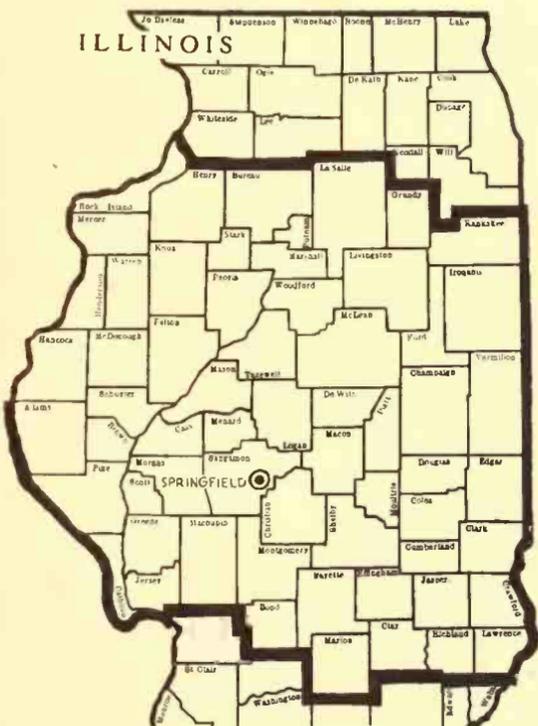
L. E. Pemberton



George McCulley



Edward Flesch



We are exclusive
Steinite distributors
in Central Illinois.
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 to-
day.

Three Years with
Steinite.

"Nuff Sed."

For Prompt Service and Delivery—Buy in Springfield



AMERICA'S GREATEST VALUE

Time Tested!



Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

**George Collins
Company**

15 Deerfield Street
Boston, Massachusetts

BRANCHES

88 Washington Street Quincy, Mass. 57 North Main Street Brockton, Mass.
20 Mt. Vernon Street Lynn, Mass.

A Great
Line at
Sensational
Prices

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 livest line of AC radio in America, write, phone or wire us immediately.”

\$75

Time Tested!

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by



The Fromar Company

25 South Third Street
Harrisburg, Pennsylvania

*A Great
Line at
Sensational
Prices*

In Central Pennsylvania as indicated on the map



"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."

Time Tested!



AMERICA'S GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

The Hartford Electric
Supply Co.

234 Pearl Street
Hartford, Connecticut

A Great
Line at
Sensational
Prices

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.”

\$75

Time Tested!

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

**A. J. Harwi Hardware
Company**
Atchison, Kansas
"IN STEINITE TOWN"

A Great
Line at
Sensational
Prices

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."

AMERICA'S GREATEST VALUE

Time Tested!



Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

K & S
Sales Corporation

79 Mt. Hope Avenue
Rochester, New York

A Great
Line at
Sensational
Prices

In Orleans, Monroe, Genesee, Wyoming, Livingston, Allegany, Wayne, Ontario, Yates and Steuben Counties in the State of New York.

"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."

\$75

Time Tested!

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

The Keystone Radio
Company

640 Grant Street
Pittsburgh, Pennsylvania

A Great
Line at
Sensational
Prices

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."

Time Tested!



AMERICA'S GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

LEWIS
Electric Supply
Company

Federal Street
Boston, Massachusetts

A Great
Line at
Sensational
Prices

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."

\$75

Time Tested!

AMERICAS GREATEST VALUE

Steinitite

ELECTRIC AC RADIO

Distributed by

Steinitite
Again
Makes
Good!

Lydamore
Radio Company
151 Elderberry Road
Mineola, Long Island, New York

A Great
Line at
Sensational
Prices

In Long Island outside of
Brooklyn

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

Time Tested!

75

AMERICA'S GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

Marion Electric &
Supply Company

Marion, Ohio

A Great
Line at
Sensational
Prices

In Allen - Augaize - Hardin - Marion - Union -
Delaware - Morrow Crawford - Richland -
and Knox Counties in Ohio.

“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.”

\$75

Time Tested!

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Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

**McIntyre-Burrall
Company**
Green Bay, Wis.

A Great
Line at
Sensational
Prices

We are rapidly establishing dealers in our territory which consists of
The Entire State of WISCONSIN **The Entire Upper Penin. of MICHIGAN** All Counties

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



Reprinted From The Talking Machine World, New York, June, 1928.

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, 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, 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.

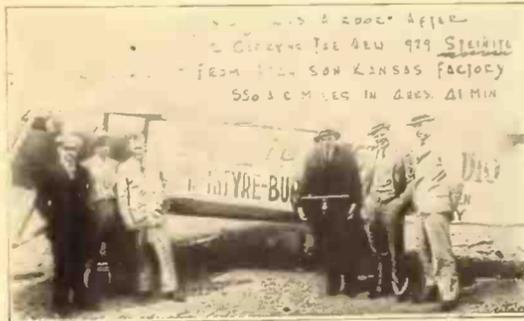
The trip furnished a striking illustration of the progress in both aviation and radio. The spectacle of a jobber flying to a convention sponsored by a manufacturer and rushing back the new season's model to a dealer by the same route, all in three days, indicates the relatively high importance of radio in American life. The gen-



WISCONSIN Steinite flying Delegation ABOUT TO TAKE OFF FOR STEINITE RADIO CONVENTION ATCHISON, KANSAS.



GREEN BAY DEALERS CONGRATULATE STEINITE fliers JUST AFTER ARRIVAL GREEN BAY FROM STEINITE FACTORY ATCHISON, KAN.



tleman shown in the lower left photograph from left to right are: Lee H. Jelly, 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. Jessen, Milwaukee district sales.

AMERICA'S GREATEST VALUE

Time Tested!



Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

H. A. McRae Company

137 River Street
Troy, New York

A Great
Line at
Sensational
Prices

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."

\$75

Time Tested!

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC 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

AMERICA'S GREATEST VALUE

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

Norfolk
Motor Equipment
Corporation

Norfolk, Virginia

A Great
Line at
Sensational
Prices

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."

\$75

Time Tested!

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

Pyramid
Supply Company

140 Delaware Avenue
Buffalo, New York

A Great
Line at
Sensational
Prices

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."

Time Tested!

25

AMERICA'S GREATEST VALUE

AMERICAS GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

The
Schimmel Electric
Supply Company

526 Arch Street
Philadelphia, Pennsylvania

A Great
Line at
Sensational
Prices

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."

\$75

Time Tested!

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

Schram & Ware, Inc.

619 Fourth Avenue
Seattle, Washington

A Great
Line at
Sensational
Prices



ALBERT A. SCHRAM
President

In Northwestern Washington bounded on the East and South by and including Whatcom, Skagit, Chelan, Kititas, Yakima, Lewis, Cowlitz and Wahkiakum Counties.



ALFRED J. WARE
Secretary and Treasurer



JACK L. SCHERZ
Manager of Sales Dept.

"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."



JOE H. REUTER
Manager of Service Dept.

AMERICA'S GREATEST VALUE

Time Tested!



AMERICAS' GREATEST VALUE

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

H. E. Sorenson Lamp
Company

210 Court Avenue
Des Moines, Iowa

A Great
Line at
Sensational
Prices

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."

\$75

Time Tested!

Steinite

ELECTRIC AC RADIO

Distributed by

Steinite
Again
Makes
Good!

The
Williams Hardware
Company

100-112 Second Ave., North
Minneapolis, Minnesota

A Great
Line at
Sensational
Prices

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."

AMERICA'S GREATEST VALUE

Time Tested!



Steinite takes pride in announcing Nation-wide distribution through these prominent distributors

LISTED ALPHABETICALLY BY CITIES

AKRON, OHIO

M & M Co., 131 E. Market St.

ATCHISON, KANSAS

A. J. Harwi Hardware Co.

ATLANTA, GEORGIA

Peaslee-Gaulbert Co.

BLUEFIELD, W. VIRGINIA

Bluefield Hardware Co., 200
Bluefield Ave.

BOISE, IDAHO

Northrop Hardware Co., 8th &
Broad St.

BOSTON, MASS.

George Collins & Co., 15 Deer-
field St.

BOSTON, MASS.

Lewis Electric Supply Co., Fed-
eral St.

BUFFALO, NEW YORK

Pyramid Supply Co., 140 Dela-
ware Ave.

BURLINGTON, IOWA

Robert Donahue Co.

CHICAGO, ILL.

American Supply Co., 2335 So.
Michigan Ave.

CINCINNATI, OHIO

C & D Auto Supply Co., 228 W.
Seventh St.

CLEVELAND, OHIO

M & M Co., 500 Prospect Ave.

DALLAS, TEXAS

Peaslee-Gaulbert Co., Earl &
Logan Sts.

DAVENPORT, IOWA

Crescent Electric Supply Co.

DAYTON, OHIO

Burns Radio Co.

DENVER, COLORADO

Foster Auto Supply Co., 1550
Broadway.

DES MOINES, IOWA

H. E. Sorenson Co., 210 Court
Ave.

DETROIT, MICHIGAN

Republic Radio Corp., 523 E.
Jefferson St.

DUBUQUE, IOWA

Crescent Electric Supply Co., 770
Iowa St.

FORT WAYNE, INDIANA

Protective Elec. Supply Co.

GRAND RAPIDS, MICH.

The Republic Radio Corp., 54
No. Division St.

GREEN BAY, WISCONSIN

McIntyre Burrall Co.

HARRISBURG, PA.

The Fromar Co., 25 So. Third
St.

HARTFORD, CONN.

The Hartford Electric Supply
Co., 234 Pearl St.

HAVANA, CUBA

Independent Electric Supply Co.,
96 Obrapria.

HOUSTON, TEXAS

Peaslee-Gaulbert Co.

HUNTINGTON, WEST VA.

Air Ola Radio Co., 625 Tenth
St.

INDIANAPOLIS, IND.

Peerless Electric Supply Co., 118
So. Penn. St.

LOS ANGELES, CALIF.

National Radio & Supply Co.,
141 W. Washington St.

LOUISVILLE, KY.

Peaslee-Gaulbert Co., 413 W.
Main St.

MARION, OHIO

Marion Elec. & Supply Co.

MEMPHIS, TENN.

I. J. Cooper Rubber Company.

MIAMI, FLORIDA

McDonald Electric Co., 367
N.W. 6th St.

MINEOLA, L. I., N. Y.

Lydamore Radio Co., 151 Elder-
berry Rd.

MINNEAPOLIS, MINN.

Williams Hardware Co.

NEWARK, NEW JERSEY

The Apollo Radio Co., 228 Hal-
sey St.

NEW YORK, N. Y.

The North American Radio Co.,
1845 Broadway.

NORFOLK, VA.

Norfolk Motor Equipment Cor-
poration.

PHILADELPHIA, PENNA.

Schimmel Electric & Supply Co.,
526 Arch St.

PITTSBURGH, PENNA.

Keystone Radio Co., 640 Grant
St.

POCATELLO, IDAHO

Salt Lake Hardware Co., First
& Carter Sts.

PORTLAND, OREGON

J. M. Ward & Co., 53 Fourth St.

RICHMOND, VIRGINIA

Kirkmyer Motor Co., Annex, 710
E. Grace St.

ROCHESTER, NEW YORK

K & S Sales Corp., 79 Mount
Hope Ave.

SAN FRANCISCO, CALIF.

Dunham, Carrigan, Hayden Co.,
Kansas & Division Sts.

SALT LAKE CITY, UTAH

Salt Lake Hardware Co., 105 No.
3rd St. W.

SEATTLE, WASHINGTON

Schram & Ware, Inc., 619 Fourth
Ave.

SIoux FALLS, SO. DAK.

Larson Hardware Co.

SPOKANE, WASHINGTON

M. F. Bruning & Co., 163 So.
Lincoln St.

SPRINGFIELD, ILL.

Capital City Paper Co., Fourth
& Madison Sts.

ST. LOUIS, MISSOURI

Campbell Iron Co., 819 Cass Ave.

TOLEDO, OHIO

H. Poll Electric Co., 512 Erie St.

TROY, NEW YORK

H. A. McRae Co., 137 River St.

TUCSON, ARIZONA

F. Ronstadt Company.

WASHINGTON, D. C.

Chas. Rubel & Co., 812 Ninth St.

YOUNGSTOWN, OHIO

M & M Co., 22 E. Front St.

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 of the 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. Greiff, 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, thereupon, 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 peaceably, 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 reproduction 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 Com-
prising 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, O., branches of the company will also distribute the Jensen dynamic speakers in their districts.

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.

SELL SYMPHONIC

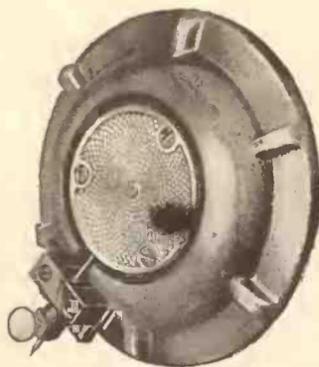
For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

**LOW LOSS
Symphonic
PHONOGRAPH REPRODUCER**

LIST PRICE

Nickel Plated . . . \$10⁰⁰
Gold Plated . . . \$12⁰⁰

(Slightly higher west of the Rockies)



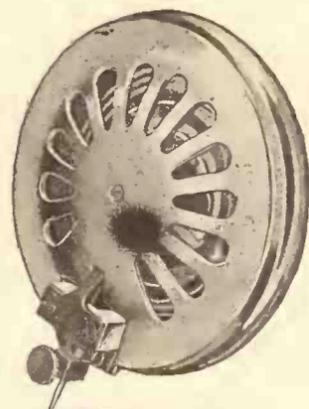
A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

**Overture
PHONOGRAPH REPRODUCER
MADE BY SYMPHONIC**

LIST PRICE

Nickel Plated . . . \$5⁰⁰
Gold Plated . . . \$7⁰⁰

(Slightly higher west of the Rockies)



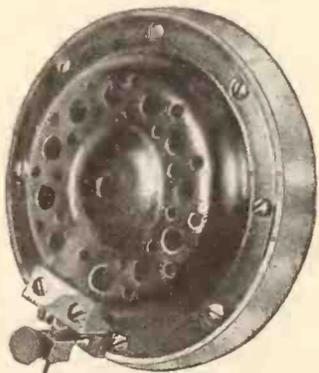
This is the \$8.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

**Symphonic
PHONOGRAPH REPRODUCER**

LIST PRICE

Nickel Plated . . . \$ 8⁰⁰
Gold Plated . . . \$10⁰⁰

(Slightly higher west of the Rockies)



An acoustical gem in a magnificent setting— Each Symphonic and Low-Loss Reproducer is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.



SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

Pioneers and Leaders
in the Independent
Reproducer Industry

NEW YORK



THERE HAS RADIO LIKE

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.



The Balkite A-7

Showing the finely carved cabinet with doors closed. A cabinet to meet the taste of the most exacting household—by Berkey & Gay



Balkite A-5

Cabinet by Berkey & Gay. Complete except for tubes and speaker, \$230

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. A phonograph jack for reproducing records. A built-in power supply for operating a dynamic speaker. Pro-

FANSTEEL
Balkite Radio
Cabinets by Berkey & Gay



NEVER BEEN THIS BEFORE

tection 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



The Balkite A-7

Cabinet by Berkey & Gay. Includes dynamic speaker. Complete but for tubes, \$487.50



Balkite A-3

For those who want all radio. Housed in a simple but slightly all-metal case. Complete but for tubes and speaker, \$197.50

Prices slightly higher West of the Rockies

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.

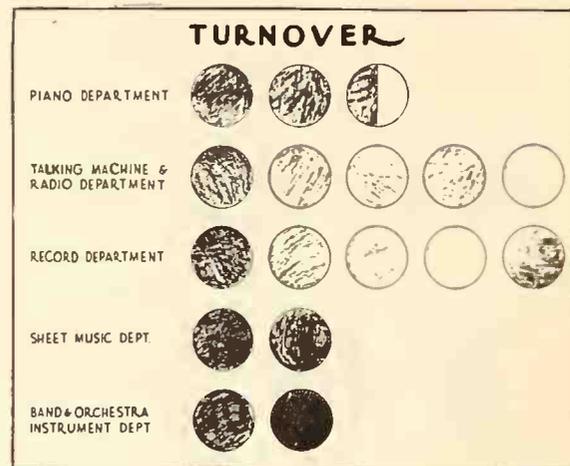
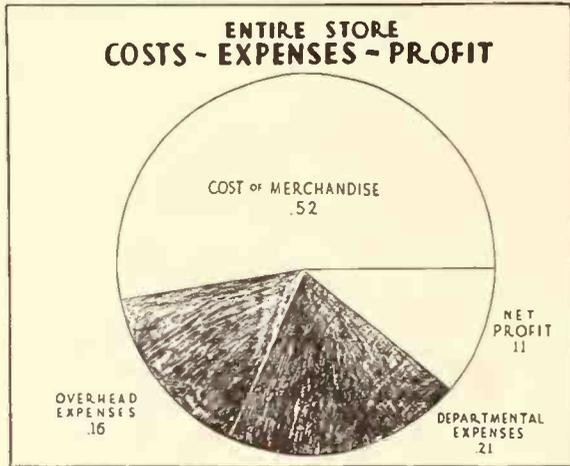
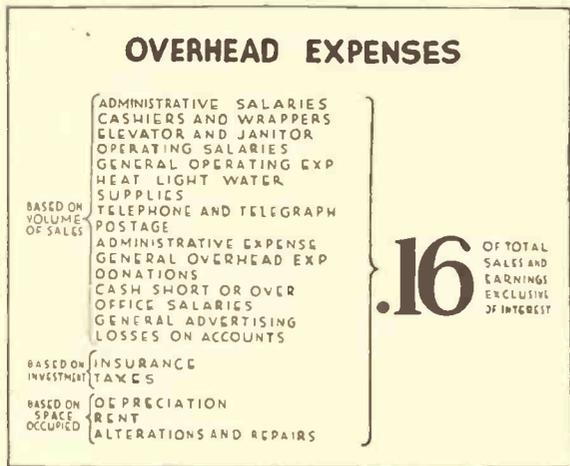
Sell Balkite and you make money. See our jobber. Fansteel Products Co., Inc., North Chicago, Illinois.

HAVE YOU
SEEN
THE
BALKITE
SYMPHION



*It is the
finest instrument
in music*

FANSTEEL
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 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 expense is especially 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.

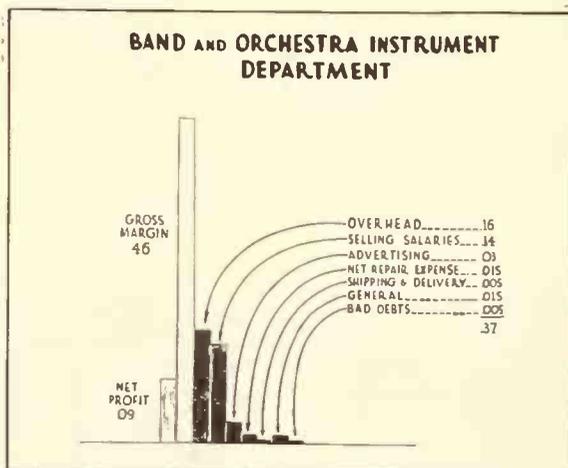
Profits in All Departments

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 are 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 only 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

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

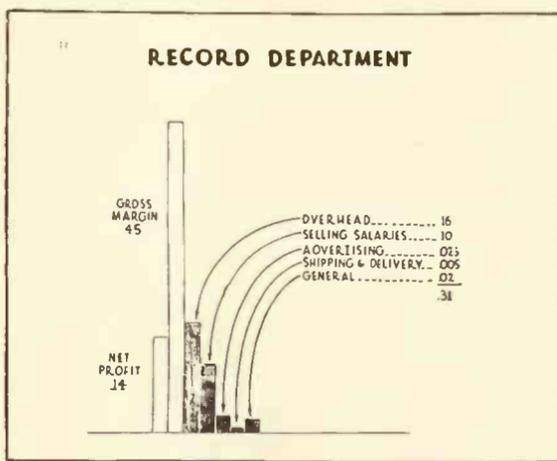
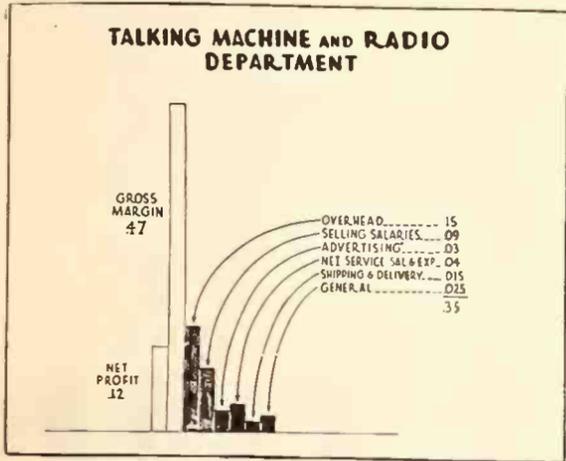
headquarters for records. Questioning disclosed the fact that he fell short of a two-time annual turnover last year. His investment necessarily is a large one, and the space occupied by the department is costly, bringing up the overhead. The fact is this dealer is not making money on his record investment. 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 celerity. 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 that 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.



ADDING VOLUME - REDUCING OVERHEAD - INCREASING NET PROFIT

WHAT A STORE WITH FIVE DEPARTMENTS DOING AN ANNUAL BUSINESS OF \$244,000 CAN DO THROUGH INTENSIFIED EFFORT ON PART OF THE DEPT MANAGERS AND EMPLOYEES. THE BASIC FIGURES ARE ACTUAL 1927 FIGURES.

EACH OF THE OTHER 4 DEPTS COULD TURN IN PROSPECTS FOR *one* PIANO PER MONTH, AVERAGING \$300 EACH (1200 ÷ 4 DEPTS ÷ 12 MOS) WHICH WHEN SOLD WOULD AMOUNT TO \$114,400

EACH OF THE OTHER 4 DEPTS COULD TURN IN PROSPECTS FOR *one* RADIO, COMBINATION OR TALKING MACHINE PER MONTH, AVERAGING \$150 EACH (1800 ÷ 4 DEPTS ÷ 12 MOS) WHICH WHEN SOLD WOULD AMOUNT TO 7,200

EACH OF THE OTHER 4 DEPTS COULD TURN IN PROSPECTS FOR *one* BAND OR ORCHESTRA INSTRUMENT PER MONTH, AVERAGING \$75 EACH (900 ÷ 4 DEPTS ÷ 12 MOS) WHICH WHEN SOLD WOULD AMOUNT TO 3,600

NO ADDITIONAL SALES IN RECORD DEPARTMENT 0

NO ADDITIONAL SALES IN SHEET MUSIC DEPARTMENT 0

ADDITIONAL BUSINESS \$25,200

| | ACTUAL VOLUME | POSSIBLE ADDITIONAL VOLUME | ADDITIONAL PROFIT |
|---------------------------|------------------|----------------------------|-------------------|
| PIANO DEPARTMENT | \$103,435 | \$14,400 | \$7,200 |
| TALKING MACH & RADIO DEPT | 82,684 | 7,200 | 3,076 |
| RECORD DEPARTMENT | 20,531 | 210 | 210 |
| SHEET MUSIC DEPARTMENT | 22,616 | 257 | 257 |
| BAND & ORCH INST DEPT | 14,362 | 3,600 | 1,438 |
| TOTAL | \$243,828 | \$25,200 | \$17,291 |

THE ADDITIONAL PROFIT IS ARRIVED AT BY USING THE COST OF SALES AND EXPENSE PERCENTAGES DETERMINED BY THE ACTUAL 1927 BUSINESS. AS THE INCREASING VOLUME DECREASES PERCENTAGES, THE ADDITIONAL PROFIT WOULD BE SLIGHTLY GREATER.

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 that 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 supposing 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 \$750 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.

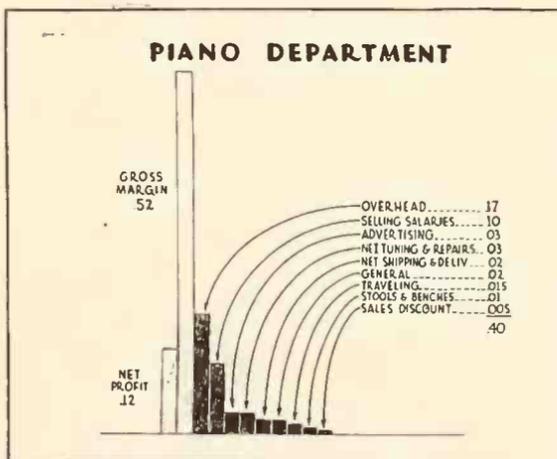
"To start with then, my advice to the music trade is to handle all kinds of musical merchandise. Be a complete music store. Make yourself the local headquarters for home entertainment, and if you are too old to learn this new phase of the business yourself, or too lazy, put a live one in to do the selling 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

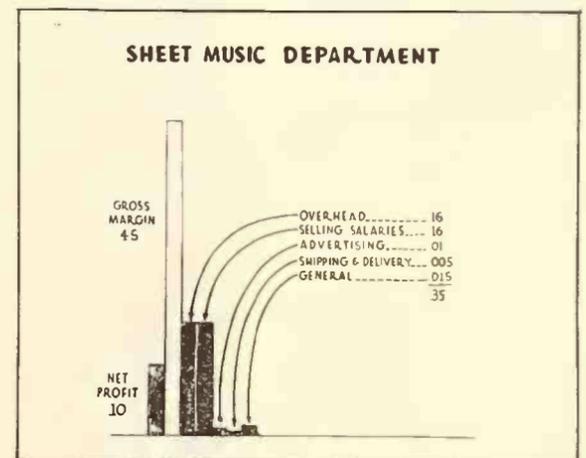
"These figures that I shall show you are based on the actual working percentages of one of our stores doing a business of \$250,000 a year.

"Now I would like to say something about

turnover. We all carry too much stock—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 departmentized 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 unsalable merchandise, and in the third place we allow salesmen to sell their 'pets' instead of pushing what we have carefully



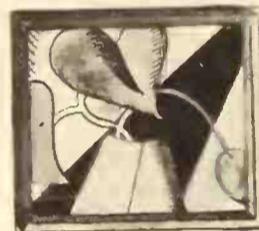
purchased as a balanced stock, and lastly, when we do get stuck with 'dead' merchandise, we are too cowardly to take our loss then and there. I say to you, when you discover that you have an article in your stock which is 'dead,' take a good stiff 'mark down' like a man and use the money to buy salable 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 4,000 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 carloads 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.

Model Nine-sixteen. Victor Electrola Radiola.
List price, \$750, complete with tubes.

RADIO SEASON

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

C 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.



*Model Seven-twenty-six.
Victor Electrola Radiola. List
price, \$425, complete with tubes.*



*Model Seven-eleven. Victrola
Radiola. List price, \$250,
complete with tubes.*



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 Heppie Piano Co., of Philadelphia, has sold between 35 and 40 instruments to undertaking establishments. This is mentioned not only 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, resorts and countless other establishments where people congregate most fruitful.

No Misunderstandings

In order to avoid misunderstandings with tube purchasers the James Electric Co., Pittsburgh, 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. With this thought in mind he started to push the record and his faith in it was justified. This

is not the first time such study of all releases has aided a dealer. Some years ago a dealer found a recording in the foreign-language releases that was of a particularly appealing quality. He featured it in his store-door playing and sold thousands of the record. Other dealers followed suit and shortly afterward various record manufacturers released the selection as one of the popular list. The moral is to study all releases carefully—popular, classical, stand-

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.

ard, race, old-time tunes, race and foreign language—music is a universal language and many gems are included under some classification or other which if brought to the attention of the public would prove big sellers.

Co-operation

Co-operation within the organization should be the rule in every music store, and that it leads to additional sales is exemplified by the experience cited by Miss Rose Pill, of Davidson Bros., Sioux City, Ia., in her prize-winning essay in the contest conducted by the Victor Co. 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 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, Landay 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. One 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 featuring the programs to be 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

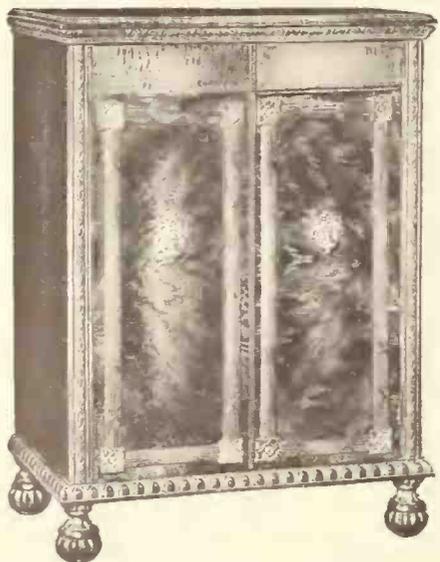
The A. Knoll Electric Supply Co., of Cincinnati, O., has been appointed exclusive Fada distributor for that territory, according to an announcement by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc.

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 Phillip Olsson. A complete stock of band and orchestra instruments and Columbia records is carried.

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.

Write for catalog, showing a pleasing variety of beautiful designs.

ASTON CABINET MANUFACTURERS

Distinctive originality in design of High Grade Radio Cabinets

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



Columbia

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



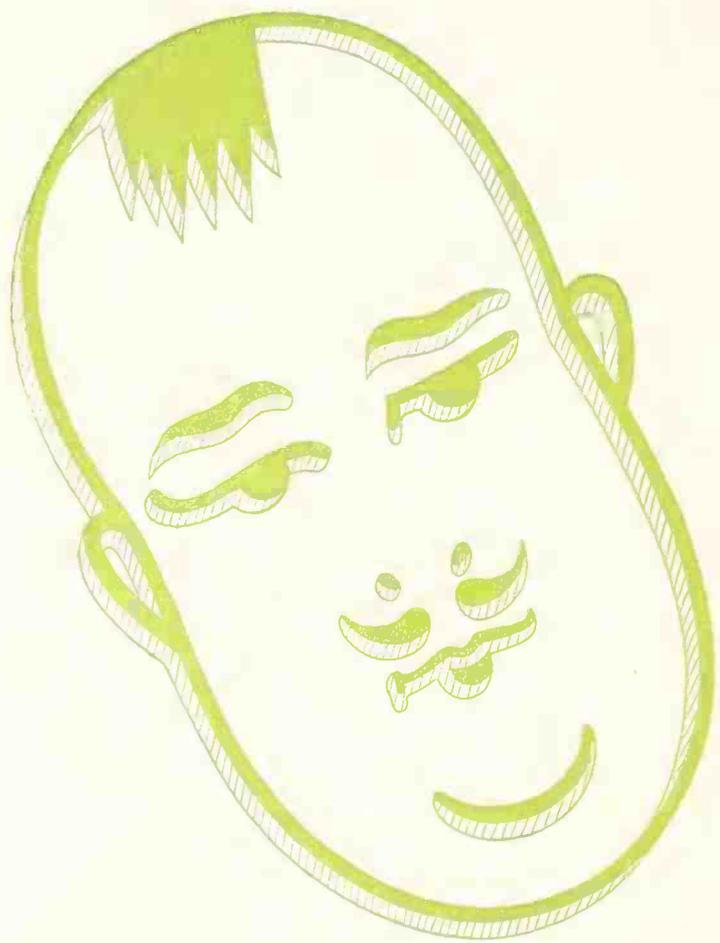
Columbia Electric Viva-tonal and
Kolster Radio Combination—*“like life
itself”*—Model 960—List Price \$600

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 beauti-
ful 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-D 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-D 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. 1448-D 10 inch 75¢

Come Back CHIQUITA
(Vocal Refrain) Waltz

Lonesome in the Moonlight
Fox Trot—Paul Whiteman and His Orchestra



PAUL WHITEMAN
 Now Records Exclusively for
Columbia Records
 Made the New Way - Electrically
 Viva-tonal Recording - The Records Without Scratch
 Ask for Columbia Records

PAUL WHITEMAN
 Exclusive Columbia Record Artist

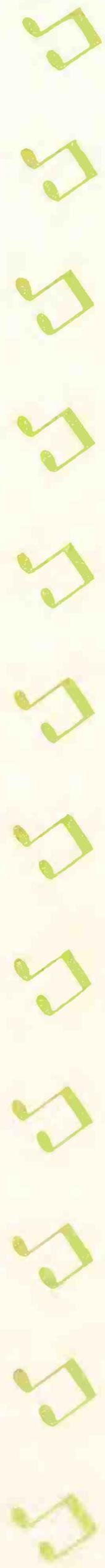
| | |
|---------------------------|--|
| No. 50070-D 12 in. \$1.00 | La Paloma (The Dove) |
| No. 50069-D 12 in. \$1.00 | The Merry Widow Waltz |
| No. 50068-D 12 in. \$1.00 | The Man I Love (Vocal Chorus) |
| No. 1401-D 10 in. 75¢ | Last Night I Dreamed You Kissed Me (Vocal Chorus) |
| No. 1402-D 10 in. 75¢ | CON-STAN-TI-N-O-P-L-E (Vocal Quartet) Fox Trot |

Columbia Records
 Made the New Way - Electrically
 Viva-tonal Recording - The Records Without Scratch

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"





The Peer of Portables

Viva-tonal Columbia Portable
Model No. 161, \$50 List Price.
"like life itself"

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"

*All Trade Marks Reg. U. S. Pat. Off.
U. S. M. Reg. No. 184,223 & 184,224
Algeria (1925) & 184,224 de O. M. Algerie (1927)
Inventor: Reginald Dyer No. 10,000 de O. M. 1912

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 closed 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 the 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 trade gathering. "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 would be the 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 ship-

ment 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 Oakland 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 rooms 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 Chandelier Co., Detroit, Mich., were recently appointed distributors by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., 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."

New York Trade Views the New Federal Line

Silas E. Pearsall Co., Metropolitan Distributor, Held "Open House" for Dealers During Week of June 18

The complete line of Federal Ortho-sonic receivers, manufactured by the Federal Radio Corp., Buffalo, N. Y., was on display during the week of June 18, at the showrooms of the Silas E. Pearsall Co., New York, exclusive Federal distributor in the metropolitan district. Mrs. L. M. Green, president of the Pearsall organization, held "open house" for visiting dealers during the week. Luncheon and refreshments were served each day. The entire personnel of the Pearsall Co., as well as representatives of the Federal Radio Corp., assisted Mrs. Green, who stated that a very satisfactory volume of orders was booked for the 1928-29 season. Enthusiastic expressions of opinion were heard on every hand in regard to the appearance and performance of the new Ortho-sonic models.

Grigsby-Grunow Co. Lektophone Licensee

Grigsby-Grunow Co., of Chicago, has been licensed by the Lektophone Corp., owners of basic patents on controlled-edge cone speakers, 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 Laday Bros. branches. A complete stock of musical instruments is being featured at the new establishment.

THE INSIDE BACK COVER

OF

*This issue of
The WORLD*

has a very important message for phonograph manufacturers and dealers.

*Read it
Carefully*

What Radio Servicing means to the Dealer and to the Entire Industry



SPEEDY AND EFFICIENT SERVICING of radio receivers gives the best assurance of continued interest in radio developments. Confidence in manufacturer and dealer means a more responsive market for new models. This produces quicker turn-over, widens the channels of distribution and increases profits for all concerned. Moreover, with sets maintained in the best condition all those commercial activities which underwrite the expense of broadcasting are more ready to give their support, and this means better programs and more business!

The Weston Model 537 A. C. - D. C. Set Tester provides the means of servicing radio receivers in the LEAST TIME PER CALL, with the LEAST EQUIPMENT, and therefore at LOWEST COST and GREATEST PROFITS. Your service man provided with this 6½-pound outfit is prepared to completely service any set made in from 10 to 20 minutes! No other equipment is necessary. Take the time to investigate. Write today for complete descriptive literature.

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

Model 537 A. C. and D. C. Set Tester

METER EQUIPMENT: Two 3¼" diam. high grade Weston models—3-range A. C. voltmeter, 150/8/4 volts and a D. C. volt-milliammeter, 600/300/60/8 volts with 1000 ohms per volt resistance, and two current ranges—150/30 milliamperes. Simple to operate. A complete instruction book furnished with each unit.

WESTON

RADIO INSTRUMENTS

SPARTON

*Absolutely and**The* EQUA

AGAIN 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

PRESENTS

Entirely NEW

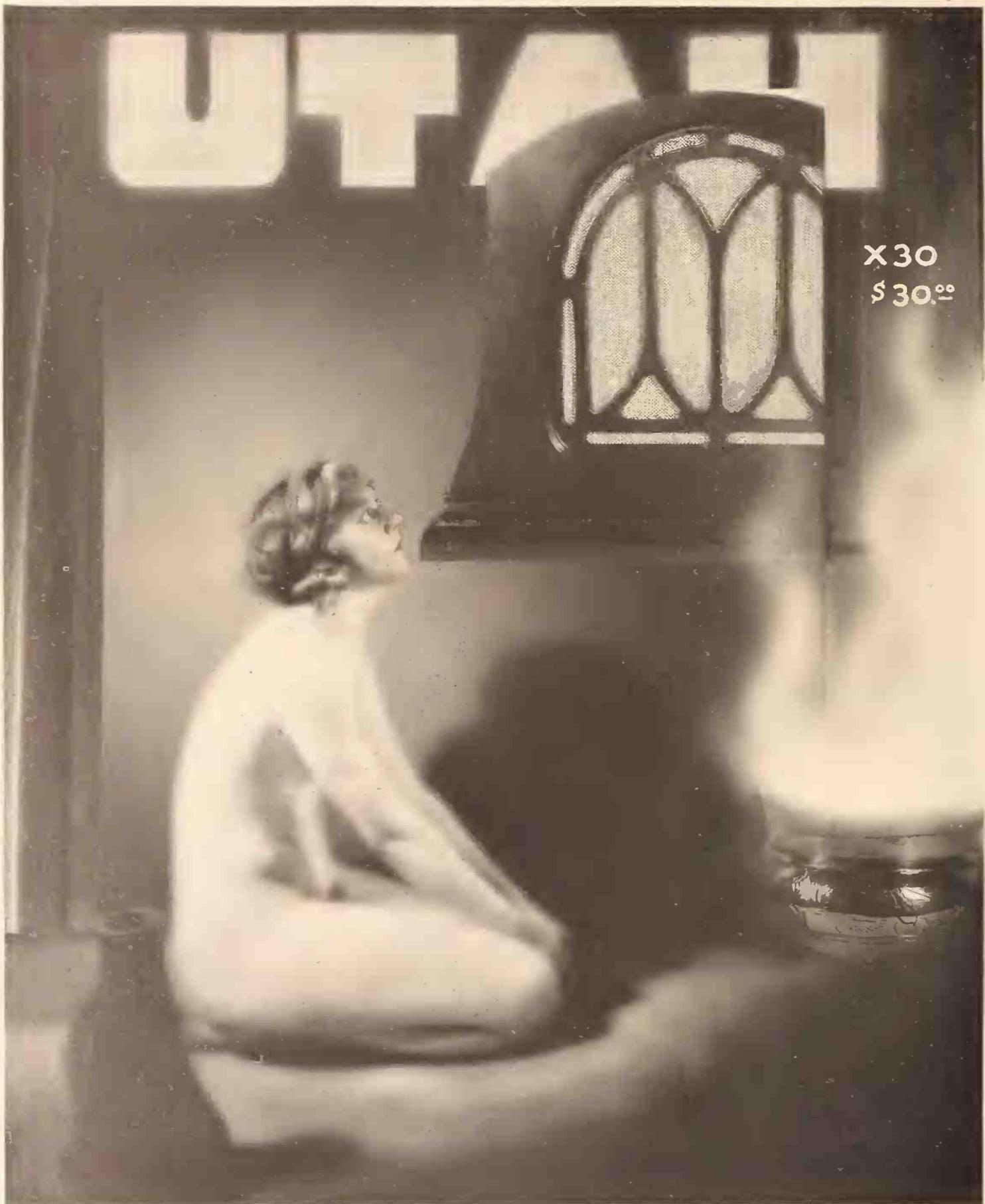
SONNE

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



Type X26—\$26⁰⁰
The new Italian Renaissance mahogany carved wood cabinet speaker equipped with UTAH Power Motor.



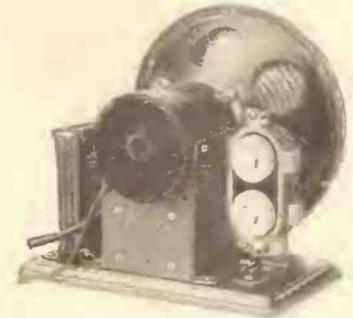
Type X35—\$35⁰⁰



Type X30—\$30⁰⁰

Beautiful genuine brown mahogany cabinet speaker equipped with Utah power motor. One of Utah's leading new creations.

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.



A 100—Utah Dynamic Unit
110 volt alternating current light socket supply for field excitation using Westinghouse dry rectifier. 9" high, 9½" wide and 7½" deep. Packed 1 to a wood crate. Weight 19 lbs. . . . **\$50⁰⁰**

R 300—Utah Dynamic Unit
6 to 12 volts direct current for field excitation. Operates from A Battery. Current consumption .5 to 1 ampere. Packed 1 to a wood crate. Weight 14½ lbs. . . . **\$35⁰⁰**

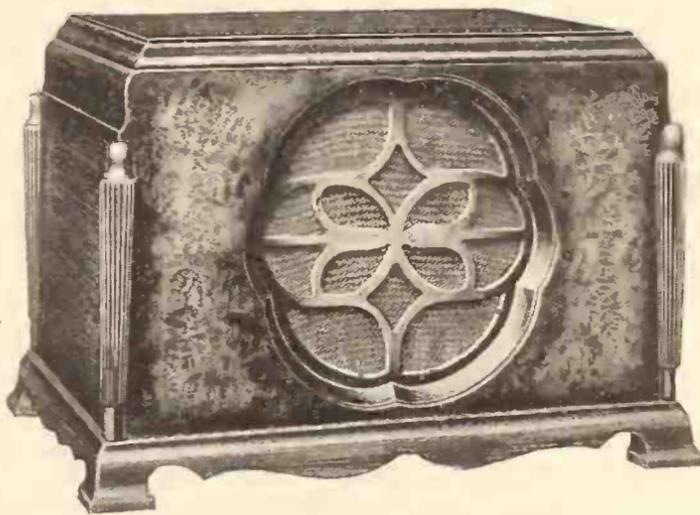
D 200—Utah Dynamic Unit
110 to 220 volts direct current for field excitation. Current consumption 45 to 90 milliamperes. 8½" high, 7" deep. Packed 1 to a wood crate. Weight 14½ lbs. . . . **\$40⁰⁰**

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.

Utah Dynola Speaker equipped with "A 100" **\$75⁰⁰**

equipped with "R 300" **\$60⁰⁰**

equipped with "D 200" **\$65⁰⁰**



UTAH RADIO PRODUCTS COMPANY
1615 South Michigan Avenue . . . Chicago, Illinois

Utah is licensed under Lektophone patents . . . Utah Dynola Power Speakers licensed under Magnavox patents

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

Creating a Record Demand for Finest Music

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

Schubert's Ninth Symphony

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 was the first of the world-renowned musicians to direct 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 it was who spoke of the "heavenly length" of this work, and music lovers during a hundred years have not failed to echo this just description.

It pleases me immensely to find the Columbia Co. entering so heartily into the spirit of the Schubert Centenary. Seldom has a man so astonishingly come into his own after he himself has passed off the earthly stage. Schubert 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 1928 in the hope that the hundredth anniversary of the man who died in 1828, leaving behind him an estate officially estimated at the sum of \$12.50, may produce some music worthy to be classed with the least of his.

The King of Melody

It is my sincerest hope that phonograph dealers will back up Columbia's efforts with genuine heartiness. It would be too bad if all the good results had to be registered abroad, and if the American response were lukewarm. For in point of fact there simply is not another composer whose musical output is so easy to sell as is Schubert's. No other musician ever has had so inexhaustible a wealth of melody. Millions know the tune of the Serenade, of Hark, Hark the Lark, of the Erl-King, or the themes of the Unfinished Symphony. Millions more ought to know the Rosamunde music, the piano Impromptus and Moments Musicales, the Trio in B flat, the Forellen Quintet, the string quartet in D minor, to mention only a few. All of these have been wonderfully recorded, and overseas all of them are selling like the proverbial hot cakes. A Schubert song recital always brings out a full house, and Schubert's music is always heard with eagerness via the radio. The operetta Blossom Time, which dealt with Schubert's life and was throughout built on his music, had a great run and will probably be revived successfully again and again. It is not obscurity, or the dreaded taint of the "classical," which stands between Schubert and the buying public. It is nothing else than unfamiliarity. To hear Schubert's music is to love it. To love it is to want records of it at home.

Phonograph dealers are having put before them at this time an extraordinary opportunity to create in their several communities the beginnings of permanent music-loving and high-class record-buying groups. Such groups already exist in embryo waiting only to be

molded into shape. Any phonograph dealer who will announce to his community that he is prepared to attend intelligently to the wants of all who love good music, and who will let it be known that he actually keeps adequate stocks of the same, will find an immediate response.

"Hole in the Wall"

Two young fellows occupying a "hole-in-the-wall" in New York are selling high-class records imported from half 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 its environs for enough of this music to keep them going in first-class shape, and they have hardly yet got into their stride. There is a man in Chicago who for years has been quietly doing the same thing and making a goodly profit at it. Probably there are others, too, who are cashing in on the opportunity.

One thing at least is certain: High-class records are the true foundation to-day of the prosperity of the phonograph industry. The one thing which puts the phonograph on a pedestal of its own in a class of one, is its ability to reproduce faithfully, adequately and at will, the finest music. And it is a demonstrable fact that high-class records can be sold by any dealer who will take the trouble to learn the rules of the game.

The Man Himself

To get back to Schubert. It may truly be 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 becoming known and recognized, he is found dining on coffee and biscuits because he had not the less than 20 cents which would have bought him dinner. He sells the great B flat Trio for less than five dollars, some of his songs go for 20 cents apiece. In the inventory of his effects, made officially at his death, is an item described as "a quantity of old music valued at 10 florins": that is at about \$2. From this heap of music paper, which his brother Ferdinand received, the pious labors of Schumann and Mendelssohn disinterred an astonishing set of masterworks, songs, piano pieces, quartets, trios, quintets, octets, orchestral pieces. So astounding was the 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") really is juster. It is long; but then Schubert wrote it, as he wrote everything, out of the boundless 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, of which I am now speaking, there is, however, not a bar of obscure passage work or of frantic efforts to build bridges from one to another part of the structure. It is long; but only as a lovely dream may seem long to the dreamer. It is long; as the time a lover spends in gazing upon the face of his beloved may seem long to the outside observer. It is long; but its length is heavenly.

"Ineffaceable"

I shall never forget hearing this symphony played by the New York Philharmonic, under the baton of that genius, Mahler, now nearly twenty years ago. It left on me then an impression which has never been effaced. Following the first hearing came music rolls for the player-piano, nor shall I soon forget the hours of fun I had puzzling out and piecing together the skeleton of the delicate yet the solidly powerful, the beautiful yet the strong, the lovely yet the virile, structure of this wonderful man's thought. And now, after a long time of waiting, broken only by occasional hearings in Chicago and New York, Columbia tells me that I may have the masterpiece for my very own, to hear it when I will, to take it at a single meal or to chew on a bit of it, to study it, to dissect it and to come to know it as one knows the alphabet. How much one owes to the phonograph manufacturers!

Incidentally, Messrs. Dealers, have you ever thought that your sheet music department could sell lots of those tidy little miniature scores of orchestral music, now that high-class recordings are coming out in album sets of whole orchestral work? Ask your wholesaler.

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.

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

BOSCH RADIO



1928

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 \$132.50 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 inventory 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.

Prices slightly higher west of Rockies and in Canada



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 \$197.50.

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS. Branches: New York Chicago San Francisco

Bosch Radio is licensed under patents and applications of R. C. A.—R. F. L. and Lectaphone.

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-enders 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 and where the practice has been followed it has resulted in greatly increasing the volume of record sales.

Outside Selling

This is the time of the year when many dealers extend the scope of their sales activities by employing canvassers and going after business on the outside. It is not necessary for a dealer to utilize the old system of door-bell ringing, covering every house in the street and then proceeding to the next. Use other variations of the canvassing system. For instance, have you tried the occupants of the new apartment houses? This usually offers a most fertile field for sales. Remember in the social columns in the daily papers last month all the notices of June brides. These newly married couples will be settling down this month and why not be the one to sell them a talking machine or a radio or both? If business at the store has

slackened, why not have the regular floor staff do a little outside work? Send them out in the morning, because it has been found that it is during that time that most housewives are at home and there is less chance of wasting time ringing door-bells in vain. If you have for some reason or other lost track of former customers, use the Summer months to renew acquaintanceship with them. Delegate one of your clerks or salesmen to compile a list of former customers who have stopped coming to the store and have him phone a certain number each day, inquiring if the instrument purchased is working satisfactorily and whether or not they wish to have a service man call to inspect it and see that it is in good order. Even though no sales result from this form of 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 merchandise 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 at present, join up immediately. If you are a member and your participation in the past has been lukewarm, become more active and lend every support, moral and financial, 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 talking machine and radio manufacturers. If you as a dealer do not feel it necessary or profitable to evolve window dressings of your own design and made 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

239-245 So. American St., Philadelphia, Pa.

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.

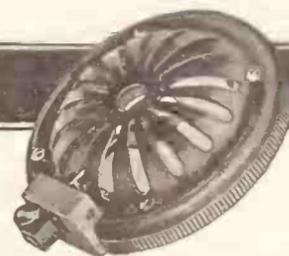
Every spring built to a high standard—sufficient guarantee of perfect performance and lasting satisfaction.

VALLEY FORGE—the trustworthy, reliable trademark to remember always, for really good main springs.



J.A. FISCHER COMPANY

PHILADELPHIA · U.S.A.





A TESTED WAY TO INCREASE BUSINESS



USE PAL PORTABLE PHONOGRAPHS 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**



**UNIVERSALLY
DEMANDED
UNIVERSALLY
APPROVED**

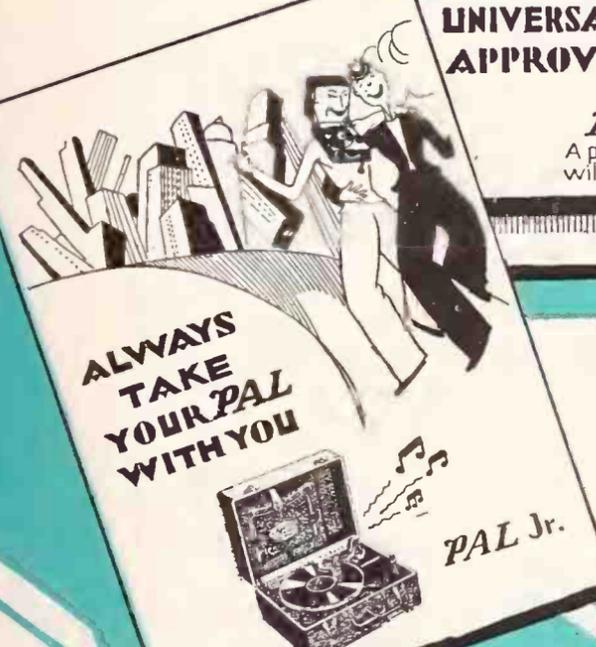
PAL Standard
A portable phonograph that
will always give you pleasure!

The five cards pic-
tured 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.

**THERE IS
NO SUBSTITUTE
FOR A
PAL**



**ALWAYS
TAKE
YOUR PAL
WITH YOU**



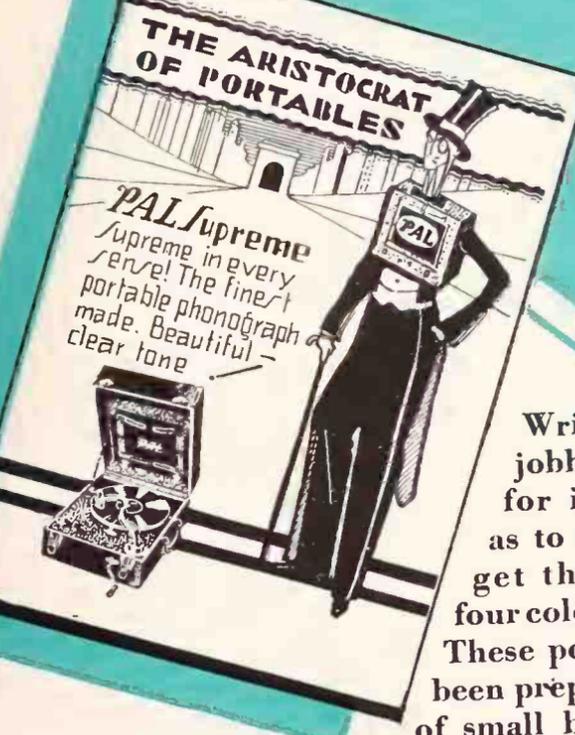
PAL Jr.

MUSIC WHEREVER YOU GO



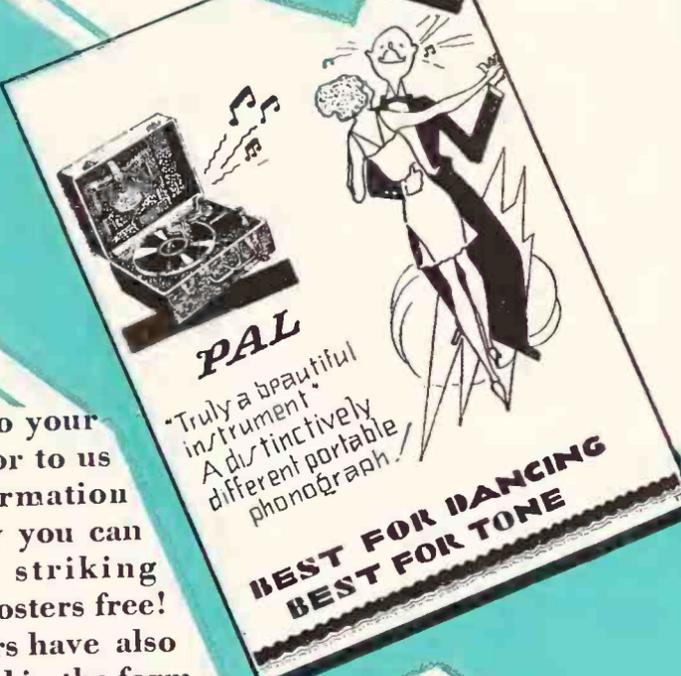
**THE ARISTOCRAT
OF PORTABLES**

PAL Supreme
Supreme in every
sense! The finest
portable phonograph
made. Beautiful
clear tone



PAL

"Truly a beautiful
instrument."
A distinctively
different portable
phonograph.



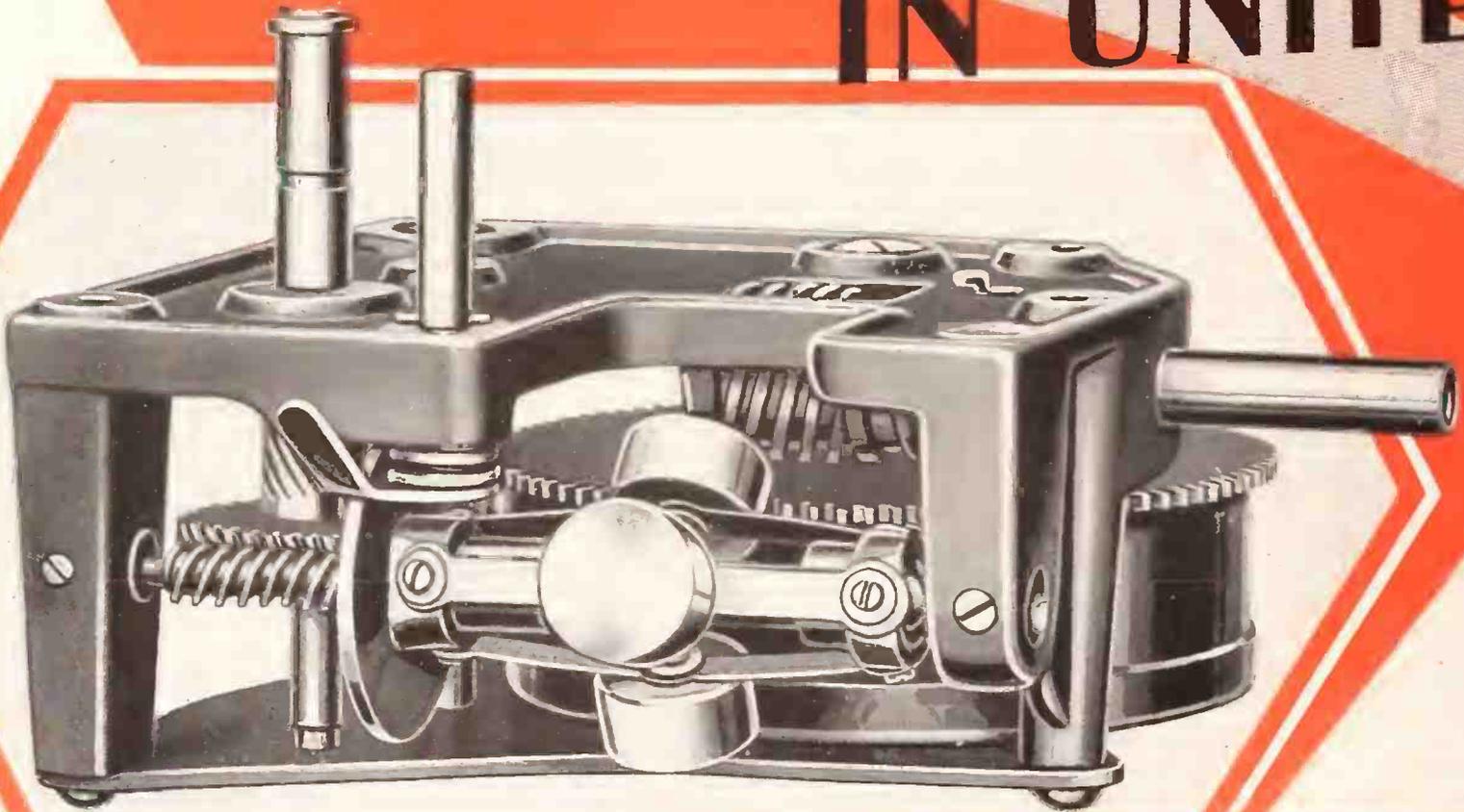
**BEST FOR DANCING
BEST FOR TONE**

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.

Plaza
PAlways
Leads

10 W 20th ST., NEW YORK

More IN UNITED



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

UNITED

(PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY

Real Value

EQUIPPED PORTABLES

THE MOST MODERN OF ALL PORTABLE MOTORS



No. 5

United Motor No. 5 for cabinet machines. Over 150,000 of these modern motors were used during 1927. A standard, smooth-running, silent motor and a real quality product at a reasonable price.

Samples gladly forwarded to recognized Manufacturers and Jobbers upon request.



K EEN 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!

MOTORS

(PHONOGRAPH DIVISION)

9705 Cottage Grove Avenue, Chicago, Illinois



STEWART-WARNER
Model 802

Six receiving tubes. One rectifier tube. FOUR tuned circuits. ONE dial control. Calibrated wave-length dial, illuminated. Built-on reproducer. Built-in light socket aerial. Completely self-contained and portable.

Price of set, plus speaker,

\$110⁵⁰

Without tubes

Prices slightly higher west of the Rockies.

STEWART-WARNER AC All Electric RADIO

Model 802, With Built-on Reproducer and Built-in Antenna

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.

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.

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.

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.



STEWART-WARNER
REPRODUCER

Model 435

\$16⁵⁰—

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

\$94⁵⁰—

Without tubes

Same as Model 802, but without
built-on reproducer

The same style in battery-operated
set, \$67.50



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.

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.

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



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

J. B. Price Appointed Eastern Manager of Allen-Hough Mfg. Co.

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



Don T. Allen

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.

J. B. or "Jack" Price, as he is familiarly known in the music industry, needs no introduction to wholesalers and retailers of phonograph and radio products, for he has been associated with prominent members of both industries, including Stevens & Co., the Th. Goldschmidt Corp., manufacturer of the N. & K. loud speaker products, the Diamond Match Co.'s juvenile division and Harper Brothers "Bubble Books." While connected with these concerns Mr. Price visited jobbers and dealers



J. B. Price

from Coast to Coast and he includes among his business and personal friends the leading members of the phonograph and radio industries. Mr. Price secured a general knowledge of merchandising from a seven years' association with Robert H. Ingersoll & Co., the well-known watch manufacturers, and he brings to the Allen-Hough organization a merchandising ability that is commensurate with the importance of his new activities and the future plans of the Allen-Hough executives.

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



Clarence A. Earl

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-



Harry A. Beach

presidency of the Freshman Co. will be gratifying news to his host of friends in the music-
(Continued on page 132)

Welcome Sonora DeForest Affiliation

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

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.



(Registered in the U. S. Patent Office)

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

Telephone: Lexington 1760-71

Cable: Elbill New York

Vol. 24

JULY, 1928

No. 7

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 the recommendation made by President Uhl, of the Western Music Trades Association, that the name of the organization be changed and its scope widened to take in the radio dealers. The chief argument and the one that applies to a surprising extent throughout the country was that a great majority of concerns interested were, under existing conditions, compelled to take membership in two associations where one body could well handle the situation. In other words, there is no need for duplication of effort. This is a form of waste the trade can do without.

A Great Movement for Music

THE talking machine has admittedly been a great force in the development of musical appreciation and higher musical taste on the part of the American public, and has brought the music of the great organizations and the voices and playing of famous 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.

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.

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 deader 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

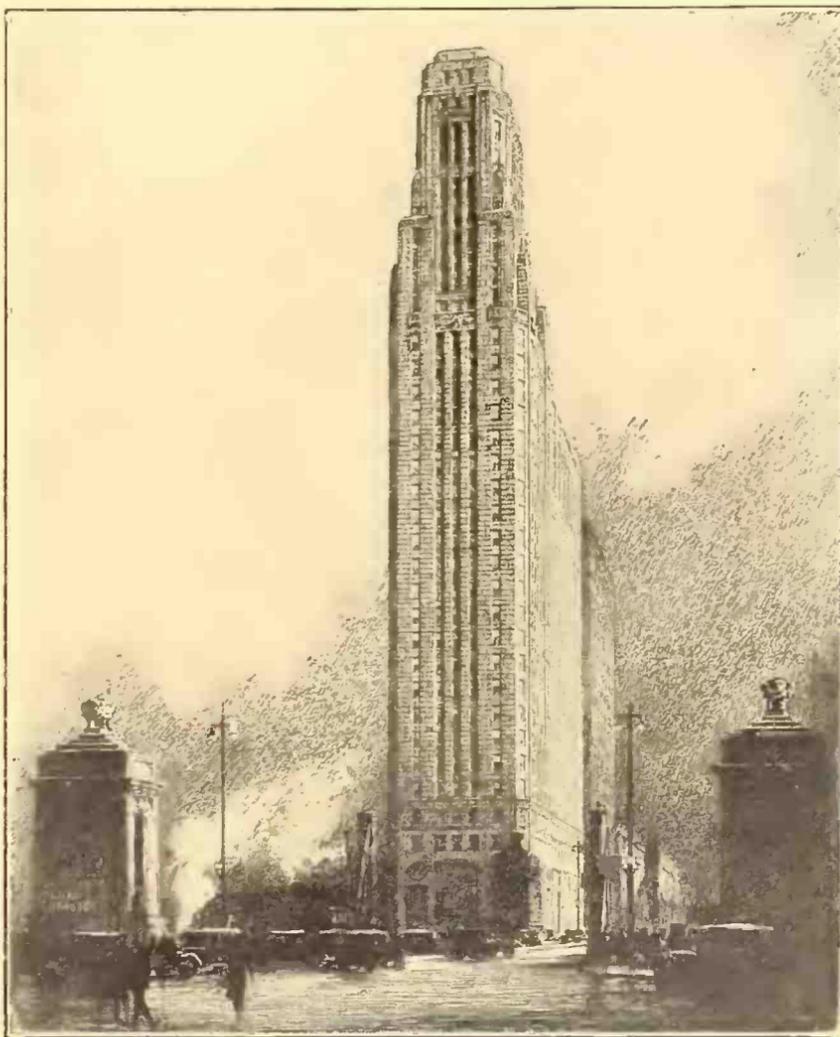
A YOUNG firm in New York starting in business on April 1, and specializing in high-class records and particularly in modern album sets, has already found it necessary to move to new quarters with 100 per cent more space. This seems to answer the question as to whether there is profit in this class of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

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

333 North Michigan Avenue 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 Federated Business Publications, Inc.

Last-Minute News of the Trade

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 dealer friends throughout the territory covered by the company.

The appointment of Lloyd Spencer as Gross-Brennan sales manager will be welcome news



Lloyd L. Spencer

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 was identified with phonograph activities for over twenty years, and for a period of eleven years was general sales manager of the Silas E. Pearsall 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 Amplion 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. In fact he numbers among his personal friends a majority of the successful dealers in his territory who know that he is intimately familiar with their sales problems and can co-operate with them along practical lines.

E. R. Palmer With Victor

E. R. Palmer, who has been connected with the Blackman Distributing Co., New York City, for a number of years, was recently appointed to the New York district sales staff of the Victor Talking Machine Co. and is covering the Connecticut territory.

Paul Morris Joins Thos. A. Edison, Inc.

Edison Phonograph Division Secures Services of Well-Known Musical Critic as Director of Artists and Repertory

Paul Morris, well-known New York musical critic, has been appointed director of artists and repertory for the phonograph division of Thos. A. Edison, Inc., bringing with him into that office a broad fund of experience with many different musical activities and a wide acquaintanceship 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. Morris was for seven years music critic of the New York Herald, and when that newspaper was taken over by Frank Munsey he remained with the organization writing for both the Sun and Evening Telegram on musical and dramatic subjects. Later he became music critic of the New York Evening World, and articles from Mr. Morris' 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 heard 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. Morris began his 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 theatres 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 at all the concerts of that organization. He was also baritone-soloist with the Glee Club, and editor of the Song Book which is still in use at the University. On grad-



Paul Morris

uating from college, Mr. Morris undertook a tour of the Chautauqua Circuit as leader of a band, soloist, and director of a brass quarter.

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 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 1927 in the interests of the Chaliapin Opera Co. in "The Barber of Seville," and later 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 "Movietone."

Mr. Morris is the composer of the operetta "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.—Prominent 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 trade, who regard him as one of the most competent sales executives in the industry. "Jimmie" Woods has been identified with radio activities for a number of years and while associated with the Crosley Radio Corp. attained an outstanding success, which will undoubtedly be augmented in his present capacity.

The Showers Bros. Co. occupies tremendous factories at Bloomington, Ind., and other points in the Middle West, and although it has only been identified with radio cabinet manufacturing for several years has already gained recognition as one of the leaders in the industry. Its new cabinet line for the coming season was received enthusiastically at the Trade Show and the factories are now working day and night to meet the requirements of the trade.

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. Mr. Ramsey was formerly connected with the National Carbon Co.

F. Delano With Brunswick

Frank Delano, who has had a wide experience in the talking machine and radio fields 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.



D Y N A M I C
Model 70—Gothic table-type. Two-tone walnut cabinet, 12 inches in height. For A.C.—D.C.—or storage battery operation \$50

Even if Farrand—recognized leader in the Speaker field—were



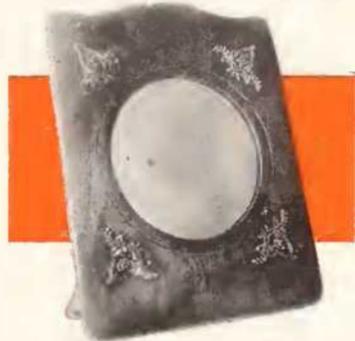
D Y N A M I C
Model 74—Tiffany Table of two-tone walnut, 36 inches in height. For A.C.—D.C.—or storage battery operation. \$75

entirely unknown, the present Farrand line—standing on



Balanced Armature
Model 64—Farrand Junior (Clock-type). Bronzed metal cabinet, 12 inches in height. Greatest speaker value ever offered . . . \$1950

its own feet, voicing its own outstanding merit—would instant-



Balanced Armature
Model 62—Farrand Panel. Richly carved, two-tone walnut frame, 12 inches in height. \$25

ly establish Farrand supremacy. Eleven wonderful models.



Balanced Armature
Model 60—Gothic table-type. Two-tone walnut cabinet, 12 inches in height. . . . \$35

Farrand

Carryola



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.



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.

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.

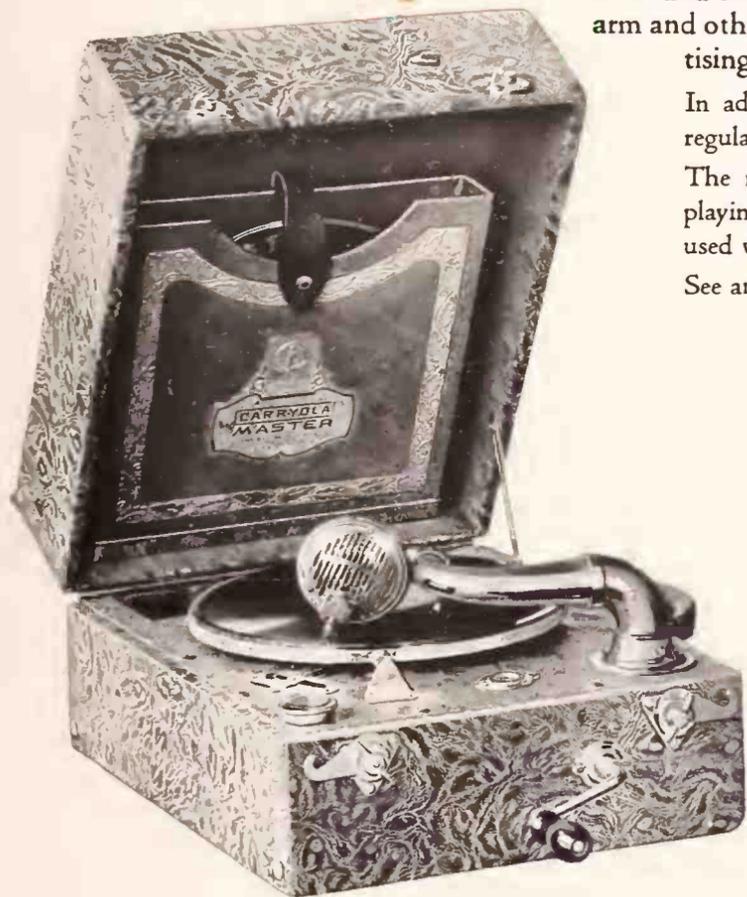
In addition, you will welcome new prices on Carryola Porto Pick-up, with regular models at \$20.00 list, and a new electric motor model at \$38.50 list.

The new \$7.50 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
645 Clinton St., Milwaukee, Wisconsin



CARRYOLA No. 30—\$25

With long air column horn chamber of unique design; Patented, 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



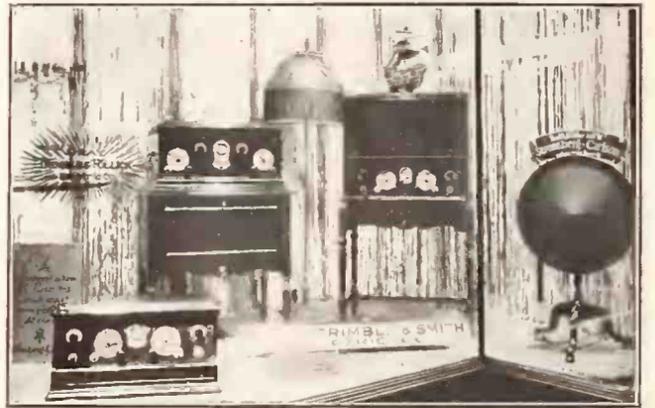
Above—Gentleman Jim Corbett, former heavyweight boxing champion of the world, has installed a Splitdorf radio receiver, Lorenzo model, in his home at Bayside, L. I., and states that he receives great enjoyment from the broadcasts of prize fights.



Above—Babe Ruth seemed real pleased when presented with the new Opera model Amrad combination electric radio and phonograph by A. B. Ayers, 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—The Miller Music Store, of 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.



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.



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



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 by a mirror, making the name stand out sharply.



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.

ATWATER KENT RADIO

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.

A. Atwater Kent

ATWATER KENT MANUFACTURING COMPANY

4725 Wissahickon Avenue

A. Atwater Kent, President

Philadelphia, Pa.

ATWATER KENT RADIO

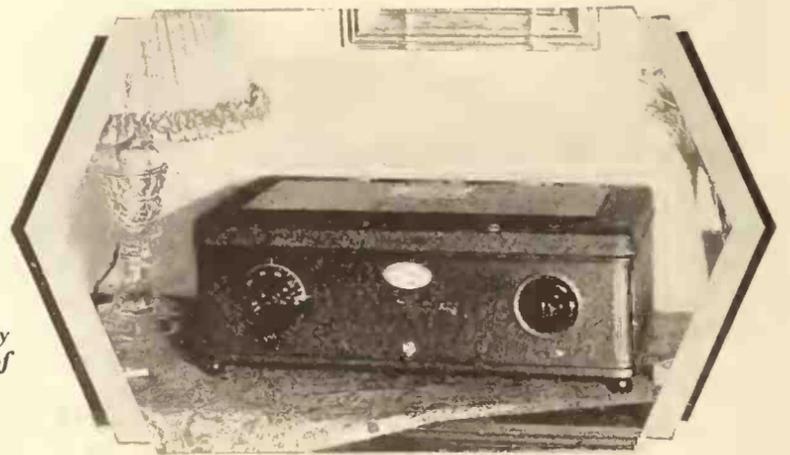
Still better for 1929



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 over-size 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**



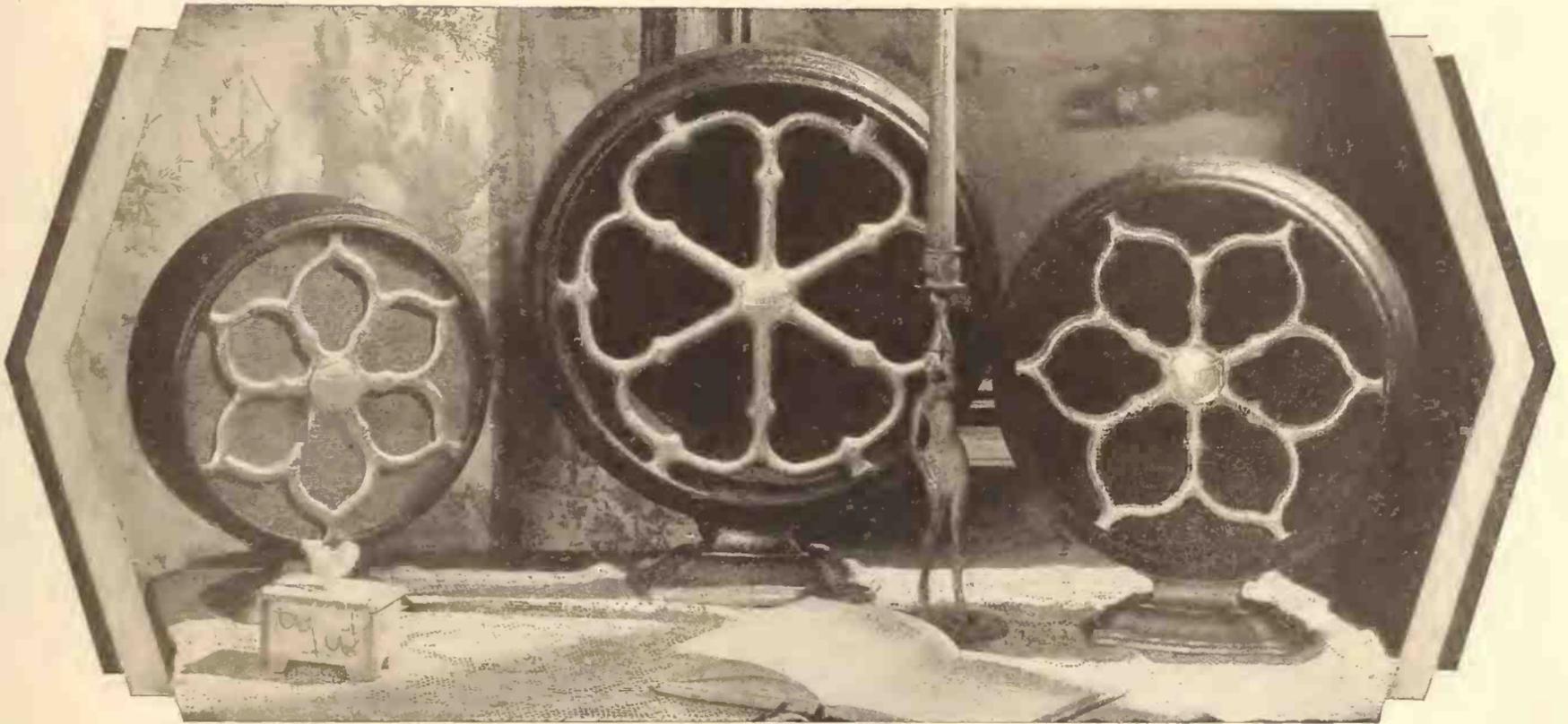
MODEL 44 A. C. Extra-powerful, extra-sensitive, extra-selective. Crowned lid. Panelled corners. Ball feet. Automatic line voltage control. Local-distance switch. FULL-VISION Dial with over-size numbers. Three stages of T. R. F. in conjunction with Atwater Kent coupling circuit, detector and two stages of A. F. Requires seven A. C. tubes and one rectifying tube. For 105-125 volt, 50-60 cycle alternating current. **Without tubes, \$106**

Prices slightly higher West of Rockies

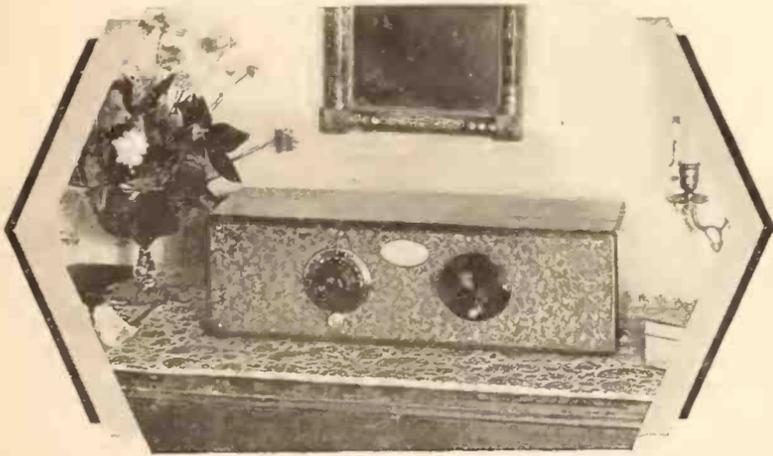
ATWATER KENT MANUFACTURING COMPANY

ATWATER KENT RADIO

Still better for 1929



"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. **\$49**
Without tubes or batteries,



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. **\$68**
Without tubes or batteries,

Prices slightly higher West of Rockies

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. Guttenberger; New Jersey dealers, S. S. Spring; Brooklyn dealers, B. Ginsberg; Bronx dealers, O. Rosenbaum; New York City, lower East Side, L. Titefsky; 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 B. M. S. 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, ILL., 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 City, 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.

Day-Fan
RADIO

The New Standard for Radio of Tomorrow

Tone

Beauty

Selectivity

New CABINETS DESIGN PERFORMANCE

American walnut table cabinet, console and consolette of rare beauty.

Self-contained all electric A. C. tube set.

8 tubes—4 radio frequency, detector, 3 audio amplifying. Push-pull amplification.

Complete shielding.

Single illuminated dial control.

Beauty of tone; increased selectivity; sensitivity; full volume without distortion.

Table model, less tubes and speaker \$150.00

Console with built-in speaker, less tubes \$295.00

Consolette (table and speaker) \$55.00

Day-Fan Electric Co.
Dayton, Ohio

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 gen-



uine 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 SWITCHBOARD & SUPPLY COMPANY
Dept. B-259 Members R.M.A. and N.E.M.A. CHICAGO

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



L. G. Pacent

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.

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, Nathaniel 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 Barranguilla 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 Columbia, 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-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 S. B. Singer, handles the advertising and publicity for the firm. The floral contributions sent to them at the time they first placed Brunswick products on sale to the public, indicates the popularity of the shop with its friends and patrons. The company plans a strong sales promotion drive.

Enters Speaker Field

PROVIDENCE, R. I., July 5.—The Martin-Copeland Co., of this city, has entered the field of radio speaker manufacturing. This company has been well known in radio circles in the past as makers of Marco dials. The new line of Marco Dynamic and Magnetic speakers are described elsewhere in this issue of The Talking Machine World.

A Line from
\$169⁵⁰
to **\$775**



Model 519,
with "B" chassis,
\$275.00

Model 516,
with "A" chassis,
\$375.00

*All Models Priced
 Complete With
 Kellogg
 A-C Tubes*

Model 514,
\$495.00

Model 518,
\$225.00

Table Model 515,
\$169.50

Model 517,
\$775.00

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 spirit-



Edna Thomas

uals, 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," "Gwine-a Lay Down Mah 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.

Opens Branch Store

A new music store carrying a complete line of musical instruments was recently opened in the Sallee 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.

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, as 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



How Gram Featured Carryola Portables

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.

WINDOW SELLING

By W. L. Stensgaard

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 annual 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 sur-

vey of the cost of store-window circulation. From this survey we find that if a merchant



W. L. Stensgaard

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 manufacturers and advertising agencies and already a real improvement in the types of dealer 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.

Two Radio Moneymakers!

ELECTRAD CERTIFIED LEAD-IN

Fans prefer this lead-in due to its better construction. Fits under locked windows or doors. Bends around corners. Waterproofed insulation full 10 inches long. List 25c each.

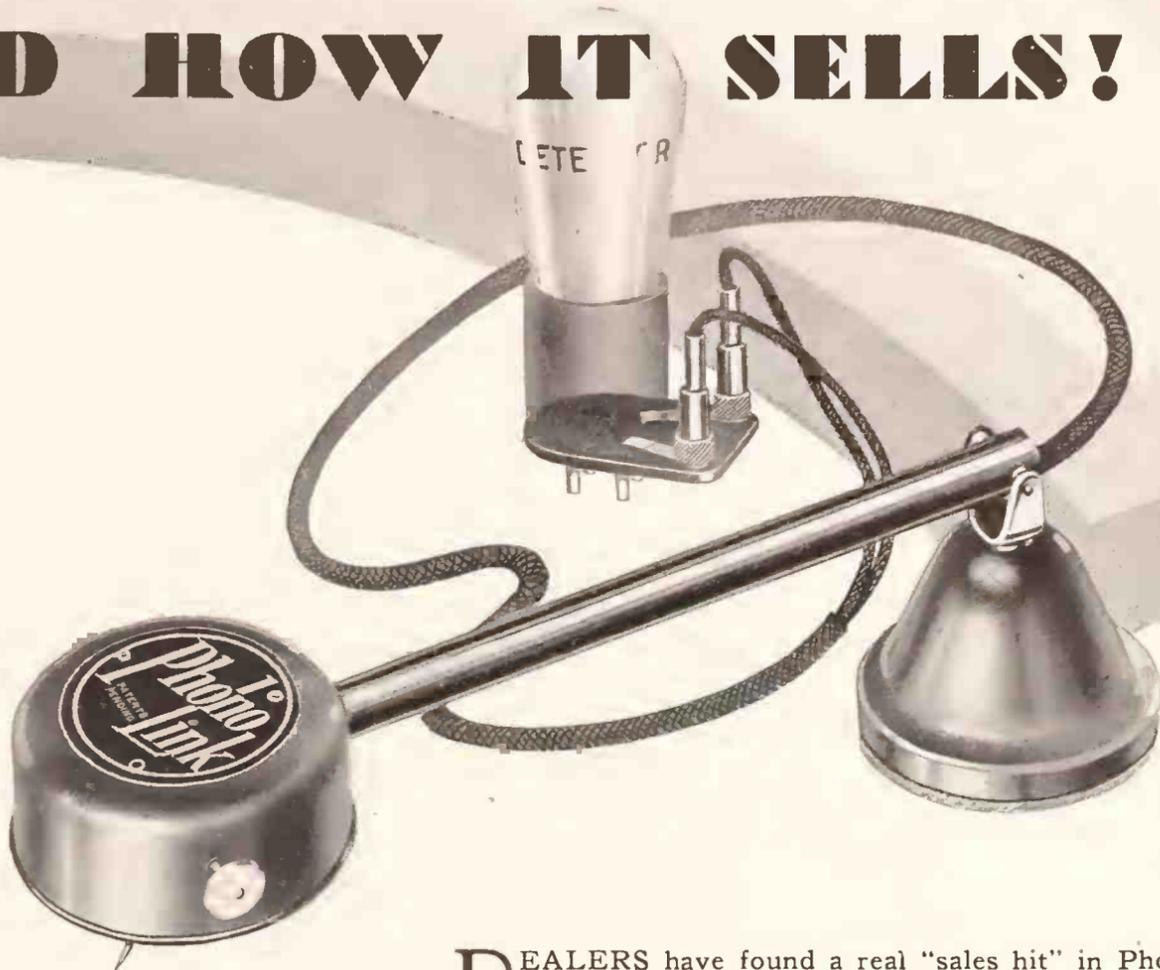
LAMP SOCKET ANTENNA

Ideal as an indoor aerial. Does away with roof aerials. Efficient, gets distance. Makes every electrical outlet an aerial. Consumes no current. Abolishes the lightning risk. List \$1.00.

Write for circulars and full information.
Dept. G-7, 175 Varick Street, New York

ELECTRAD INC

CASH BUSINESS AND HOW IT SELLS!



Instantly gives you electrical reproduction on any phonograph, broadcast through your own radio, and retails 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 (2½ ounces) and most efficient pick-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!



**This Attractive Display
Makes Selling Easy!**

Phono-Link

PATENTS PENDING

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 GREATEST PORTABLE

FEATURES TO DEALERS

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!

The market is created for you by consistent advertising in THE SATURDAY EVENING POST reaching over 3,000,000 homes!

LINE EVER CREATED



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.

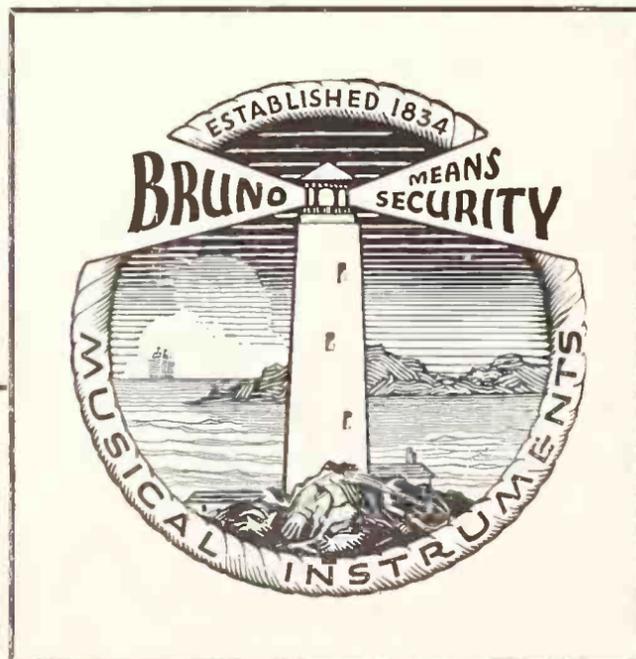
C. BRUNO & SON, Inc.

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 WEAJ and thirty-eight associated stations of the National Broadcasting System in a gigantic Coast-to-Coast hook-up, 10 to 11 P. M., Eastern Day-light 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 in-born comedy sense, and a rôle 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.

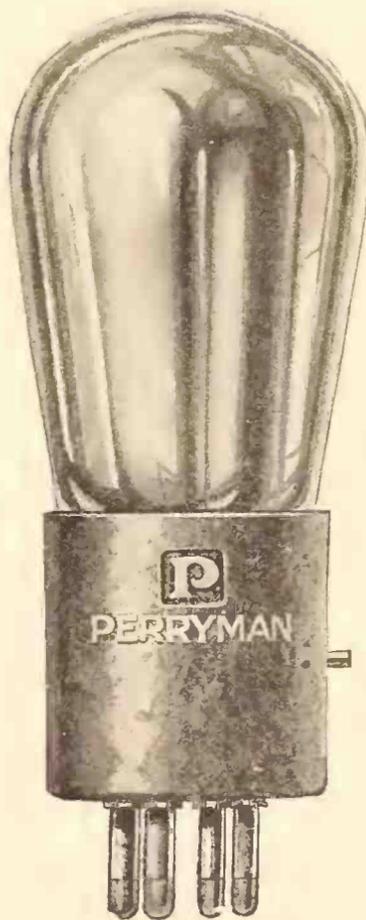


PERRYMAN RADIO TUBES

Distance Without Distortion

ACCURATE construction that delivers maximum performance !

CAREFUL supervision that insures uniform quality !



The past three months have seen the greatest quarter-year in Perryman history. All because Perryman A. C. tubes are unsurpassed for performance and profit possibilities.

Get our 1928 proposition

PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

Mitchell's Plan Peps Sales

Rental Plan Sells Hundreds of Portables and Effective Displays Speed Radio Set Sales

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 out equally as well during the present Summer

graph among all the standard makes which the Liberty Music House carries. During the life of this plan last Summer over 700 portable phonographs were rented, a large number of which were purchased afterwards. Other lines of merchandise were effected materially as well, and during the coming season outstanding re-

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.



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

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 phono-

graphs. Results are again expected by this live dealer. A very effective window trim in one of the store windows keeps the interest of the people on this plan and continually informs the public what the Liberty Music House is offering for vacationers.

An outdoor or ideal camping scene is featured in the trim. Artificial grass forms the flooring of the window. By the use of a mirror edged with sand and gravel a lake is displayed. On the lake are two cardboard figures in a red cardboard canoe. Skirting the edge of the lake are several cardboard tents and shade trees. In between two of the tents is a portable phonograph poster. At the extreme end of the window a cardboard couple are dancing while a

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 box office is completely hid from view by packing boxes on two sides and in front a huge dial about four feet high with figures up to 1,000 and hands that are moved daily for every twenty-five sets sold, shows how the campaign is progressing. "1,000 radios in Seattle homes in 60 days" is written across the center of the dial. 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 poster-like door bearing the following message: "Daily Radio Program. (1) Eastern Radio Broadcast, World's leading artists. (2) Pacific Chain Broadcast. (3) Over 100 Programs from local stations—entertainment, education and pleasure galore. Radio Homes are Happiest."

A window which fronts on the theatre entrance as well as the street is devoted entirely to a trim featuring radios, with the Big Four stressed, but with unusual prominence given Atwater Kent radios during this merchandising event. Sales are moving rapidly, the 700 mark has already been reached and there is more than a month left until the finish date.

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.

Jobbers and Dealers Agree:

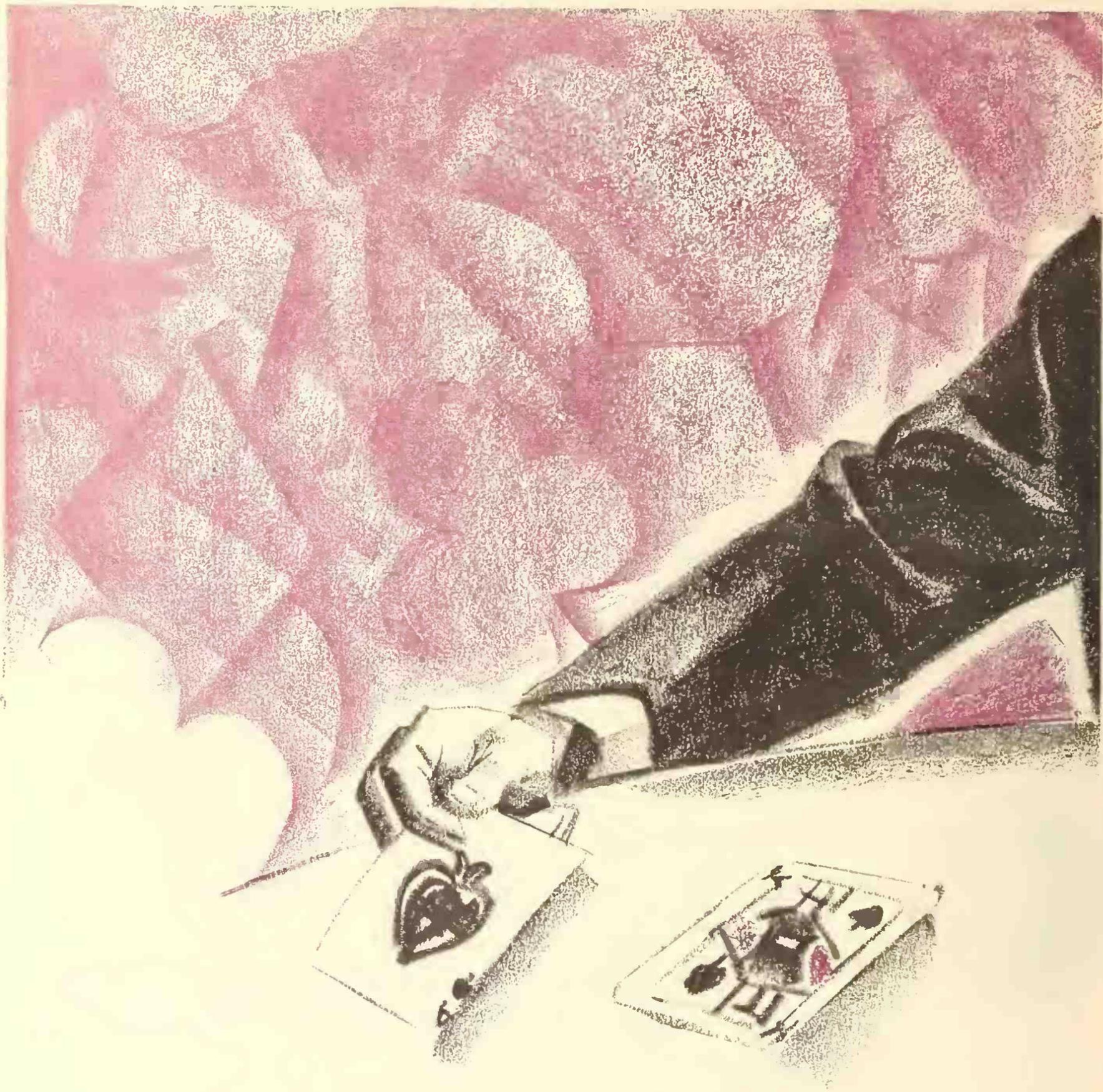
"The demand grows and grows—and seemingly is endless."

Majestic

ELECTRIC RADIO

GRIGSBY-GRUNOW COMPANY

General Offices: 4540 Armitage Ave., Chicago, Ill.



“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



FLUSH!"

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.



OkeH
ELECTRIC

A
Complete List

of
OkeH
ELECTRIC

Distributors

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

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

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

GEORGE CAMPE
611 Howard Street, San Francisco, Cal.

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

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

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

GROSSMAN BROS. MUSIC
COMPANY
2144 E. 2nd Street, Cleveland, Ohio

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

HAWAII MUSIC COMPANY
1021 Fort Street, Honolulu, Hawaii

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

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

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

PACIFIC WHOLESALE, INC.
433 E. Twelfth, Cor. Wall Street,
Los Angeles, Cal.

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

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

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

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

STERLING ROLL & RECORD
COMPANY
322 Race Street, Cincinnati, Ohio

OkeH
ELECTRIC

Latest Phonograph and Radio Patents

Gramophone. Henry John Cullum, London, Eng. Patent No. 1,671,350.

Phonograph Needle. Newman H. Holland, Montclair, N. J. Patent No. 1,671,426.

Electric Phonograph. George B. Burch, New York, N. Y., assignor to Leslie Stevens, Glen Ridge, N. J. Patents No. 1,671,508 and No. 1,671,509.

Automatic and Coin-Controlled Multiple Phonograph. Harry Walker, Oil City, La. Patent No. 1,671,752.

Process of Making Phonograph Records. Frank E. Sincere, Mount Vernon, N. Y. Patent No. 1,671,788.

Combined Mechanical and Electrical Reproducer and Transmitter. Albertis Hewitt, Pitman, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,672,063.

Sound Reproducer. William B. Witmore, Orange, N. J. Patent No. 1,672,796.

Repeating Attachment for Phonographs. Wm. B. Fageol, Oakland, Cal. Patent No. 1,673,235.

Process of Recording Phonograph Records. William W. McLaren, Birmingham, Ala. Patent No. 1,673,462.

Driving Mechanism for Talking Machines and the Like. William G. Shelton, New York, N. Y. Patent No. 1,673,847.

Actuating Device for Loud Speakers. Clair L. Farrand, Forest Hills, N. Y.; Ernest Ross, East Orange, N. J.; Albert D. Silva, Forest Hills, N. Y., assignors to the Farrand Mfg. Co., Inc., Long Island City, N. Y. Patent No. 1,671,105.

Radio System. Robert L. Davis, Wilkesburg, Pa., assignor to Westinghouse Electric & Mfg. Co. Patent No. 1,671,466.

Universal Inductance Device for Radio Receiving Apparatus. Harry Wilbur Brown, Philadelphia, Pa., and Gordon O. Wilkinson, Ardmore, Pa. Patent No. 1,671,625.

Radio Grid and Filament Spacer. Walter J. Skinner, Bloomfield, N. J. Patent No. 1,672,233.

Radio Broadcast Distributing System. Edward E. Clement, Washington, D. C., assignor to Edw. F. Colladay, same place. Patent No. 1,672,370.

Fixed Radio Coupler. Martinus Sieveking, New York, N. Y. Patent No. 1,672,396.

Attachment for Radio Receiving Sets. Peter Mertes, Jr., St. Paul, Minn. Patent No. 1,672,686.

Electric Amplifier Circuit. Lewis M. Hull, Boonton, N. J., assignor to Radio Frequency Labs., Inc., same place. Patent No. 1,672,811.

Amplifier. Donald M. Terry, New York, N. Y., assignor to Western Electric Co., same place. Patent No. 1,672,840.

Duplex Radio Communication. Paul Ware, New York, N. Y., assignor to Ware Radio, Inc., same place. Patent No. 1,672,855.

Radio Tuning Control Device. Charles E. Kilgour, Cincinnati, O., assignor to the Crosley Radio Corp., same place. Patent No. 1,673,079.

Loop Antenna. Frederick A. Kolster, Palo Alto, Cal., assignor to the Federal Telegraph Co., San Francisco, Cal. Patent No. 1,673,249.

Antenna for Radios. Burle R. Jones, Tulsa, Okla. Patent No. 1,673,458.

Loud Speaker. Arthur Atwater Kent, Ardmore, Pa. Patent No. 1,673,461.

Indicator Switch for Radio Circuits. Albert C. Koeppler, Chicago, Ill. Patent No. 1,673,876.

Radiodial. Eric G. Shalkhauser, Peoria, Ill. Patent No. 1,673,888.

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

Radiodial. Hyman Matzner, New York, N. Y. Patent No. 1,674,603.

Radio Receiving System. Russell S. Ohl, New York, N. Y. Patent No. 1,674,696.

Radiotransmitter. William H. Priess, Belmont, Mass. Patent No. 1,674,740.

Radio Apparatus. Dorsey F. Asbury,

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone
Barling 636 PHILADELPHIA, PA. Cable
Filasoc, Phila.

Broomes Island, Md. Patent No. 1,675,018.

Loud Speaker System. Frederick A. Kolster, Palo Alto, Cal. Patent No. 1,675,031.

Dalhart Recording for Velvet Tone

Popular Singer of Old Familiar Tunes and Southern Ballads Sings for Exclusive Recordings in Popular-priced Field

Vernon Dalhart has been signed by the Velvet Tone Record Corp. for exclusive recordings in the popular-priced record field. Mr. Dalhart



Vernon Dalhart

is unquestionably one of the most popular recording and radio singers.

Some years ago Dalhart came to New York fresh from the Texas Panhandle. His silver voice and charming personality soon won for him a foremost position in theatrical and music circles, culminating in his engagement as the leading tenor at the Hippodrome, then at the height of its glory. Before long, however, Vernon Dalhart, following his inclinations and the advice of friends, began to devote his talent to the Old Familiar Tunes and Southern ballads that he knew intimately.

The demand for records by this artist grew to such proportions that in recent years Mr. Dalhart has found it necessary to devote his time to recording and occasional broadcasting duties, to the exclusion of theatrical engagements which in the past have proved popular with the public.

Victor Instrument Charts

The Victor Talking Machine Co. recently announced that the Instruments of the Orchestra Charts are again available. This series consists of twenty charts together with a valuable handbook illustrated by Orthophonic recordings and lists for \$4.00. The growing interest in instrumental instruction in schools makes the release of these charts particularly timely.

OPERADIO

THE LINE COMPLETE!

Dynamic and Air Column

SPEAKERS

\$15⁰⁰ - to - \$250⁰⁰



The Bloc Type Tone Chamber

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

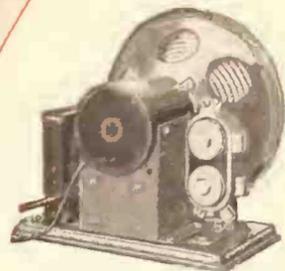


The Junior
\$15.00

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 neutrodynes, superhetrodynes, 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 sensation of the R. M. A. trade show-- the complete Operadio line of Speakers to meet every requirement --at every price level. Air column speakers of the successful Bloc Type in three beautiful Table Models and one Dynamic Table Model, and three Handsome Cabinet Models equipped with air columns of various lengths or with Operadio Dynamic units, Bel Canto, either type with or without amplifier. Dealers find Operadio the greatest profit builder . . . with unusual turnover.



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 WESTMINSTER

The newest and finest of the Operadio Air Column Speakers embodying all that is new and beautiful in design. May be connected to any set and will handle the output of any standard amplifier system up to and including the 171 tube. Has a 61 inch air column.

Price \$35.00



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



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
Greater Chicago District



The Bel Canto

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 Nation-Wide 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 nation-wide reports from 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 Arnott, managing director of Freed-Eisemann Radio (Great Britain), Ltd., is in the United States for his bi-annual visit to the executive offices of the Freed-Eisemann Radio Corp. in Brooklyn, N. Y.

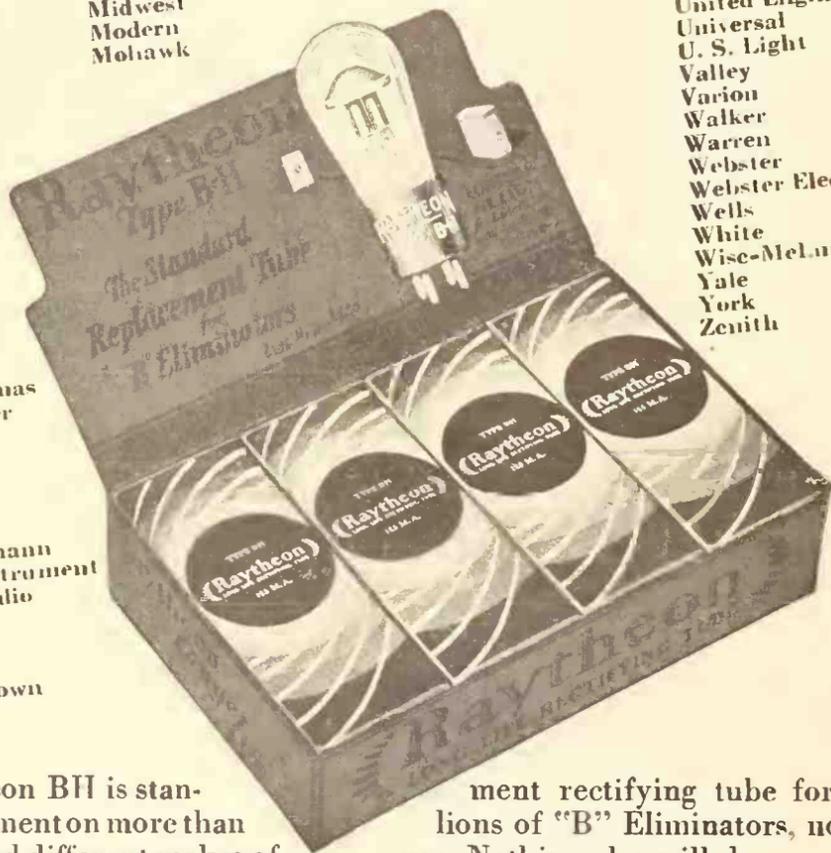
Millions of Eliminators Now in Use MUST Have Raytheon BH for Replacements

Aeme
Aeme Electric
All-American
Amplex
Apeo
Apex
Arbrophone
Arco
Batteryless
Benjamin Electric
Bosch
Bremer-Tully
Briggs-Stratton
Buckwalter
Buell
Burns
Bush & Lane
Case
Chamberlin
Cloverleaf
Colonial
Consolidated
Cornell
Crosley
Day-Fan
Dongan
Dragon
Dubilier
Durkee-Thomas
Eagle Charger
Electron
Epon
Erla
Federal
Ford Mica
Freed-Eisemann
General Instrument
General Radio
Gillilan
Grant
Grebe
Greene-Brown

Harold Herbert
Jefferson
Jordon-Carisch
Kingston
Knight
Majestic
(Master, Super
and Standard)
Malone-Lemmon
Martin-Copeland
Mayolian
Metrolyne
Midwest
Modern
Mohawk

Mu-Rad
Muter
National
Nat'l Lead Battery
Operadio
Ozarka
Paragon
Pilot
Pioneer
Preece
Precision
Premier

Prestolite
Silver-Marshall
Simplex
Spartana
Sparton
Standard Radio
(Worcester)
Standard Radio
(Canada)
Sterling
Stewart
Thordarson
Timmons
Triple A
United Engine
Universal
U. S. Light
Valley
Varion
Walker
Warren
Webster
Webster Electric
Wells
White
Wise-Melung
Yale
York
Zenith



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-

ment rectifying tube for millions of “B” Eliminators, now in use. Nothing else will do.

This ready-made demand must be filled. Why not by you?

Ask your jobber for the new Raytheon display carton. Every time that carton is emptied it represents a profit of \$7.20 for you.

RAYTHEON MANUFACTURING COMPANY, Cambridge, Mass.



L. Halperin Now Eastern Manager

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

CHICAGO, ILL., 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 in New York City with L. Halperin as 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

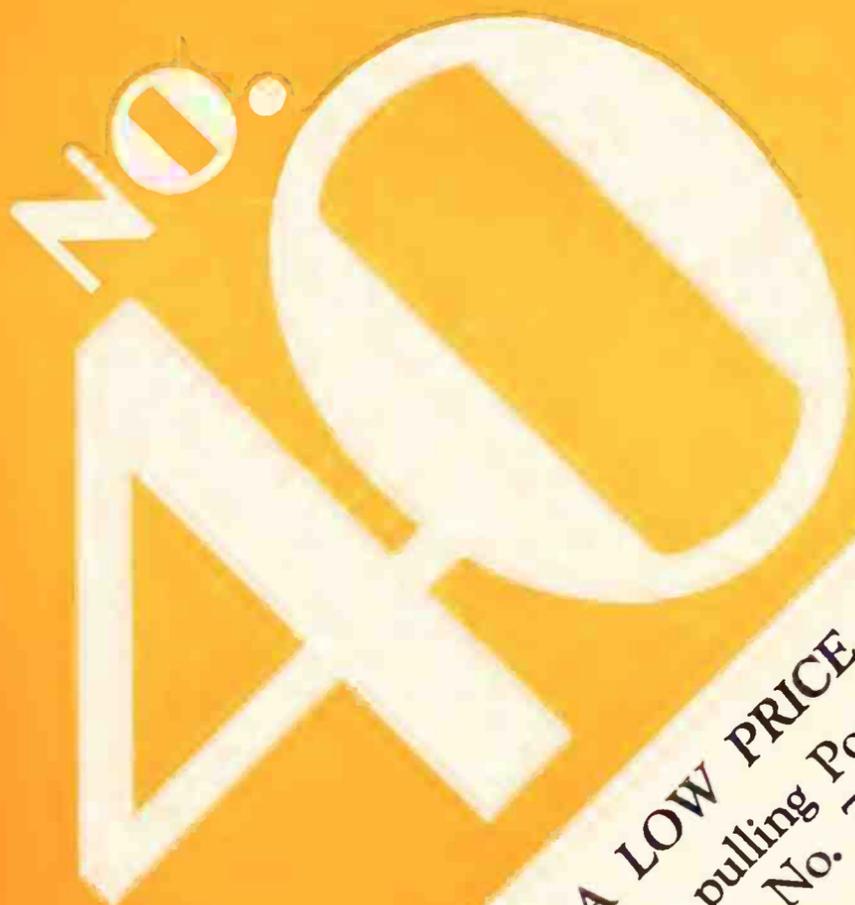
Burton-Rogers Sales Organization, Boston, Exclusive Agent in United States for Supreme Set Testers

Arrangements were made at the Chicago Show between the Supreme Instruments Corp. of Greenwood, Miss., makers of the Supreme set testers, and the Burton-Rogers Sales Organization with headquarters at 857 Boylston street, Boston, Mass., for exclusive representation in the United States.

This sales organization, which will sell Supreme instruments to jobbers only consists of: L. E. Moore, 857 Boylston street, Boston, Mass. Territory—New England, New York City and State, east of Utica, New Jersey, north of Trenton. W. C. McCabe, 197 Hewitt avenue, Buffalo, N. Y. Territory—New York, west of Utica; Pennsylvania, west of but not including Altoona. W. J. Bartlett, 1640 Crawford road, Cleveland, O. Territory—Ohio, Michigan, West Virginia, Kentucky, and Indiana, south of Fort Wayne and Lafayette. Earl N. Webber, P. O. Box 142, Oak Park, Ill. Territory—Illinois, Indiana, north of and including Fort Wayne and Lafayette; Wisconsin, Minnesota, North and South Dakota. Eli S. Davis, Coca Cola Bldg., Kansas City, Mo. Territory—Kansas, Iowa, Nebraska, Missouri, except St. Louis. Angelo y Perez, 133 School Lane, Springfield, Pa., Media R. F. D. Territory—New Jersey south of and including Trenton; Delaware, Maryland, District of Columbia; Pennsylvania, east of and including Altoona. McDonough Bros., 212 Red Rock Bldg., Atlanta, Ga. Territory—Virginia, North and South Carolina, Georgia, Alabama, Florida, Mississippi, Tennessee. H. M. Cree, 715 South Evay street, Dallas, Tex. Territory—Texas, Louisiana, Arkansas, Oklahoma. L. B. Putnam, Denver, Col. Territory—Colorado, Utah, Wyoming, Montana, Nevada, Idaho, except Boise; New Mexico. Paul Gardiner, 55 New Montgomery street, San Francisco, Cal. Territory—California, Arizona, and Nevada. Roy E. Vorhees, L. C. Smith Building, Seattle, Wash. Territory—Washington, Oregon, and Boise, Idaho. M. Scott Gardner, 1421 Locust street, St. Louis, Mo. Territory—St. Louis and contiguity.

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

HEINEMAN MOTOR

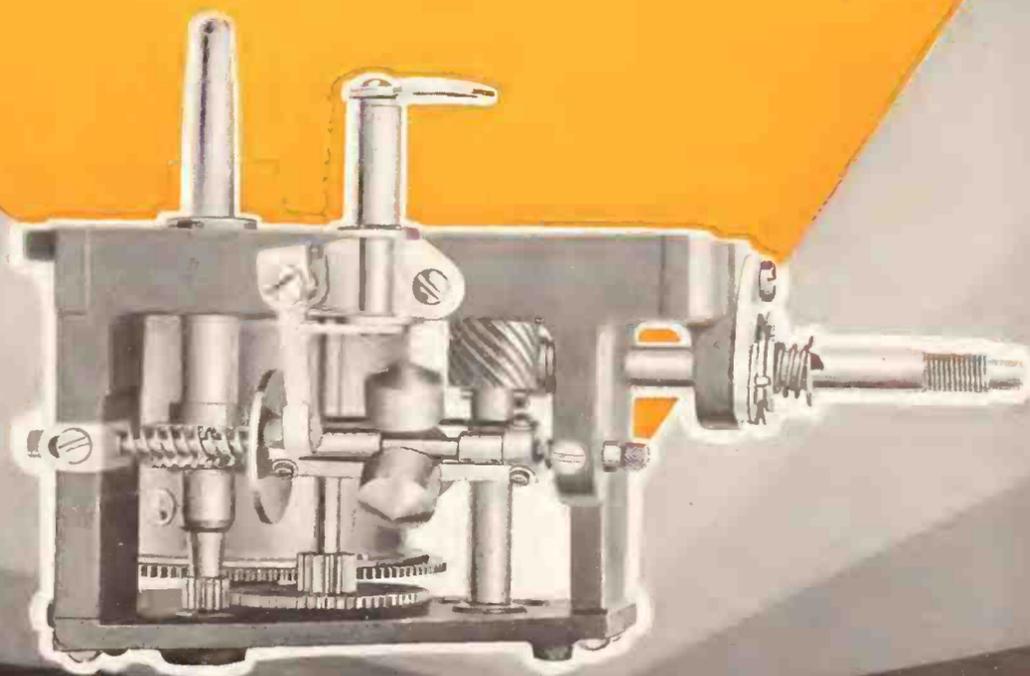


AT A LOW PRICE.....
with the pulling Power of the famous
Heineman No. 77.

The marvel of it....
starts immediately at high momentum...
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  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

3227 { Luxemburg Waltz (Lehar)
 } Gipsy Love Waltz (Lehar)
 } Dajos Bela and his Orchestra

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

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

LATEST ODEON RECORDS
ELECTRIC

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 "801" had just come in, 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 compact 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 all other sets are out. We've got to accept that for Phoenix."

"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."

LONGER LIFE



CeCo

RMA **PRONOUNCED SEE - CO**

Radio Tubes

Legions of CeCo Tube users repeat on CeCo Tubes because of the improvement they give in reception—increased sensitivity—more volume—greater clarity, and, of prime importance—longer life—due in part to the exclusive CeCo process of evacuation.

The CeCo is a tube proposition unequalled in sales and profit making possibilities, and we help you sell them by extensive advertising, including broadcasting.

Ask us for interesting and unusual piece of printed matter entitled "Getting the most out of your Radio", also catalogue sheet.

CeCo MANUFACTURING CO., INC.

PROVIDENCE, R. I.

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, 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 and from the matter of accomplishment, 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 per cent 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 new line, 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 dealer helps which were heartily endorsed by the assembly.

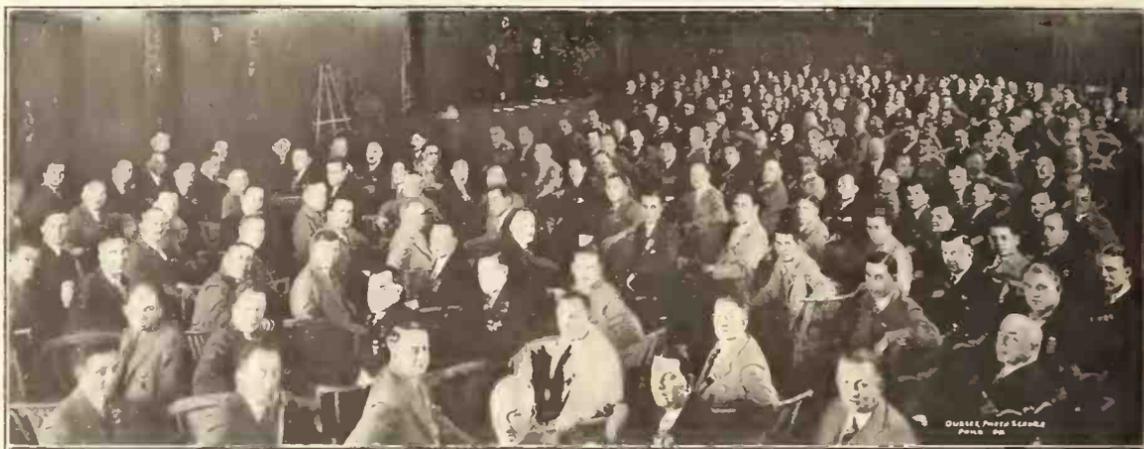
The recent annual survey was described by Henry Canda, of Barton, Durstine & Osborn, New York, advertising agents, under whose auspices the survey was made. Mr. Canda's address brought out some very interesting and helpful facts to guide the company's activities and campaigns and to help the dealer and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

tributors rose and applauded close to three minutes.

R. E. Smiley, assistant sales manager of the company, whose oratory is looked forward to at each convention, presented another very forceful 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



Opening Meeting of Atwater Kent Distributors' Conclave in Chicago

departments in order to successfully sell their quota of the 1,000,000 sets to be produced this year. Other speakers included M. H. Aylesworth, 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

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.

Powel Crosley, Jr., Presents Stock to Company Employees

One Hundred and Sixty-one Employees of Crosley Radio Corp. and National Label Co. Presented With Stock From President's Private Holdings as Appreciation

One hundred and sixty-one employees of the Crosley Radio Corp. and the National Label Co. now 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 had been with his companies 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.

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

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



The Demand for Quality Never Ceases

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

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

FEDERAL'S new AC Models

OFFER



SENSATIONAL SALES FEATURES AT \$130 TO \$230

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 thruout. 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

ORTHO-SONIC*

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—Panatropes-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 of the Summer trade.

William Graul, of the W. R. Graul Co., which handles the Columbia and Kolster, is still away taking a much-needed rest from business cares.

The new Starr talking machine, an electric pick-up instrument, is attracting more than a little attention in the store of the Starr Piano Sales Corp. At this time there is only one model, but other models are expected in a short time and the trade is eagerly awaiting their appearance.

A handsome Brunswick Panatropes-Radiola combination was a part of the furnishings of the Chateau, a beautiful "exhibition" home that was recently opened up to the public by the builder, the instrument being furnished by the E. M. Abbott Piano Co.

"We had the Panatropes-Radiola Combination No. 148-C in four 'model' homes the past week and they attracted no end of attention from thousands of visitors," explained E. B. Daulton, manager of the local branch of the Brunswick-Balke-Collender Co. "We can trace several sales direct to this form of advertising. We are having a big demand for portables, so large, in fact, that sales are ahead of production, and our sale of records are showing a fine increase. We are having quite a demand for our new table model straight radio, as well as for our new console type straight radio. We have received three models of the new Exponential type Panatropes, which is a mechanically operated machine, and orders for samples of these have gone far beyond our expectations."

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, also 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 expected soon after the middle of July.

"We 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. Fante, head of the M. W. Fante Co., who 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."

Pacem 124 Phonovox Has High Voltage

Pacem Electric Co. Gives Interesting Figures Regarding Output Voltage of Electric Pick-up Units

Recent experiments with the new Pacem 124 Phonovox, equipped with balanced tone arm, the product of the Pacem 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 Pacem 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



J. D. Moore

years manager of the music department of the Maison Blanche store in this city, will be glad to learn 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 outstanding 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



DYNAMIC (Model 71) . \$50
Balanced Armature—same cabinet (Model 61) \$35



DYNAMIC — (Model 75)
End Table \$75



BALANCED ARMATURE
(Model 63) Panel \$25



BALANCED ARMATURE
(Model 65) Cabinet Junior \$19.50

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.

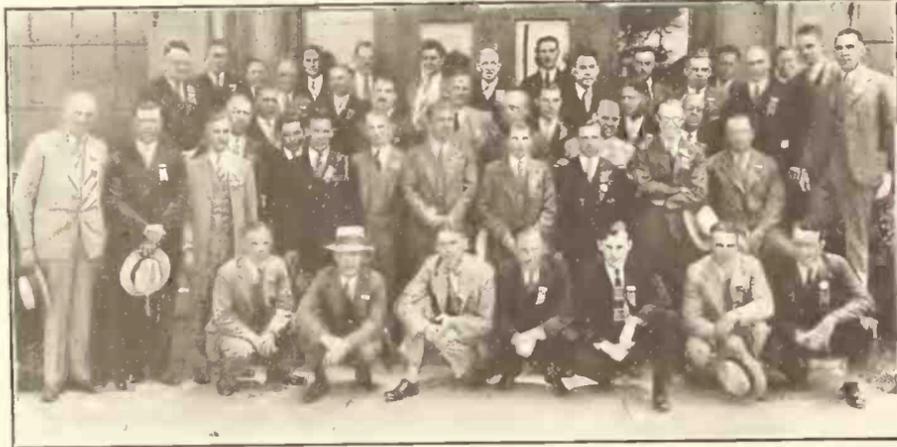
A high spot of the meeting was the presentation and demonstration of Day-Fan's latest radio development, an 8-tube all-electric receiver upon which the production of the factory will be concentrated. The new set is offered in three high-

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 switch 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, sensitiveness 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 created the several models. Shown in the photograph are distributors who were present



Those Present at the Day-Fan Conference

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

the first morning of the conference, others arrived the following day. Many distributors were forced to wire their regrets due to various meetings that took place during the same week.

Top row, left to right: W. E. Baker, vice-president and general manager, Day-Fan Electric Co.; W. G. Biddle, M. D. Larkin Co., Dayton; H. G. Lihou, Erker Bros. Optical Co., St. Louis; B. J. Mockenhaupt, Chicago; Mr. Noss, Erker Bros. Optical Co., St. Louis; E. G. Evans, Henkle & Joyce, Lincoln, Neb.; H. F. Reichart, Roberts Empire Electric Co., Houston, Tex.; A. W. Lynch, Atlanta, Ga.; C. J. Osterday, Day-Fan Electric Co.; J. Hochwalt, Day-Fan Electric Co.; J. B. Kemp, Kemp Equipment Co., Rochester, N. Y.; D. I. Drucker, Day-Fan Electric Co.; G. A. Morgan, Tracy-Wells Co., Columbus; Seth Thomas, Day-Fan Electric Co.; George Riser, Riser Bros. Co., Indianapolis; R. M. Collett, J. Horace Lytle Co., Dayton; J. E. Romig, J. Horace Lytle Co., Dayton; Hugh Snyder, Snyder Electric Co., Staunton, Va.

Second Row: L. W. Schierloh, Day-Fan Electric Co.; W. M. Sanderlin, Farwell, Osmun Kirk Co., St. Paul; Jack Heimann, St. Paul; F. H. Johnston, Day-Fan Electric Co.; J. E. B. Kilbourn, Greenfield Electric Co., Baltimore; T. W. James, Day-Fan Electric Co.; Robert Riser, Riser Bros. Co., Indianapolis; M. L. Gibson, New York; Horace Lytle, J. Horace Lytle Co., Dayton.

Front Row—standing: C. A. Clark, Repass Auto Co., Waterloo, Ia.; Vic Youngblut, Repass Auto Co., Waterloo, Ia.; O. F. Dail, Day-Fan Electric Co.; C. A. Brown, Day-Fan Electric Co.; W. S. Sanderlin, Jr., St. Paul; O. E. Lam, Day-Fan Electric Co.; F. J. Loftis, Day-Fan Electric Co.; C. E. Green, Day-Fan Electric Co.; H. L. Brump, Day-Fan Electric Co.; A. H. Thompson, Greenfield Electric Co., Baltimore.

Kneeling: Ben Hart, Day-Fan Electric Co.; C. B. Cooper, New York; L. E. Paul, Des Moines; H. G. Mattern, Day-Fan Electric Co.; W. E. Pauley, B. J. Mockenhaupt Co., Chicago; A. C. Franklin, Snyder Electric Co., Staunton, Va.; Chas. T. Lawson, vice-president in charge of sales, Day-Fan Electric Co.

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 exhibit space 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. Benham, general manager for Conde Nast and his associates, who recently purchased this well-known exposition building. The upper eight floors will be devoted to sales marts of various products, according to the announcement.



HYATT

The Most Perfect Radio Receiver

Beautiful in Design
Wonderful Reception and Tone
Built-In Loud Speaker

The Ideal Radio for the Home, Office,
Summer Resort, Auto Trip or Anywhere

Two Models

| | | |
|-----------------------------------|--|---------|
| No. 1—DeLuxe—six tubes. | List price without tubes and batteries | \$75.00 |
| | List price, complete | \$95.00 |
| No. 2—Music Box Model—five tubes. | List price without tubes and batteries | \$60.00 |
| | List price complete | \$75.00 |

Send for circular and discount

JEWEL PHONOPARTS CO.
510 NO. DEARBORN STREET, CHICAGO, ILL.

ATLAS

PLYWOOD PACKING CASES



*Selected
by
leaders*

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.



General Offices
PARK SQUARE BUILDING, BOSTON, MASSACHUSETTS
New York Office: 90 West Broadway Chicago Office: 649 McCormick Bldg.
SOUTHERN DIVISION
(formerly Empire Mfg. Co.)
GOLDSBORO - NORTH CAROLINA

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, merchandising and advertising counsel of Philco; Sayre M. Ramsdell, sales promotion manager,

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 offers dealers 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 6; 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 & Wilhelm, Brunswick dealers of Omaha, has been appointed as Panatropes 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.

Serenado, Inc., Chartered

Serenado, Inc., of Huntington, W. Va., has been granted a charter by the Secretary of State to manufacture radios, phonographs, etc. Capital \$40,000. Incorporators, J. M. Parker, M. L. Lusk, Glenn Sheppard, H. F. Moore and A. C. Nelson, all of Huntington, and well-known local business men.

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



F. A. D. Andrea

"Quality" and building radio at a price. Scorning 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.

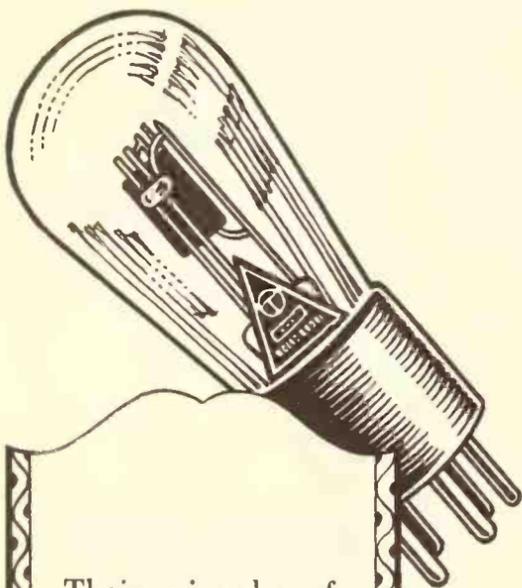
"If we choose to sail under the banner of 'Quality'—our test begins in the laboratory. . . . Will it do the job—best? Materials are specified—not priced: analyzed first—then quoted—microscopic painstaking studies—micrometer measurements—standards of excellence established—no efforts spared to hold to an ideal—heartbreaking rejections—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, Sparton, 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 Panatropes, Sparton radio receivers and other instruments are carried and a strong sales campaign is being planned.



Their circle of popularity is ever-widening because fans notice the difference. Televoal Quality Tubes are made in all standard types.

Write for full description and prices.



**Televoal
Corporation**

Televoal Building

Dept. G-2.

588 12th Street

West New York, N. J.

**Televoal
Quality Tubes**

FOR NEW MODELS

Announced for Better Portables

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



This trade mark on your motors means that they are made and guaranteed by a large and reliable company, manufacturing spring motors *uninterruptedly* for fifteen years.

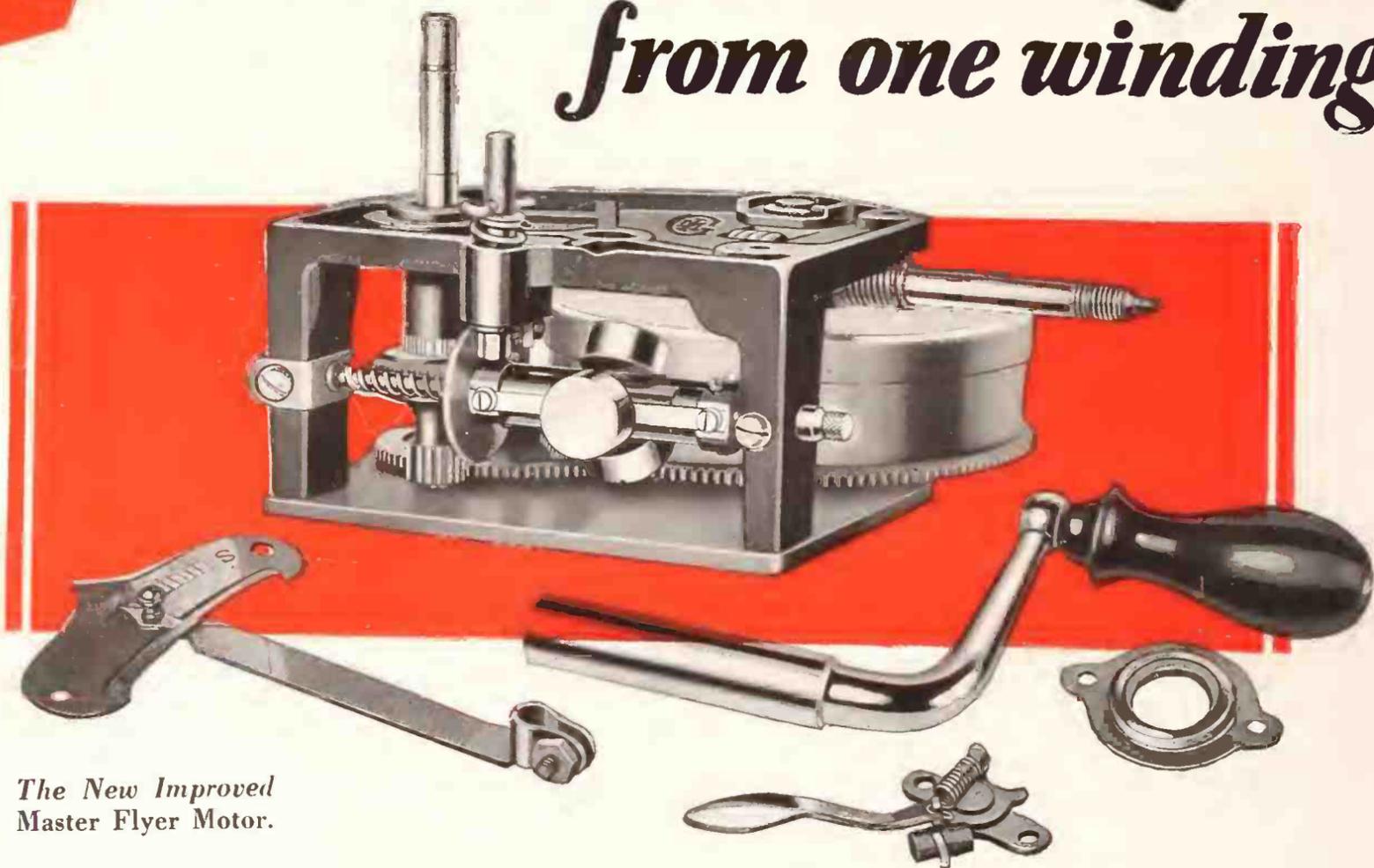
The



GENERAL INDUSTRIES CO.

2812 Taylor Street, Elyria, Ohio

Three full 10-inch Selections on the Master Flyer from one winding



The New Improved
Master Flyer Motor.

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

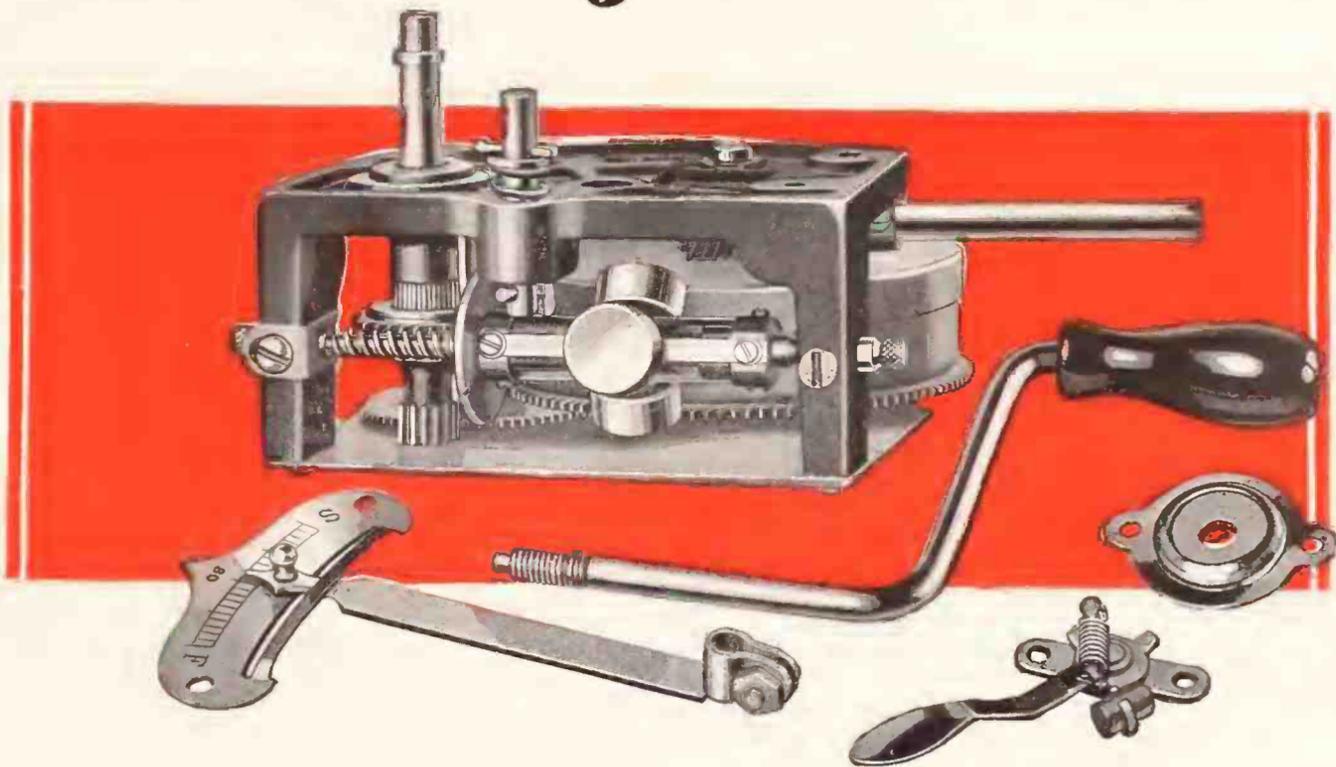
spring gives abundant, smooth-flowing power, vibrationless and silent, finishing with a safe margin.

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



The New Improved Master Junior Motor

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 un-failing, 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.

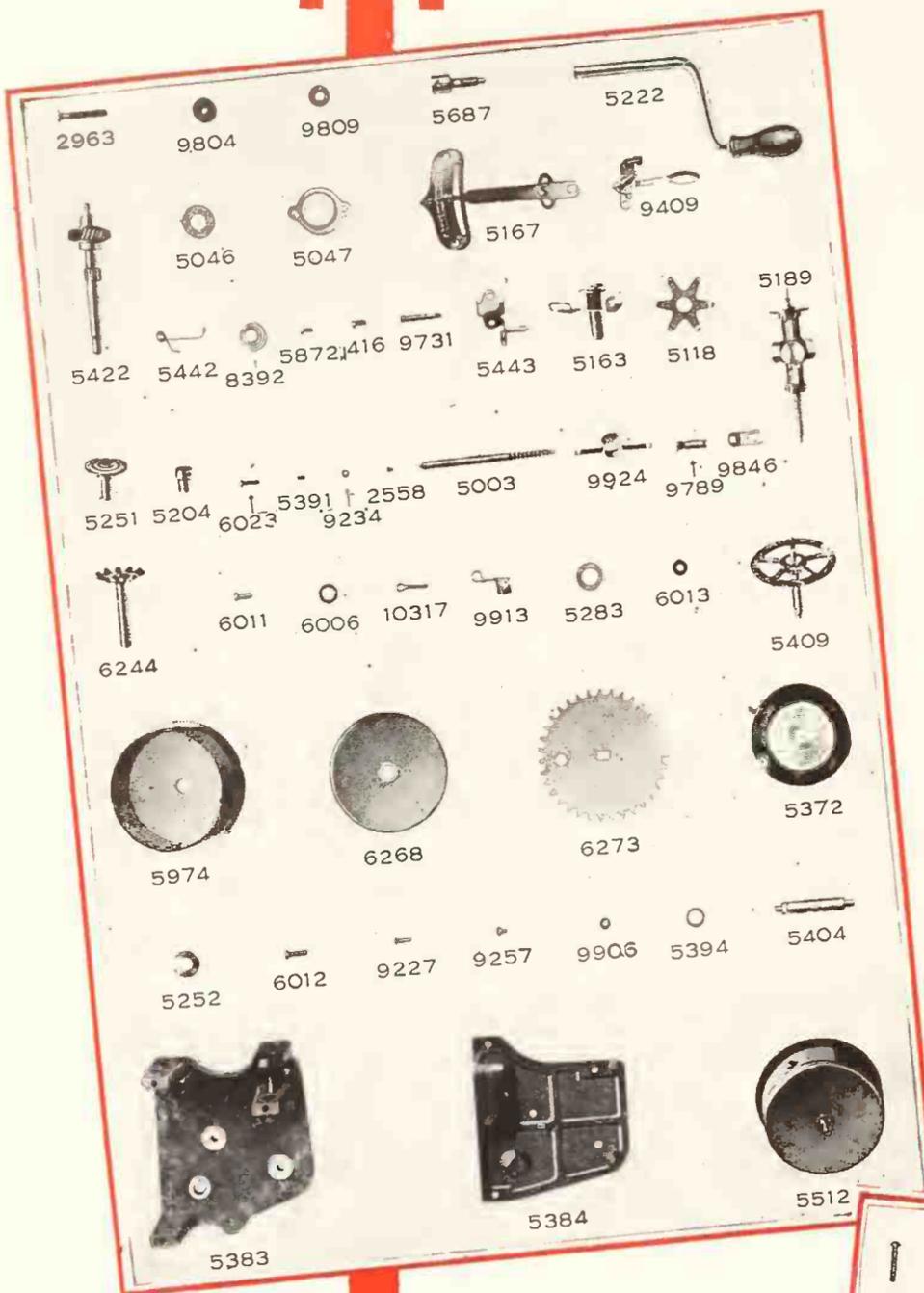
Made and guaranteed to give service and satisfaction, by a large and reliable company, *uninterruptedly* in the manufacture of spring motors for fifteen years.

The **GENERAL INDUSTRIES CO.**

2812 Taylor Street, Elyria, Ohio

Genuine Flyer Motor Parts

Order direct from the Factory
24-hour Service



- 416 Screw for attaching Winding Shaft Tension Spring
- 2558 Governor Spring Screw
- 2963 Motor Mounting Screw
- 5003 Governor Shaft
- 5046 Fibre 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
- 5251 Governor Disc
- 5252 Felt Oil Retainer used around Turntable Shaft
- 5283 Retainer for No. 5252 Felt
- 5372 Main Spring
- 5383 Motor Frame
- 5384 Motor Bottom Plate
- 5391 Screw for Holding Governor
- 5394 Upper Spring Barrel Collar
- 5404 Spring Barrel Shaft
- 5409 Intermediate Gear
- 5422 Turntable Shaft
- 5442 Speed Regulator Tension Spring
- 5443 Speed Regulator Bracket
- 5512 Spring Barrel Complete
- 5687 Winding Shaft Extension
- 5872 6/32 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 5974 Spring Cup and Gear Assem.
- 6006 Spacing Washer use on Wind Shaft
- 6011 Governor Bearing Set Screw
- 6012 Screw for Attaching No. 5384 Bottom Plate to No. 5383 Motor Frame
- 6013 Washer used under No. 6023 Screw
- 6023 Screw used to hold Pointer Arm to Post
- 6244 Winding Shaft and Pinion Gear Assem.
- 6268 Spring Barrel Cover
- 6273 Spring Barrel Winding Gear
- 8392 Spring used to hold Turntable on Shaft
- 9227 Spring Barrel Shaft Rivet
- 9234 Governor Spring Washer
- 9257 Spring Barrel Rivet
- 9409 Brake
- 9731 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 9789 Governor Bearing
- 9804 Rubber Motor Mounting Washer
- 9809 Steel Motor Mounting Washer
- 9846 Governor Bearing Retainer Clip
- 9906 Spring Barrel Washer
- 9913 Winding Shaft Spring
- 9924 Governor Spring and Weight Assem.
- 10317 Cotter Pin

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 Weight to Governor Disc
- 5041 Fibre Escutcheon for Winding Handle
- 5047 Metal Escutcheon for Winding Handle
- 5254 Spring Barrel Washer
- 5333 Governor Spring and Weight Assembled
- 5391 Screw for Governor Collar
- 5418 Felt for Speed Regulator Lever
- 5777 Speed Regulating Arm
- 5846 Spring Barrel Shaft Rivet
- 5872 Governor Bearing Set Screw
- 6009 Screw for assembling Regulating Arm to Regulating Brake
- 6013 Steel Washer for Mounting Screw
- 6039 Winding Handle
- 6533 Fibre Washer for Winding Shaft
- 6572 Speed Regulator
- 7534 Screw which Holds Bottom Plate to Frame
- 7554 Spring Barrel Cup Cover
- 7558 Winding Gear
- 7671 Motor Frame
- 7674 Governor Shaft
- 7678 Bottom Plate
- 7682 Governor Disc
- 7683 Governor Collar
- 7684 Governor Complete
- 7692 Screw for assembling Governor Brake to Frame
- 7693 Winding Shaft Tension Spring
- 7694 Speed Regulating Arm Tension Spring
- 7696 Governor Brake
- 7697 Turntable Shaft
- 7822 Short Turntable Shaft Tip
- 7823 Long Turntable Shaft Tip
- 7838 Spring Barrel Cup and Gear
- 7842 Main Spring
- 7843 Spring Barrel Complete with Spring
- 7848 Spring Barrel Shaft
- 7879 Intermediate Gear
- 8298 Winding Shaft
- 8397 Spring Barrel Rivet
- 9234 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



Junior Motor Parts

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,

In addition to the RMA Conclave and Trade Show, the Federated Radio Trade Association and its affiliated bodies also convened at the

they came for one purpose only, and that was to examine at first hand the lines of radios and accessories that will be sold in the



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

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, com-

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, conven-

retail stores during the next business year.

See Prosperity in 1928-29 Season

Optimism over the outlook for radio was one of the outstanding impressions one received



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

prising the leaders in the industry, are concentrating on common problems and co-operating in the development of radio.

tion headquarters, as well as other hotels in the city. They came from all parts of the country; pouring into the city like an avalanche

Manufacturers, jobbers and dealers seemed to be universal in the opinion that radio to-day
(Continued on page 58)



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

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 furor. 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

Eugene O. Sykes, member of the Federal Radio Commission for the Southern zone; M. E.



Standing, from left to right: H. H. Cory, Donald MacGregor, H. B. Richmond, Irwin Kurtz, Hon. Frank D. Scott, Harry P. Smith, L. E. Parker, Lester Noble, H. G. Erstrom, Geo. Riebeth, Harry Alter, Wm. P. Mackle, Chas. T. Naddy, John M. Redell, A. M. Edwards. Seated in back row: Mr. Van Allen, Wm. Sparks, H. H. Eby, Julian Sampson, Wm. G. Biddle, Martin F. Flanagan, Sam Singer, J. F. Connell, Fred Wiebe. Seated in front row: Art Haugh, L. S. Baker, National Broadcasting Association, Harold J. Wrape, C. C. Colby, A. J. Carter and John Tully Tracy, of the Scripps-Howard newspapers; Earl C. Anthony, president of the National Asso-

ciation of Broadcasters; Harold J. Wrape, president of the Federated Radio Association; and M. H. Aylesworth, 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 day for the banquet in connection with the New York Radio Show Week, beginning September 9. The banquet committee, headed by Paul B. 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.

Election of officers for the Radio Manufacturers' Association for the next year resulted as follows: Major Herbert H. Frost, vice-president and general sales manager of the Kolster Radio Corp., Newark N. J., president; Major Frost was one of the founders of the RMA and was its first president during two successful terms; he is one of the hardest-working members of the Association, and through his efforts much has been done to make this organization the successful body it now is. C. C. Colby, retiring president, was presented with a handsome watch. Vernon W. Collamore, general sales manager of the Atwater Kent Manufacturing Corp., Philadelphia, Pa., who has just completed two terms as director of the RMA, was elected a vice-president. Other vice-presidents elected were Morris Metcalf, treasurer and general sales manager of the American Bosch Magneto Corp., Springfield, Mass., and Lester E. Noble, president of the Federal Radio Corp. of Buffalo, N. Y. John C. Tully, president of the Bremer-Tully Manufacturing Co., Chicago, Ill., was elected treasurer. New directors elected were two directors to replace Carl D. Boyd and Harold T. Melhuish, resigned; M. Frank Burns, sales manager of E. T. Cun-



St. Louis-Texas Delegations Upon Arrival to Attend Convention and Show

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 leave 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

ciation of Broadcasters; Harold J. Wrape, president of the Federated Radio Association; and M. H. Aylesworth, president of the National Broadcasting Co., who made brief and



Caravan of 150 Taxicabs Transported the New York Delegation to Hotel

ingham, Inc., and John C. Tully. New directors elected were two directors to replace Carl D. Boyd and Harold T. Melhuish, resigned; M. Frank Burns, sales manager of E. T. Cun-

(Continued on page 60)

SUPERBLY BEAUTIFUL

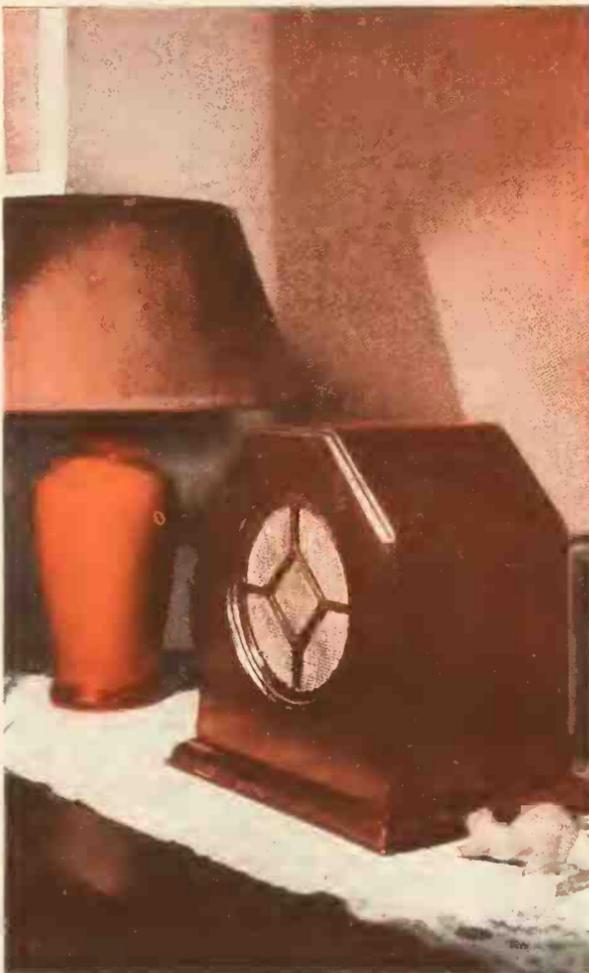
*A New Note in Artistic Appearance
A New Standard in Realistic Tone*

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



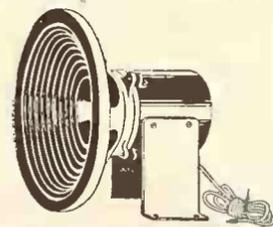
the human voice, a single instrument or the full orchestration of symphonic compositions, this de luxe unit defies the descriptive power of mere words. We can only say that its new-idea chassis perfectly reproduces all frequencies in the audio spectrum, which literally means all frequencies within range 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 v-60 cycles). List . . . \$50.
- Type DU-90 (110 volt D. C.). List . . . \$40.
- Type DU-6 (6 volt D. C.). List . . . \$35.



MARCO

DYNAMIC REPRODUCER

“Superbly Beautiful”

MARTIN-COPELAND CO.
PROVIDENCE, R. I.



Radio Products
ESTABLISHED 1825

Stabilization of the Industry Emphasized by the Convention

(Continued from page 58)

tors for the three-year term are Captain M. Sparks, president of the Sparks-Withington Co., Jackson, Mich.; George H. Kiley, vice-

ained were Charles Marshall, tenor of the Chicago Civic Opera Company, who sang through the courtesy of the Kolster Radio Corp. of



president of the Farrand Mfg. Co., Long Island City, N. Y.; B. G. Erskine, president of the Sylvania Products Co., Emporium, Pa.; N. P. Bloom, president of the Adler Manufacturing Co., Louisville, Ky., and Lloyd

Newark, N. J.; Cesare Sodero, conductor of the orchestra provided by the E. T. Cunningham Corp.; the Sylvania Foresters, quartet, sent by

Above: The Rochester delegation which arrived on special cars attached to the Twentieth Century Limited attracted considerable attention because of its peculiar mascot, the *Eoornis PteroveloX Gobiensis*, said to be the only specimen extant of an ancient birdlike organism which inhabited the Gobi desert.

Right: The Twin Cities were well represented by a delegation of the leading members of the industry who arrived on June 12. They were met at the station by a reception committee headed by Paul B. Klugh.

Below: The Los Angeles delegation arrived on June 9 and immediately donned their colorful straw hats as they paraded to the street to embark to the Hotel Stevens in a fleet of taxicabs.

A. Hammarlund, president of the Hammarlund Manufacturing Co., Chicago, Ill.

The Annual RMA Banquet

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

the Sylvania Products Co., Emporium, Pa.; the Chicago Grand Opera Octette, entered through the courtesy of the Zenith Radio Corp., Chicago; Allan McQuhae, popular Irish tenor, and



House, and came as a prelude to the final closing 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 enter-

the Atwater Kent Quartet from Atwater Kent of Philadelphia; Margery Maxwell, author-star of the Chicago Civic Opera Co., chosen by the All-American-Mohawk Corp., of Chicago; Cyrena Van Gordon and Phil Cook and Abe Mitchell, contributed by Sparks-Withington Co., Jackson, Mich.

The McDowell Music Co., Pawhuska, Okla., has been purchased by a corporation. C. J. Harris has been appointed manager. Following the change, the store was redeccorated.

Federal Jobbers Visit Buffalo Plant

Several wholesalers for the Federal Radio Corp. were visitors to the plant at Buffalo, N. Y., prior to attending the RMA Trade Show at Chicago, and were given private introductions to the new "G" models. It was stated that the new product more than met the expectations of the visiting wholesalers.

Among those who were in Buffalo were the following: Mrs. L. M. Green, president of the Silas E. Pearsall Co., Inc., New York; A. D. Sutherland, of Grier-Sutherland Co., Detroit, Mich.; R. E. Gentry, of the Whitney Sporting Goods Co., Denver, Col.; Forrest King, of Paxton & Gallagher Co., Omaha, Neb.; J. A. Barrett, of Listenwalter & Gough, San Francisco, Cal., and Mr. Adam, of the Wayne Hardware Co., Ft. Wayne, Ind.

Radio Exports Are Steadily Increasing

American radio manufacturers are aggressively developing a world-wide market for their products, and exports of radio sets and accessories have now almost reached the \$10,000,000 a year mark, Charles H. Winship, Jr., an execu-



tive of 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 increased fourfold," Mr. Winship said. "The United Kingdom, including Canada, Australia and New Zealand, purchased nearly \$6,000,000 of radio equipment during the past year, accounting for nearly two-thirds of our total export business. Italy, Spain and Japan imported about 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 20,267 failures among business concerns in 1927, Bradstreet's reports that lack of capital and incompetence alone were responsible for more than two-thirds of the failures, the figures being 7,071 and 6,990 respectively. Nearly 82 per cent of all failures were chargeable to individuals operating business enterprises 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 territory, 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 and have showed 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 in-take in nickels, but also the additional trade that we consider it is instrumental in bringing to us."

WORTHAM'S CAFE, Memphis, Tenn.
Charlie Wortham, 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 cash by the instrument 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 receipts 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 Sapertone Model Electramuse during the month of April took in \$172.20."

THE U.S. CAFE, Minot, 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 my old one, but I do think that giving my patrons high class and the latest music is responsible for at least one half of the increased patronage."

SAGE CANDY CO., Murion, Ind.
Fred E. Sage.

"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. Moore, Prop.

THE remarkable money-making advantages of the famous ELECTRAMUSE are now available to DEALERS!

This handsome coin-controlled, continuous-playing phonograph gives a wonderful reproduction of the finest music of the world's greatest musical artists with a fidelity of tone unapproached by any other musical instrument in its field!

Hundreds of retailers report daily earnings far ahead of anything they ever anticipated. ELECTRAMUSE has proved an overwhelming success in many, many kinds of retail business and in every type of location in big cities and small towns.

With the Special Discount Plan we now offer dealers, you, too, can duplicate the financial successes of these merchants, whose voluntary testimonials are printed on this page. Get in on this golden opportunity NOW. Read the enthusiastic letters. Then fill in and send us the coupon below.

Averages \$75.00 per Month

"Our Electramuse is proving to be one of the leading attractions of 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 lots 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 \$33.10 the first week and averaging \$4.40 a day since."

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."

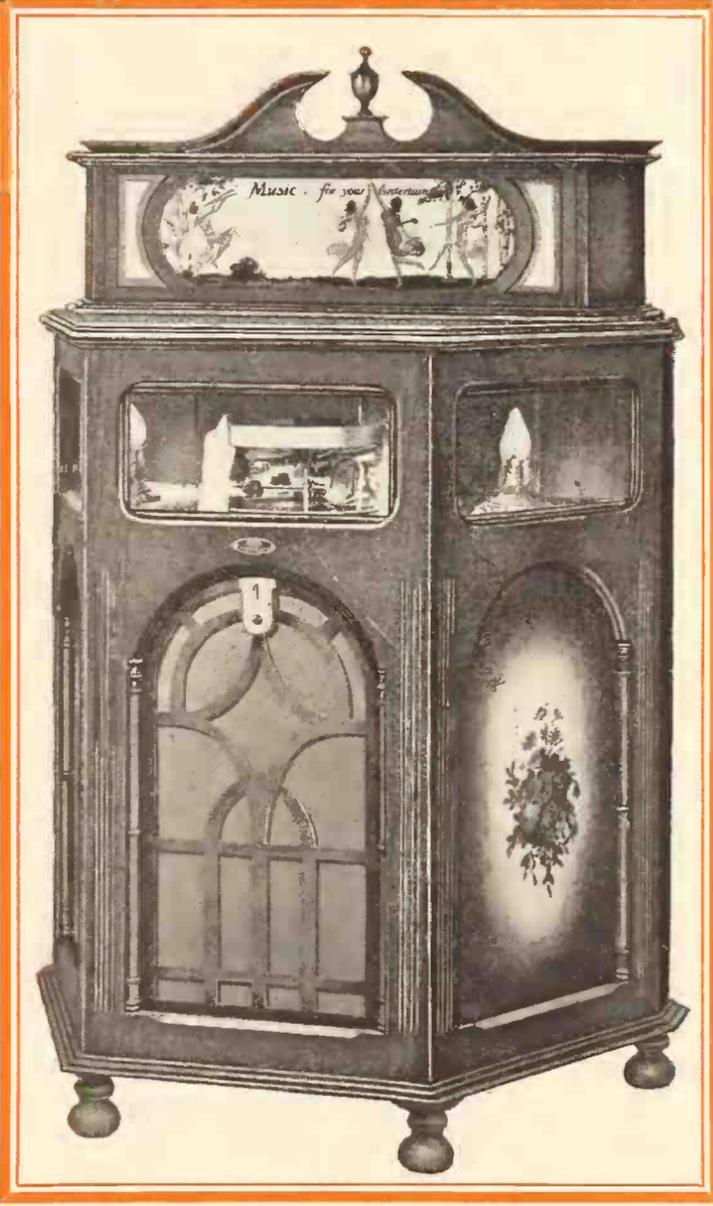
"I consider this a very good investment and a product of merit that will stimulate anyone's business."

W. W. WILSON, Druggist,
Cleveland, 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."

F. L. YANTIS, Yantis Tostee Shoppe,
Indianapolis, Ind.



Here's Your Opportunity for Bigger Profits!

HOLCOMB & HOKE MFG. CO. - Dept. 1-W Indianapolis, Ind.
Without obligation on my part, send me full data on your new Electramuse Dealer-Discount Plan.
Name _____
Street _____
City _____
State _____

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, held in the south ballroom of the Stevens Hotel on June 9, opened the meeting of the Federated Radio Trade Association. The wholesalers were very well represented and made their plans for the week. This 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 & Montague, of Philadelphia, vice-president; J. F. Connell, of Kruse-Connell Co., of Indianapolis, vice-president, and R. J. Mailhouse, of the Plymouth Electric Co., New Haven, Conn., secretary, and 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 and stimulated interest in the Association 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 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 becoming a member and explained in complete detail the plans and workings of the association. J. F. Connell, chairman of the membership committee, submitted twenty new applications for approval. These applications included wholesalers from Portland, Me., to Los Angeles. Mr. Connell expressed himself as being very well pleased with the results of the membership drive and spoke further regarding future plans. Harry Alter, chairman of the

Manufacturers Relations Committee, presented a very comprehensive treatise on the activities of that committee during the past two months. The work regarding the tube situation, standard purchase forms and Code of Ethics was very highly thought of by all of the wholesalers in attendance. Martin Wolf, of the Electric Appliance Co., of Chicago, outlined to the group the past activities of the Association and the manner in which the electrical jobber fitted into the Association picture. This meeting was

delphia; J. Lewis David, Dallas, Tex. President Riebeth gave a talk regarding the advantages of 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

nice 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 further 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 Kurtz, 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 Kurtz 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 reconfirmed 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. Metzger were selected to take the place of Thos. White and C. S. Bettinger, both of whom recently resigned as directors.

FEDERATED RADIO TRADE ASSOCIATION — BOARD OF DIRECTORS 1928 —



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, Minn., 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 their respective zones: John M. Redell, Chicago; Harry P. Smith, Minneapolis; H. E. Haggerty, Ferndale, Mich.; R. L. Erlichman, Phila-

DIFFERENT!

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
DYNAMIC SPEAKER
(Licensed under Magnavox patents)



Jensen Radio Manufacturing Company

338 N. Kedzie Avenue

CHICAGO, ILLINOIS

212 9th Street, Oakland, California

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. H. 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.

Generally receivers are equipped with two 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 interference 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, however, 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 operation of the AC set 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.

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 audio amplifying tubes and reproducing the full range of frequencies.

Errors Costly

After the proper location of the receiver has been selected and the necessary aerial, ground and loud speaker connections have been made, the vacuum tubes should be inserted into the receiver sockets, which should correspond to the markings on the tube bases. Care should be taken that the correct type of tube is placed in each socket. The new RCA and Cunn-

ham tubes are referred to in this article, since most AC receivers are designed and adjusted for their use.

An error such as inserting a 226-tube into a 171 type socket would mean the immediate burning out of the tube. The detector tube type UX227 or C327 has five prongs which are unevenly spaced to insure correct insertion in the socket. The full-wave rectifier tube UX280 or CX380 should be inserted in the power unit. With the "Off-On" switch of the receiver in the "Off" position, plug the power supply cord into the house lighting circuit. Do not attempt to operate on direct current, or alternating current other than 50-60 cycle, unless the power unit is marked for 25 cycle operation. If you are in doubt concerning your power supply, communicate with your electric lighting company.

Servicing the AC Receiver

The popularity of the AC receiver can be traced not only to its simplicity of operation, but also to the fact that it is as foolproof and trouble-proof as careful, painstaking construction permits. Formerly with battery-operated radio receivers sources of trouble not in the receiver itself were too numerous for the average layman to determine and service correctly. Since radio's most common complaints were due to rundown storage and dry "B" batteries, a voltmeter and a messy hydrometer were necessary accessories and even this extra equipment did not prevent batteries going dead in the midst of an interesting program.

Even with the advent of the "B" battery eliminator, which rapidly replaced the dry "B" batteries, the consumer's service troubles did not end since many so-called eliminator devices utilized variable voltage regulators requiring frequent adjustment, which, if done with accuracy, necessitated the use of an expensive high resistance voltmeter only owned by a regular serviceman. Condensers in the first eliminators were frequently punctured, due to overstrain caused by incorrect operation of receiver. Also resistances would burn out or would not hold the voltage constant under load. In the design of the present AC receiver the "power pack" has been constructed with an extra large safety factor, making servicing troubles practically nil. There are no variable controls requiring adjustments.

Effects of Line Voltage Changes

In most localities a 110-volt 50-60 cycle alternating current prevails. 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 and then slowly turn the adjusting screw by means of a screwdriver to the right or left until the hum entirely disappears or is reduced to a minimum.

If, after obtaining the best possible adjustment, an annoying hum is still present, it may be due to a poor electrical surface on the tube prongs or an unbalanced 226 type tube. In such cases the detector or first audio or power tubes should be removed from their sockets and the tube prongs cleaned, and the tubes 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 this tube may require another adjustment of the hum-adjuster. It is also advisable to try reversing the plug in the AC socket for best results.

Maintenance

The AC receiver, once installed correctly, should require no attention unless the receiver is physically or electrically damaged through misuse. The tubes are the only item in a well-constructed AC receiver which need replacing, and they will give satisfactory operation over a long period of time under normal conditions. 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-set 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, Baronial oak finish with polychrome decorations. The dimensions are 45¼ inches high, 26¼ inches wide and 19¾ inches deep.

Feature Musical Director

BOSTON, MASS., July 5.—Paul Bolognese, musical director of Grey Gull Records, Inc., of this city, has been featured in recent literature 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 Croton avenue, Ossining, N. Y., to be known as George's Music Shoppe.

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 of 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



Music Shoppe's Truck Advertises Line

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 so 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 and arranged inside according to their ideas.

They had been averaging about \$2,400 a month the last three months they were located in the rear of the drug store, and naturally expected a slump in their volume of sales the first sixty days in the new location. In anticipation of the lower 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 \$89.50 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, and in the new location with a P-13 demonstrator they averaged \$303 per day. This average is based only on the six working days of each week. Mr. Fondron says:

"To the trade I want to state frankly that we wouldn't think of operating our store without the P-13. It not only sells records—it sells machines. People are delighted when they learn they can have the same resonance, volume and sweetness of tone in their own homes. I advise every Brunswick dealer to carry a big stock of Panatropes as well as records. People have come in to 'see' the \$90 model and have left our store with the \$165 model. We thought we were loaded in February, which by the way is a short month, and we couldn't believe it when we counted up at the end and found we had sold twenty-eight machines during the month; that is, one a day. We are dealers in



Interior View of the Music Shoppe

Brunswick products exclusively, and would not think of adding any other line.

We use the mats 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. 1,638,734, British Patent No. 257,138, 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 patent office. 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.

THE LINE OF PROFIT

PHONOGRAPHS AND RADIO CABINETS

STYLE 21
Genuine Mahogany or Walnut only.

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

STYLE 17
Genuine Mahogany or Walnut Phonograph only.

STYLE 1
Gum Mahogany, Golden or Fumed Oak.

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

STYLE 2
Gum Mahogany, Golden or Fumed Oak.

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

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

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



No. 99. Federal Cabinet—51" high, 24" wide, 18" deep—the de luxe piece of the season—butt walnut veneer over 5-ply construction. Moulded decoration and maple overlay.

No. 1840. A very high class consolette that can be sold at very low price. Fits all standard sets and speakers. Sold with or without the No. 100-A RCA Speaker

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



No. 36-R. Federal Console—31" high, 32" wide, 16½" deep—5-ply construction, matched walnut veneers. Doors made with matched walnut veneer.

No. 37-R. Federal Cabinet—a beautiful piece of furniture—46" high, 24" wide, 18" deep, 5-ply construction, matched walnut veneers, high quality marquetry.

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.



CABINETS

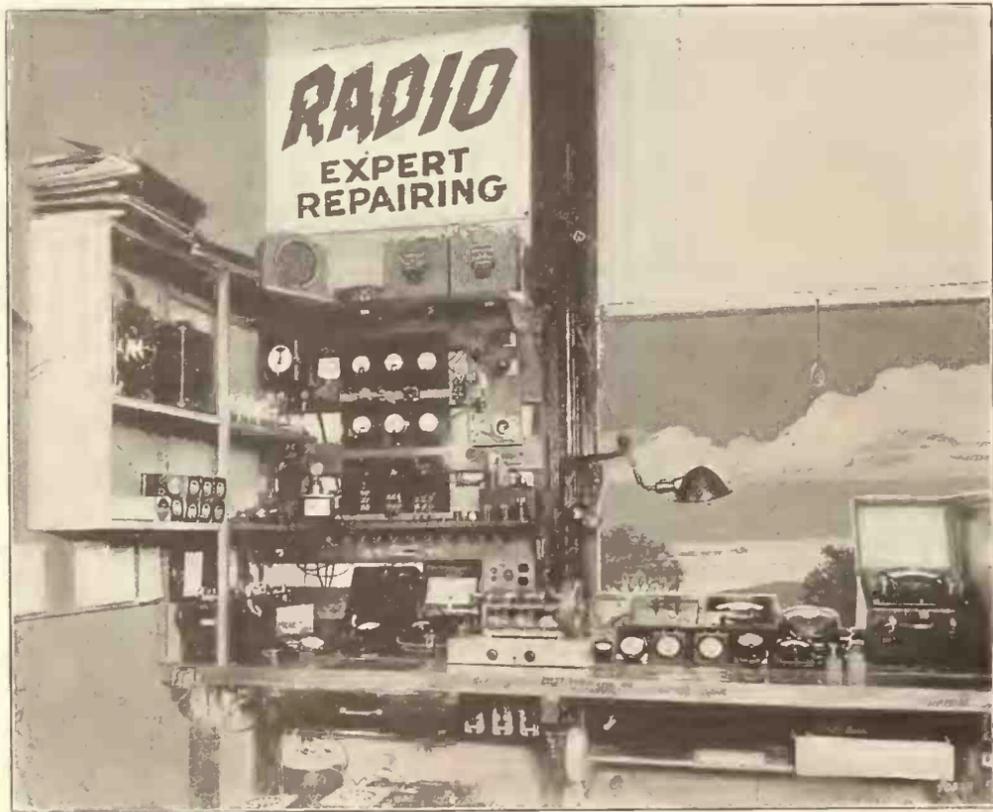
Irving H. Isaacs, President Ben Lauterstein, Sec. and Treas. David E. Kahn, Director of Sales

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

A SATISFIED 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 often is more

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



Testing Bench Used by Blanchard Radio Corp.

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, and broadcasting has been vastly improved, 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 if properly rendered. 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."

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

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

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-



Lyon & Healy's Well Equipped Service and Testing Laboratory

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 or less essential, but that the cost of installing one is prohibitive 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 here—co-operatively with the Kinnecom Electrical Engineering & Construction Co. of the same city. 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 \$37,053, as compared with \$52,511 worth which were imported during the same period of 1927. The four months' total ended April, 1928, showed importations valued at \$146,162; 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 11,975 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 \$1,930,064, 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 \$252,210, 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, \$40,639; Cuba, \$50,516; Argentina, \$82,070; Brazil, \$35,020; Chile, \$24,571; Colombia, \$50,797; Peru, \$6,550; other South America, \$46,714; British India, \$123; China, Hong Kong and Kwantung, \$12,099; Philippine Islands, \$30,284; Australia, \$16,279; New Zealand, \$405; British South America, \$523; other countries, \$35,947.

BERG
Artone
 PORTABLE
 PHONOGRAPHS

\$ **20** List Price

Artone No. 528

A distinctive model with 26-inch tone column—for the first time at a popular price!

Seven Models

| | | | |
|-------------------------------|--------------|---------|--------------|
| No. 14 | \$12.50 List | No. 528 | \$20.00 List |
| No. 828 | 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

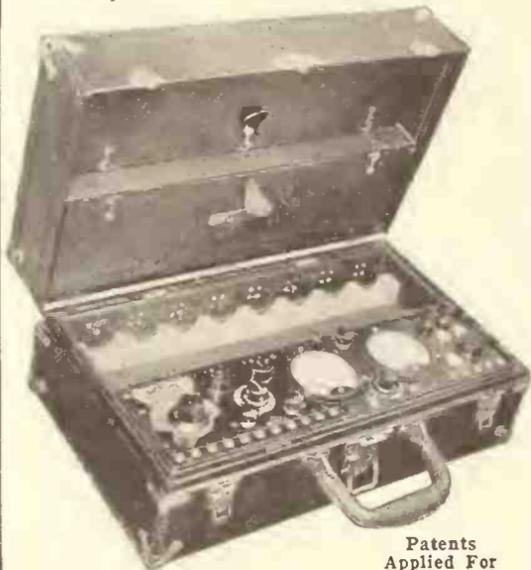
Pioneer Music House Has Had Name of City Painted on Roof in Large Letters as Aid to Aviators Flying Overhead

SYRACUSE, N. Y., July 7.—In connection with recent efforts to "put 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 Selina street. The letters are about eleven feet high and being

SUPREME
SERVICE INSTRUMENTS

A HIT At the Chicago Show

The Supreme testing instrument is the outcome of three years' development. It is the only instrument giving tube oscillation tests on A.C. or D.C. tubes, and the quick and sharp balancing or re-aligning of condensers in single dial control radios or others by plugging into the last stage of audio. This instrument has also a modulated Radiator for 24-hour use to take the place of broadcast stations in test work. Continuity tests are made quickly from the radio socket, and complete readings of filament, grid and plate circuits given. Tests can be made for readings, with and without load. Other features of great aid to the service man are numerous, such as testing condensers; playing radios with open transformers; scientifically rejuvenating up to 12 tubes at a time; demonstrating condenser, choke coil outputs and capacity outputs on radios not wired for that purpose. Such things as a 500,000-ohm resistance for testing various volume controls and fixed capacities from .001 to 2. mfd. are additional features. The traveling case carries tubes and comes fully equipped with all tools and supplies necessary for a man to immediately do any service job.



MODEL 100-A

Instrument lifts out of traveling case for store use. Fully equipped with instrument, every service tool and supplies necessary for a man to step out on a job. This case contains compartments for everything and has a swinging tube shelf designed for instant accessibility, but absolute protection to tubes. Under this swinging shelf are felt-lined compartments for small tubes, oscillator coil, etc. Has strong lock and key. Strong leatherette covered case, size 10½ x 18 x 7 inches, with leather handle. Polished brass trimming. High resistance meters. Fully guaranteed. Gold button and membership in the Supreme League goes with ownership. A League of Service Men. Also continuous use of our Engineering Department to help you in your problems. Price Complete \$98.50 net

Equipped with 0-3, 0-18, 0-150 volt portable A.C. meter with leads, in leather case, \$11.00 extra. We use an external A.C. meter so line voltages can be obtained at any point. This meter becomes part of the instrument, when plugged in, but any A.C. meter with leads will do.

Installment plan \$28.50 cash and 8 monthly payments of \$10.00 each. With A.C. meter, \$29.50 cash and 9 monthly payments of \$10.00.

Ask your jobber or send order direct with your jobber's name.

SUPREME
THE SUPREME INSTRUMENTS CORP.
GREENWOOD, MISSISSIPPI

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. Steinle, General Sales Manager of CeCo Mfg. Co., Announces the Appointment of Several New Representatives

PROVIDENCE R. I. July 6—H. H. Steinle, 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 dealers 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. E. R. Peel will extend the usual CeCo co-operation to all dealers and jobbers in Iowa and Nebraska; J. R. Hedquist will represent CeCo in Minnesota, western Wisconsin, North and South Dakota; Lawrence LeVoie will perform the same duties in West Virginia, and Borough Murphy and Kenneth Murphy will cover Florida, Georgia, Alabama, Mississippi, Tennessee, 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, according to Clifford E. Stevens, treasurer.

"In portable phonographs, this new motor will operate from three dry cells," said Mr. Stevens. "It is designed for use by set manufacturers and builders of phonographs in producing 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 system 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 Splitdorf Jobbers Appointed

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

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., has announced the appointment of three new Splitdorf distributors. The Wyeth Hardware Co., St. Joseph, Mo., will cover eastern Kansas and Missouri and Nebraska territory; Auto Supply Co., Hutchinson, Kan., to cover central Kansas territory, and Padgett Bros., Dallas, Tex., central Texas. Mr. Shearer reports a most satisfactory 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-



W. E. Hotchkiss

rock Mfg. Co., Newark, N. J., according to a recent announcement by Nate Hast, 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 Middle 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 originally 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" won a silver cup, a theatrical engagement and second place among



"Miss Kolster Radio"

300 girls in the beauty contest recently conducted to choose "Miss St. Louis" for the International Pageant of Pulchritude at Galveston, Texas. She was entered in the contest by the Straus Co. of St. Louis.

An increase in the value of American manufactured 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 Department 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 pocketbook—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.

DYNAMIC SPEAKERS
Ask for catalogue of our complete line AC-DC Dynamic Speakers. The best buy in radio.



This is a Dynamic Year

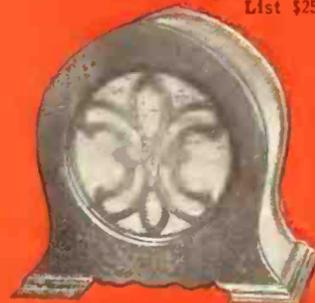
O'NEIL MANUFACTURING CORPORATION

"The Famous O'Neil Radio Speaker"

West New York, New Jersey



Model L.S.19. Oval Full Rigged Ship. Bronze finish. 20-in. high. Super X unit. Illuminated by two colored lamps. List \$25.00



Model C.105. Clock model, walnut 12-in. high. Super X unit. List \$30.00



Model DX-505 fitted with our dynamic speaker. Equipped with standard dry disc Rectifier and powerful Transformer for operation from house current. No other apparatus required. List \$65.00



Model L.C.501 Console Cabinet. Two-tone Walnut. Super X unit. H31½ in. x W39 in. x D14½ in. List \$69.50

Also

- THE O'NEIL LINE**
- D.99 Round 17-in. dia. Beautiful Mahogany List \$14.75
 - L.S.19 Full Rigged Ship 20-in. Bronze finish 25.00
 - C. 105 Walnut Clock 12-in. 30.00
 - L.C. 501 Console Cabinet, two-tone Walnut 69.50
 - T.S.503 Console Table, two-tone Walnut 48.50
 - CX21 Chassis Speaker without Baffle Box 16.00
 - C.B. 18 Chassis Speaker with Baffle Box 18.00
- Also complete line of dynamic speakers.

Three-Day Convention Marks Sparton Equasonne Introduction

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

Representatives of ninety Sparton 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 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

trically-operated radio-phonograph combination instrument. The phonograph, which employs an electric pick-up and power amplification, plays twelve records of any size and changes each record in nine seconds. The instrument contains a Sparton 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 Sparton radio plants. Three hundred people were seated at the

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

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 Sparton radio plants and in the



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

representatives saw and heard the new Sparton Equasonne radio receivers and Professor Glasgow, 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 Equasonne 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 Equasonne circuit and that the Sparks-Withington Co., at the end of its second year in the radio field had risen from 67th to fourth place in volume of sales and, at that moment, before the Sparton 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 elec-

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 Sparton Equasonne 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 Hayes, 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-radio dealer and to the better type of furniture store, in the belief that these three types of outlets are ably equipped to merchandise a quality line of radio receivers such as is produced under the Sparton trade name.

Mr. Searles outlined the advertising campaign which will carry the Sparton sales message to all corners of the United States. The Saturday Evening Post and Liberty, billboard advertising, display material and other dealer helps will be used in aiding the retailer in the sale of Sparton products. The events of the second day were climaxed by a dinner and entertainment at the Jackson Country Club.

On the final day of the convention, 2,000 Sparton dealers were guests of the Sparks-Withington Co. The Jackson fair grounds and exposition hall, near the Sparton factory, were

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 Sparton distributors were transported to Chicago for the opening of the RMA Trade Show on a special train as guests of the Sparks-Withington Co.

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 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."

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey

TYPE M RECORDING WAX

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

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

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

Molloy-Davis Co. in Cabinet Field

New Organization Represents the American Furniture & Cabinet Co. and Home Furniture Co. in the East

A new organization in the radio furniture field has made its debut, the Molloy-Davis Co., with offices in New York and Philadelphia. The



T. J. Molloy



R. S. Davis

sponsors of this company are Thomas J. Molloy and Russell S. Davis, both of whom have had many years' experience in the radio business.

Mr. Molloy has been connected with radio since its inception and enjoys a wide circle of friends throughout the East. He resigned his position as sales representative with the Atwater Kent Mfg. Co. just a year ago to handle the output of the American Furniture & Cabinet Co. of Philadelphia.

Russell S. Davis spent over three years with the Atwater Kent Co., resigning his connection as divisional sales manager some two years ago. Shortly afterward he took over the reins as sales manager for the Motor Parts Co., radio distributors of Philadelphia. "Russ" Davis is well known in the radio jobbing field.

The Molloy-Davis Co. has contracted to handle the entire output of the American Furniture & Cabinet Co., Philadelphia, Pa., and the Home Furniture Co., York, Pa. These two companies will make a complete line of distinctive models and designs, covering a wide range of prices. It will be their policy to sell and ship direct to dealers and jobbers throughout the East. Russ Davis will have his headquarters in New York to cover New England, New York State and the metropolitan area, while Tom Molloy will handle Pennsylvania, Maryland, Southern New Jersey, Delaware and Washington, D. C.

The Molloy-Davis Co. has established headquarters at Room 1007 Fox building, Philadelphia, Pa., and will shortly announce the New York address.

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 system 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, 2010 Elm street, Dallas, Tex., of which A. Lemaitre 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.

Brunswick Artist Creates Operatic Role

Elisabeth Rethberg, Brunswick Recording Star, Created Title Role in New Strauss 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 agyptische Helene" (The Egyptian Helen), the libretto of which was written by Hugo von Hofmansthal. Mme. 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 Mme. Rethberg, other Brunswick exclusive artists will be included in the Ravinia programs, such as Florence Easton, Mario Chamlee and Giuseppe Danise.

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 (sixty-nine shares old stock outstanding), payable July 16, 1928. \$1.75 per share on 7 per cent cumulative prior preference 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 other 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.

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

PROVIDENCE, R. I., July 6.—Harry H. Steinle, general sales manager of the CeCo Mfg. Co., of this city, is hard at work on a sales cam-



H. H. Steinle

paign for the coming season that is designed to make CeCo tubes surpass all previous sales records. In anticipation of this intensive campaign the CeCo sales staff has been augmented by the addition of a number of new men. The sales policies of the CeCo Mfg. Co. have been in the capable hands of Mr. Steinle for a number of years.

Keeps in Touch by Wireless

L. M. Clement, chief engineer of Fada Radio, kept in touch with his office at Long Island City by wireless while he was on a Western trip recently. Each night at 11:00 P. M. he received reports from A. A. Leonard of the Fada Engineering staff, who sent the messages from his own station at Forest Hills, L. I.

The United States Pipe Organ Co. was recently incorporated in Delaware to deal in organs, pianos, talking machines, etc.

For Real Radio Profits



Table Model—Solid walnut cabinet, front panel natural wood mounted on heavy steel back panel.



Open View—Note ready accessibility of tubes, power supply, etc.

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 Hogan Patent No. 1,014,002.

Send inquiries now. Line up for next fall.

PREMIER ELECTRIC COMPANY

Established 1905

Dept. 265, 3800 Ravenswood Ave., Chicago, Ill.

Radio since 1921

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- banquet held in the Gold Room of the Wash- ington Restaurant in Newark. Several hundred

ager of the Shamrock Co. The room was decorated 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 broadcast reception.

In a short address of welcome Mr. Rose declared 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 receivers purchased by dealer guests present.



Shamrock Mfg. Co. Was Host to These Dealers at Washington Restaurant, in Newark, N. J.

bers of their organization were entertained recently by the Shamrock Mfg. Co., N. J., at a

guests enjoyed the hospitality of Herman Rose, president, and Nate Hast, general sales man-

A varied program of theatrical entertainment and vaudeville made an enjoyable evening.

Aids Experimenters in Television Tests

Raytheon Mfg. Co. Launches Research Campaign in Co-operation With Television Experimenters

With the development and introduction of Raytheon tubes for television reception and

transmission, the Raytheon Mfg. Co., of Cambridge, Mass., has launched an extensive campaign 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 engineering 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 predecessor, the S-tube, has had long experience in gaseous conduction. Experiments have been conducted with every conceivable gas, electrode, spacing, arrangement, insulator and so on. We have studied the effects of gas pressure until to-day we can produce tubes of a given starting voltage, luminosity, responsiveness and so on.

"We therefore wish to co-operate with television experimenters in the development of the necessary neon tubes and photo-electric cells of regular or special design, to the end that this young art may receive the maximum co-operative effort of amateurs in repeating the spectacular development of radio broadcasting."

R. A. Muller With Atlas Plywood Corp.

BOSTON, MASS., July 6.—Ralph M. Buck, president 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 Boston, which for the past six months has been making professional time studies in the Atlas plants, that have resulted in reductions in manufacturing 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 containing a complete list of all records issued since the last edition of the catalog.

WALL-KANE

The Needle for Which There Is No Substitute

THE NEEDLE THAT HAS WITHSTOOD EVERY TEST FOR THE PAST 12 YEARS

THE NEEDLE WITH A LIVING PROFIT

The Original 10-Time Needle

NATIONALLY ADVERTISED AND SOLD THROUGHOUT THE WORLD

WALL-KANE

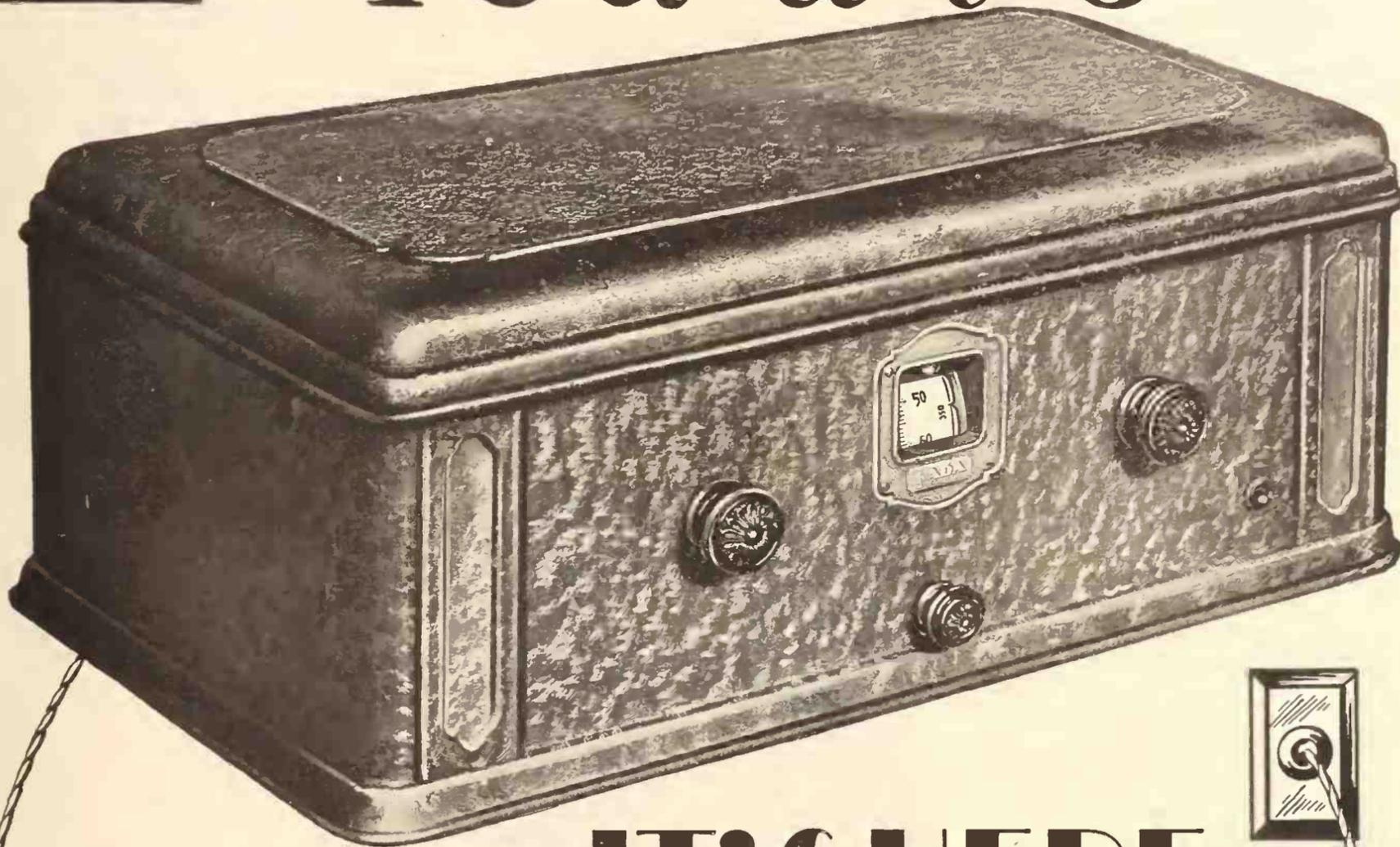
Needle Manufacturing Co.

INCORPORATED

3922 Fourteenth Avenue
Brooklyn, N. Y.

Also Jazz, Concert and Petmecky Needles

FADA Radio



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 — Illuminated Station Finder — Adjustment for long or short antenna — Smooth volume control — 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 locations 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



W. L. Jacoby

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. The frontispiece 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. McCluskey, 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 Nights," 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,



Featuring Atwater Kent Radio

uses an Atwater Kent set and speaker on the stage to illustrate tuning in the well-known vaudeville artists who sing through the microphone on the stage, the voice being transmitted

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 is an idea of P. 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



Ed. R. Fiske

each distributing center in every State from Rhode Island to Los Angeles and thence north to San Francisco, Portland and Seattle, the turning point for the return East.

New merchandising methods, as they apply to CeCo tubes, will be stressed, and information on several new types of vacuum tubes, exclusively CeCo, will be divulged. Mr. Fiske's major endeavor is to assist in increasing sales and profits for every CeCo dealer.

The entire South will be covered in a like manner immediately after the return from the West so that each and every CeCo distributor will receive the earnest attention of the CeCo headquarters in addition to the co-operation of the local CeCo salesman.

At the conclusion of the Western tour, on which Mr. Fiske will make a complete market survey, reports will be compiled for guidance over the season in forming new policies and procedure for the benefit and protection of all CeCo dealers and jobbers.

Ted Lewis and His Band, Columbia artists, returned to New York City the week of July 9 for an engagement at Keith's Palace Theatre, following which they sail for Paris, to play for eight weeks there. The New York engagement follows a transcontinental tour that ended with a three weeks' booking in Los Angeles in June.

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



Joe Malott

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 velvet that was 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 the idea was to attach him to the sales promotion department to supervise similar displays throughout the country. Joe says he is going to keep any further versatility hidden until after he has written his quota of business.

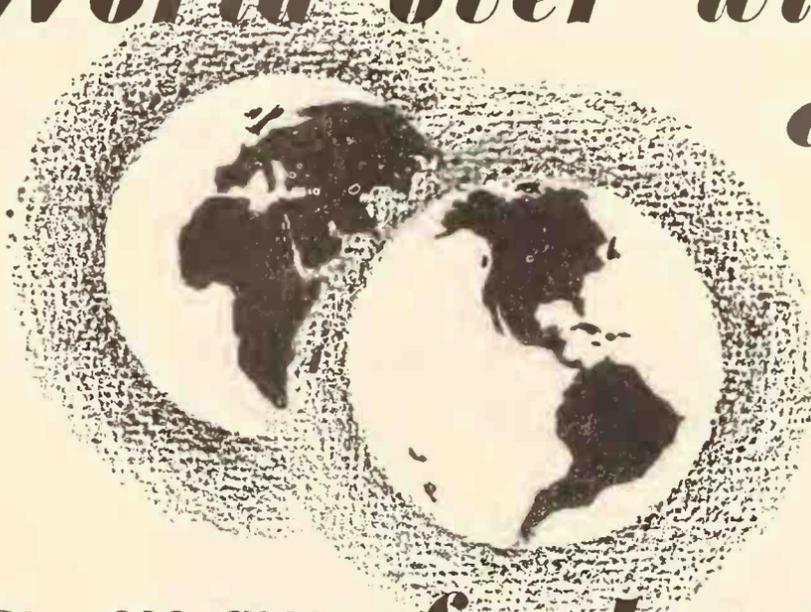
Madden-Schenkel Co. Represents Irwin Co.

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 left his headquarters on July 10 for an extended cross-country trip in the interest of the new line and carried with him a model of each cabinet.

New Outing Portable Soon

Max Willinger, president of the New York Album & Card Co., New York City, maker of Outing portables, 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.

Pathe 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 Licensor

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.*

LEKTOPHONE CORPORATION •
15 Exchange Place, Jersey City, New Jersey

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

Co. present were Clarence A. Earl, president; H. A. Beach, general sales manager; James Frye, assistant sales manager; George Eltz, chief of the engineering division; Wm. S. Tausig, technical expert; Paul Weil, advertising



Freshman Theatre Party During the RMA Trade Show Held in Chicago

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-



presentation of Freshman Radio to Stage Star cago office of the Freshman Co., Miss Nolan and Miss Matt, appropriately dressed as college girls with the word "Freshman" across their sweaters, appeared on the stage and presented Miss Betty Gallagher, the leading lady, with a model M outfit with stand and speaker. Miss Gallagher was completely surprised, but after regaining her composure she saw Clarence A. Earl, president of the Freshman Co., in the audience and invited him to come up on the stage to receive her expressions of appreciation.

Flashlights were taken of the presentation, and then for the first time in the history of Chicago a flashlight of the entire audience was taken from the stage. Special permission from the fire department was necessary. Both photographs are reproduced herewith, and many prominent figures in the music-radio industry may be seen in the orchestra seats.

Among the representatives of the Freshman

manager; Martin Zatulove, special representative; Ernest S. Hilber, manager, Chicago district; M. C. Schoenly, manager, St. Louis and Kansas City; Walter C. Epstein, Pacific Coast manager; T. S. Clark, Michigan manager, and many others.

Philco 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 music-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 entertainment. 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 uncanny clarity. 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:

"I have 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, WKEN, 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 California, some in Canada, Mexico, Cuba, Haiti, Porto Rico, Australia and Japan."

Grebe Will Convert Sets to AC Operation

Factory Prepared to Convert Battery-Operated Synchronphase Sets Into New Model Synchronphase Seven AC Sets

A. H. Grebe & Co., Inc., New York City, recently announced that the company's factory in Richmond Hill is prepared to effect the conversion of battery-operated Synchronphase receivers into the new model Synchronphase Seven AC for jobbers, dealers and consumers. The complete cost, including additional rewiring, extra material and the external power unit, is put at \$55.

The Grebe Service Engineering Department issued the following statement regarding conversion of the Synchronphase Five receivers: "We have received a number of requests with respect to the conversion of the Synchronphase 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 Synchronphase Five'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 Synchronphase 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 Exposition, held in Nashville, Tenn., the early part of



Exhibit of the Castner-Knott 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. Carraro, salesman, and at the right is T. T. Marshall, local representative of the Brunswick-Balke-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.



WHY 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

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.

Amplion Corp. Moves to Larger Quarters

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. Woolf, 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 No Longer an Indoor Sport"

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."

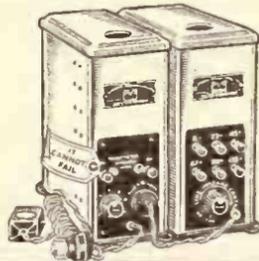
For the AC Radio **PREFERRED** by Millions

Super AC Reception

The **ULTIMATE** in Radio Power
—requiring **NO** Change in Set or Tubes

7,500,000

battery-type Sets in use



4,200,000

prospects for Greene "AC" Units

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-m 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"; "A-B" 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.

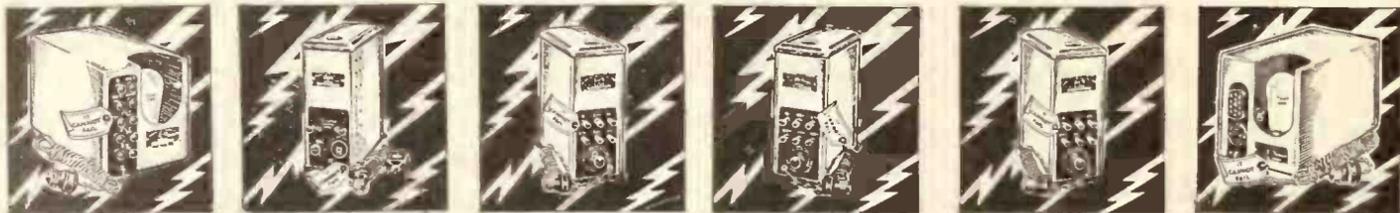
Immediately request full descriptions and complete sample shipment to be billed through a nearby Greene distributor.

Then—subject these units to any test—let your own ears prove the indescribable superiority of AC-radio powered the Great Greene way.

Now~ for "ALL-ELECTRIC" AC-or DC-RADIO

GREENE
POWER A B C UNITS
Better than Batteries

No More "AC" HUM-M!



ATTACH THIS COUPON TO YOUR LETTERHEAD—MAIL TODAY!

GREENE-BROWN MANUFACTURING COMPANY, 5100 Ravenswood Avenue, CHICAGO, ILL., U. S. A.

I 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.



THE POOLEY COMPANY
1600 Indiana Avenue
Philadelphia, U. S. A.

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)
A. Atwater Kent

Frank Reichmann With Joy-Kelsey Co.

Pioneer Radio Manufacturer, Former
Maker of Thorola Sets, Joins Old Estab-
lished Loud Speaker Concern

Friends of Frank Reichmann, one of the pio-
neers of the radio industry, will be interested
in learning that he has joined the Joy-Kelsey



Frank Reichmann

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 Merston 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. Em-
erson 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.

Visiting Stewart- Warner Wholesalers

Jerry Golten, Traveling Radio Engineer
of Stewart-Warner Speedometer Corp.,
Begins Coast to Coast Trip

Jerry Golten, traveling radio engineer of the
Stewart-Warner Speedometer Corp., Chicago,
Ill., has just begun a trip which will take him



Jerry Golten

from Coast to Coast before he has completed
travel and seen the last jobber. The introduc-
tion of the new Stewart-Warner "Series 800"
radio line is the occasion for the present exten-
sive trade trip.

Mr. Golten is widely known in radio circles
throughout the country, most of the places he
will cover in the next few months being old
territory to him. Even before his duties in
connection with Stewart-Warner sent him to
all parts of the country he was a familiar figure
at important radio meetings and he has a thor-
ough understanding of trade problems.

Steinite Basketball Team Is Champion

Steinite Radio Co. Is Well Represented on
Basketball Court by Team Which Won
Championship of League

ATCHISON, 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

tory here is furnished in the Steinite basket-
ball team.

The Steinite basketball team was champion
of its league for the 1928 season. Regular
practice is held under the direction of capable
coaches and the men put into their practice
the same pep and go that characterizes their
work at the plant. The entire factory is thor-
oughly interested in the activities of the team
and there is always a good turnout at a Steinite
basketball game.

ELECTED!

"The Speaker of the House"



LG-28 Gothic Model. Beautiful in
tone—beautiful in design; within
is water-proof Burtex Conoidal
Cone which never requires
readjusting \$25

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

ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ← **RADIO**
TRADE MARK REG.

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 ap-



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

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

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

Dubilier Condenser Corp.

4377 Bronx Blvd.

New York

Dubilier
LIGHT-SOCKET AERIAL

pointed 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 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 RMA, 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, in the Ford Building, on Northern boulevard, in Long Island City, 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, fifty-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 Panatrope plays continually for the guests. A Model P-11 was sold to the Ice House Canyon resort by Swanie's Shop, Upland, Cal., 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 Minium-Conrad-Hause 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 Lakin Building. The Victor line of talking machines and records are carried.

Eby Making Tip Jacks

PHILADELPHIA, PA., July 3.—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

Popular-priced Instrument Is Housed in Cabinet of American Walnut With Overlay—Advertising Helps Prepared

Panatrope Model 15-8 is the latest instrument to be introduced by the Brunswick-Balke-Clender Co., of Chicago. The new instrument is



Panatrope Model 15-8

a popular-priced console with the cabinet finished in American walnut with a beautiful overlay. The instrument is 32 $\frac{3}{4}$ inches wide, 36 inches high and 20 $\frac{1}{4}$ 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.

Thorens Motor Used in Unique Demonstration

A Thorens electric motor is now being used to demonstrate that the Thorens 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 Thorens, 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 has a lighter 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 Thorens, 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 Thorens, 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.



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 Cor-

poration 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,
 Dept. 67, 4201 Belmont Ave.,
 Chicago, Illinois

Without obligation on our part send us complete information regarding your 1928-29 Dealer Franchise and profit privilege.

Name _____
 Street _____ State _____
 City _____

All-American Mohawk Corporation

4201 Belmont Avenue Department 67

CHICAGO, ILLINOIS

The **SONORA** THE FIRST

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.



This new Sonora bellows-type reproducer has been designed especially for use on the Sonora Portable. It is responsible in large measure for the superior brilliance of tone and wide musical range of this remarkable instrument.

The distinguished outward appearance of the Sonora Portable resembles that of a luxurious traveling case, while its lightweight steel construction and unique shape (only 5½ inches thick) make it very easy to carry.

Sonora 
CLEAR AS A BELL

OF A GREAT NEW LINE Portable

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 morroce-line 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, \$195, 7 tubes, all operating controls mounted on the front panel, including a new switch for local stations or distance. Single-dial control. Circuit permits equally efficient reception on both high and low-wave lengths. Special circuit developments are responsible for the nullification of oscillation and elimination of detuning effects, due to differences in vacuum tube characteristics. Grebe CR-19, a



Grebe Synchrophase Seven AC Console

new short-wave receiver completely shielded, equipped with screen-grid tubes, and having facilities for narrow and wide frequency band reception, the latter necessary for television work. Covers all wave lengths between 10 and 80 meters. Uses five tubes. The control of volume is variable from headset level to loud speaker volume. Grebe Dynamic Console Speaker and Power Amplifier. One of these models is especially designed to accommodate the Synchrophase AC-6 on its top. Another model of the Grebe Console Speaker is produced in a smaller unit, minus the power amplifier, but with vacuum tube excitation. In the De Luxe model of the Grebe Synchrophase line, the new Dynamic Speaker and Power Amplifier, as well as the Synchrophase AC-6 receiver and its associated power units, are all included in one console. The Grebe Synchrophase AC-6 and Grebe Natural Type Speaker were described and illustrated in the June issue of The Talking Machine World.



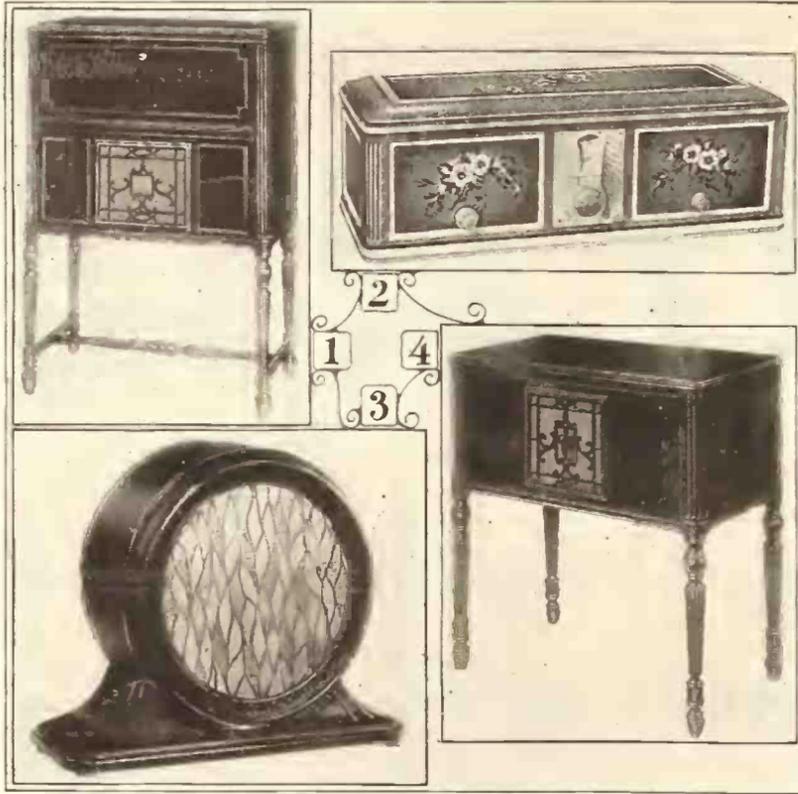
Sandar Dynamic Speaker; Table Model

Sandar Corp., Long Island City, N. Y. Sandar Dynamic speaker, table model, \$50; cabinet Junior model, \$19.50. The Sandar End Table model



Sandar Cabinet Junior Speaker

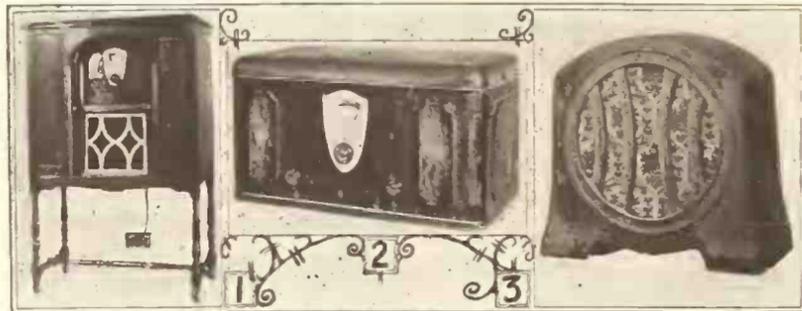
75, and the Panel model, were described as well as illustrated in the RMA Trade Show section in the June issue.



Philco Models: (1) Console. (2) Table Model in Color. (3) Philco Table Speaker. (4) Console Speaker

Philadelphia Storage Battery Co., Philadelphia, Pa. The Philco Console, a modern conception of Louis XVI period, \$200. Philco Table Model in vivid color, decorated by hand, \$125. These models described and other

models in the line illustrated in the June issue of The Talking Machine World. Philco speaker, \$25, hand-decorated to match table cabinet, \$27.50. Philco Console Grand speaker table, \$50, including new Philco speaker designed to match Philco Table sets.



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, dull gold highlights, \$99 less tubes. Model M Console, AC operated, same chassis as table model, housed in dis-

tinctive genuine walnut or mahogany console, built-in speaker, sliding doors, completely concealed panel, \$175 less tubes. "M" Table Model speaker, aluminum construction, stippled bronze finish, dull gold highlights, \$30. Also Model M Floor stand, designed for table set, optional use as a combination radio book stand or with speaker, \$10.

Freed-Eisemann Radio Corp., Brooklyn, N. Y. Freed-Eisemann Model Great 80, metal cabinet with wrought iron table, finished in multi-hued ef-



Freed-Eisemann Great 80

fects. Other Freed-Eisemann receivers and speakers were described and illustrated in the RMA Trade Show section in the June issue.

Electrad, Inc., New York. The Electrad Truvolt Divider, designed to give proper plate and grid voltages for the radio receiver under all conditions. Connects to the output terminals of the filter. A wire wound resistor having five adjustable contacts. Gives maximum fixed voltage of approximately 180 volts, a variable 135 volts, 90 volts and 45 volts, also two grid biases each with a voltage variation of about 15 volts. The intermediate grid bias tap will supply grid bias of from 1 to 20 volts, and the grid maximum bias tap will supply 20 to 40 volts. May be



Electrad Truvolt Divider

mounted in any desired position. The Electrad lead-in and the Electrad lamp socket antenna were described and illustrated in the RMA Trade Show section in the June issue of The World.

Fansteel Products Co., North Chicago, Ill. Balkite A-3 seven tube, AC operated table model, \$197.50. Complete line of Balkite radio receivers



Balkite A-3

was described and models A-5 and A-7 were illustrated in the June Trade Show issue.

Sparks-Withington Co., Jackson, Mich. Sparton Equasonne table type, seven-tube receiver, Model 69, finished in walnut, \$149.50 complete with



Equasonne Table Model 69 With Cabinet Speaker 29

tubes. Illustration shows Model 69 with Sparton Equasonne cabinet speaker, Model 29. Retail price of cabinet speaker, \$55. The Sparton Equasonne Open Console, Model 79, containing built-in



speaker, seven-tube receiver, finished in walnut, \$199.50 complete with tubes. The Sparton Equasonne Senior Console, Model 89, containing built-in



Equasonne Model 89

speaker, seven-tube receiver, finished in walnut, complete with tubes, \$375. The Sparton Equasonne DeLuxe Console, Model 109, nine-tube receiver,



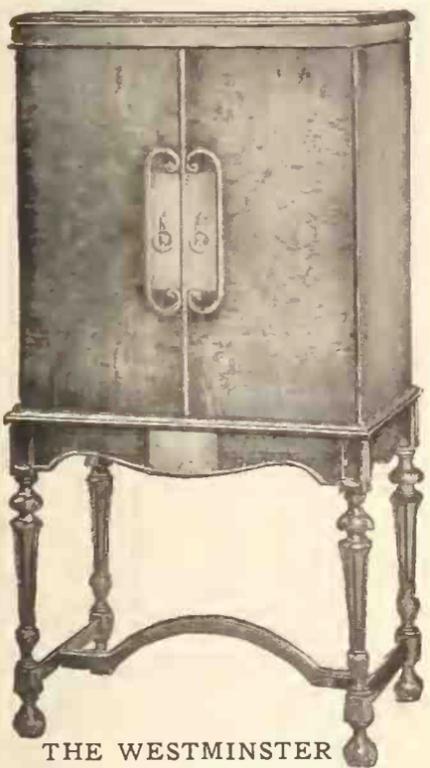
Equasonne DeLuxe Console Model 109 \$495, complete with tubes. All Sparton receivers are single-dial control with the dial readings in kilocycles.

Here's Performance That Really Protects Dealers!



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. Highest quality American Walnut with satinwood below. Reversible gunmetal hinges. Unequaled quality of reproduction.



THE WESTMINSTER

Exclusive McMillan model. Surfaces of finest American Walnut. Latest design speaker of unmatched tonal quality. Doors in two-way matched figure divided in center by bead. Reversible gunmetal hinges. Height, 51"; width, 26½"; depth, 17½"; shipping weight, 120 lbs.



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, 39"; width, 27"; depth, 16"; shipping weight, 95 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, 10"; width, 25"; depth, 16"; shipping weight, 40 lbs.

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.

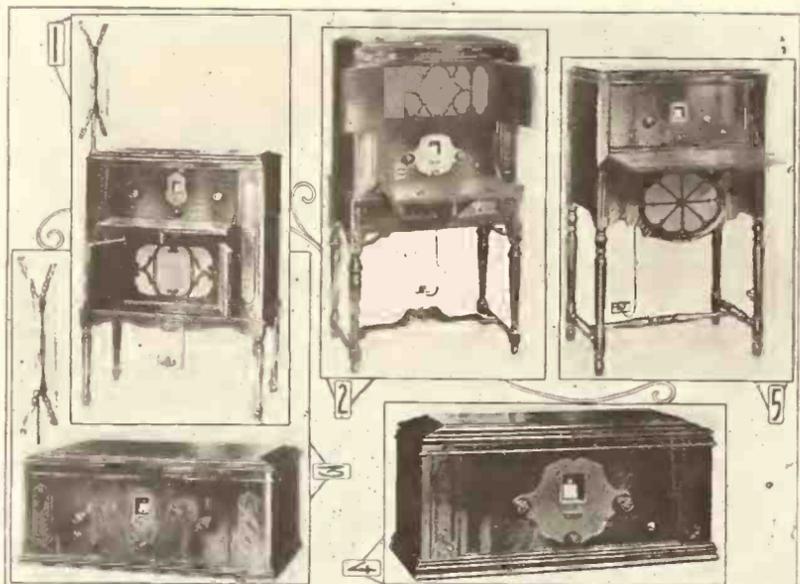
McMILLAN

TRADEMARK REG. U.S. PAT. OFF.

ELECTRIC

THE LINE OF DISTINCTION

The Newest in Radio

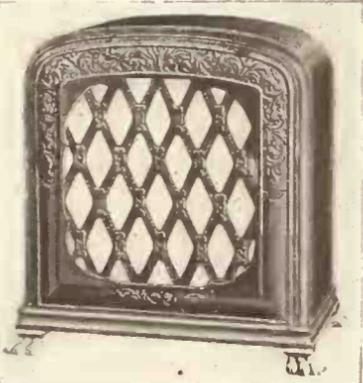


Fada: (1) Model 70. (2) Model 31. (3) Model 50. (4) Model 11. (5) Model 30

F. A. D. Andrea, Inc., Long Island City, N. Y. Fada Model 11, \$135; Model 30, \$187.50; Model 31, \$235; Model 50, \$225; Model 70, \$340. These

models were described, and other models of sets and speakers both illustrated and described in the RMA Trade Show section in the June issue.

Kolster Radio Corp., Newark, N. J. Magnetic cone reproducer, model K6, table type, \$35. Kolster console and table model receivers, AC, DC and



Kolster Magnetic Cone Reproducer

battery operated types, were described and illustrated in the RMA Trade Show section in the June issue.

National Carbon 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.



Grid Leak Clarostat

Clarostat Mfg. Co., Inc., Brooklyn, N. Y. Formerly American Mechanical Laboratories. Grid Leak Clarostat, for



Radiola 51

Radio Corp. of America, New York City. Radiola 51, a socket-power receiver in a console cabinet with enclosed loudspeaker. Employs the radio circuit and power unit of Radiola 18 in combination with the 100-A cone type loudspeaker. One UY-227, a UX-171-A, a UX-280 and four UX-226 Radiotrons are employed. Cabinet is of matched walnut finish. Lists at \$195 without tubes.



Browning-Drake Model 32

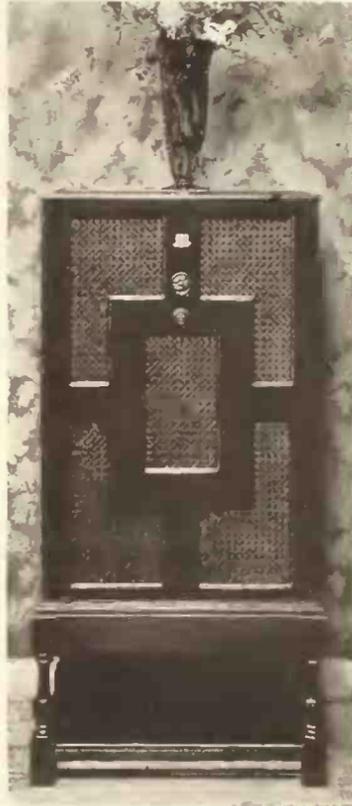
Browning-Drake Corp., Cambridge, Mass. New Browning-Drake 1929 AC receiver. In either table or cabinet form. Radio frequency end of the set uses four tuned circuits operated by a single control without any auxiliary tuning devices. The audio circuit is

straight resistance coupled with a 250 power tube in the output. Cabinet of burl walnut. Model 32 as shown, \$295; in table form, \$215.



Splittdorf Salem Model

Splittdorf Radio Corp., Newark, N. J. The Salem, \$575—\$150 extra for bookcase top; the Avon, \$290. Members of



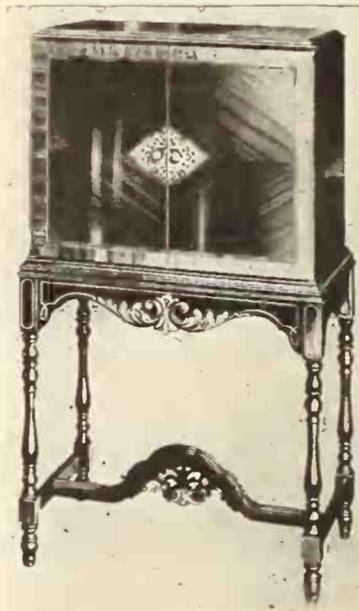
Splittdorf Avon Model

the "Senior" group of Splittdorf models described last month. The Como and Devon models illustrated in the June issue of The World.



Corwieo AC Adapter Harness

Cornish Wire Co., New York, N. Y. Corwieo AC Adapter Harness for converting battery operated sets of six or less tubes to house current AC without rewiring. Separate harnesses provided for RCA type and Arcturus cable type tubes. Adapters supplied with an RCA type harness. Ample provision made for "C" biasing and volume control supplied with all harnesses. Type "R" Adapter Harness for RCA type tubes, \$8; type "A" Adapter Harness for Arcturus Cable type tubes, \$5.



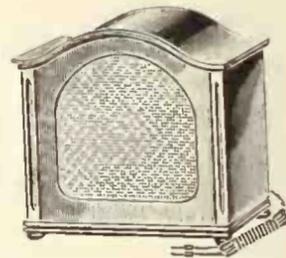
Amrad Concerto

The Amrad Corp., Medford Hillside, Mass. The Concerto, \$320; The Sonata, \$475. These models as well as the two others comprising the Amrad



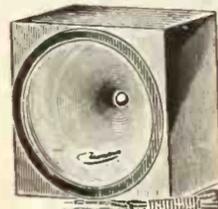
Amrad Sonata

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., Chicago, Ill. New all-wood speaker, with balanced heavy reed unit and special tone filter. Windsor table speaker shown is Model No. 260. List price \$30. Fur-



nished in solid walnut, antique finish and brown and gold stippled finish. Windsor reproducer unit complete with tone filter in chassis form with plain wood case. Size 9 3/4 inches square, by 6 inches deep. Model 255, price \$15.00.

Arcturus Radio Co., Newark, N. J. Arcturus type 22 AC shielded-grid tube; amplification constant, 400; mutual conductance, 445 microlms; plate to control grid capacity, 0.04 micro-microfarads; filament voltage, 15.0; heater current, 0.35; plate voltage, 135; shield grid voltage, 30.0; control grid bias 1.0, and plate impedance 900,000 ohms. Tube is recommended for general amplification purposes in the conventional r.f. and a.f. circuits.

AMRAD Presents The OPERA

Combination Electrical Radio and Electrical Phonograph

"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 beautiful 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, the cabinets are lovely 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 3/4 x 32 x 18 1/2 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 enameled 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

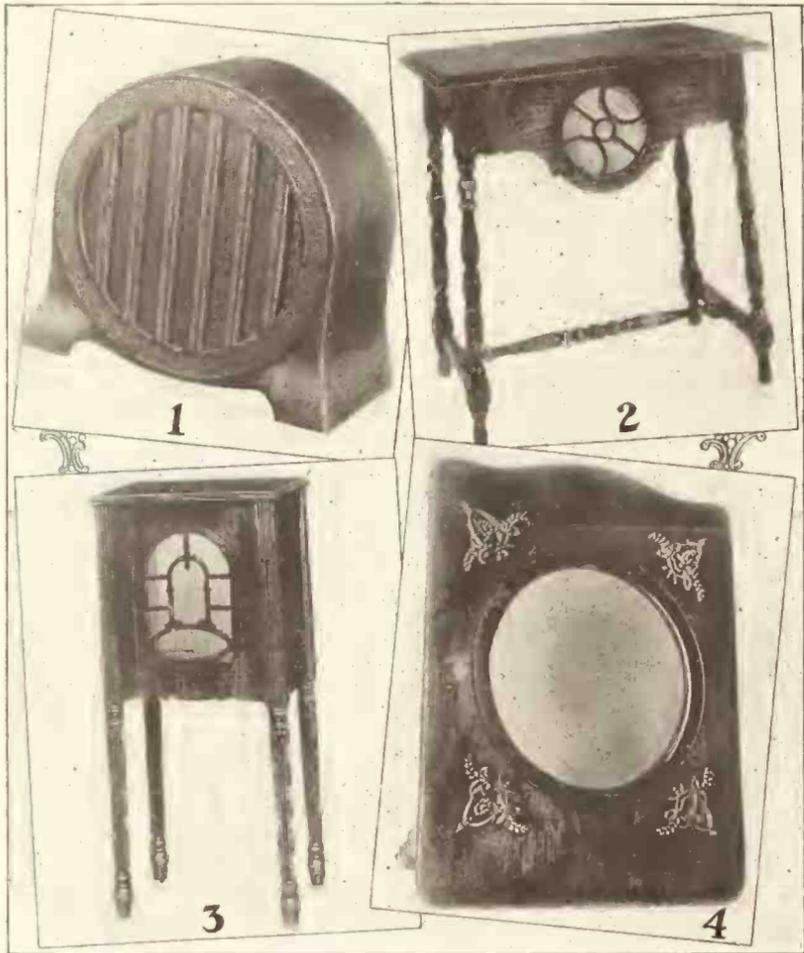
POWEL CROSLY, Jr.
Chr. of the Board

The Symphonic Series

AMIRAD



The Newest in Radio



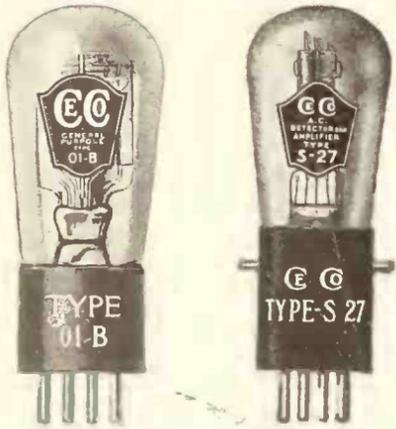
Farrand Speakers: (1) Junior Clock Type. (2) Built-in Table Type. (3) Tiffany Table Model. (4) Panel Model

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 O1-B, general purpose. Low filament con-

also be obtained with built-in dynamic speaker, \$220. Is available for 60 cycle as well as 25 cycle current.



sumption, a filament current saving substitute for the "A" type (201-A). May also be used in special AC sets where filaments are wired in series and fed from rectifiers of the 280 or 281 type. Fil. volts 5, Fil. Amps. 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

Federal Radio Corp., Buffalo, N. Y. AC and battery operated receivers, seven tubes. Model G-10, push-pull amplification combined with Federal Ortho-sonic patented balanced circuit; single control, illuminated scale encased in mahogany or veneer cabinet with space for battery or current supply devices, \$130. Operates on 60 cycle current, and is also made for 25 cycle current. Model G-40 is encased in console cabinet with built-in speaker. Can



Console Table and Bench for Radiola 18

Art Specialty Co., Chicago, Ill. Console table and bench designed to con-



Console Table and Bench for Crosley Receivers

form with RCA No. 18 receiver. Spanish design, finished in antique

gold and polychrome with lower shelf to accommodate Radiola speaker. Console table and bench designed to conform with Crosley receivers to accommodate Showbox, Gembox and Jewelbox. Spanish design, finished in antique gold and polychrome with lower shelf to accommodate Radiola speaker.



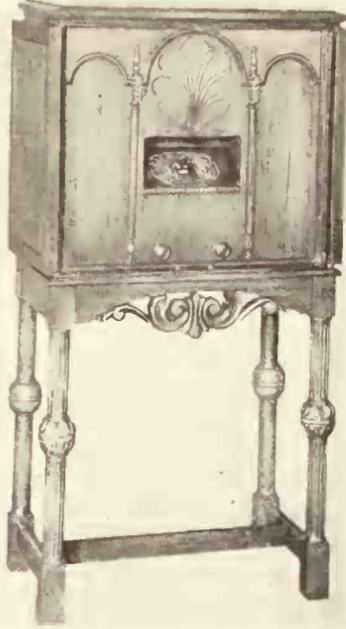
Zenith Model 33

Zenith Radio Corp., Chicago, Ill. Model 33 table type, AC operated, 7 tubes, \$150; model 34, console electric



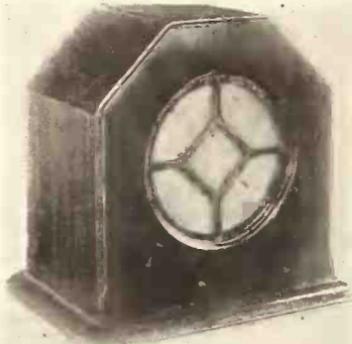
Zenith Model 34

receiver, \$230; model 35 high-boy console electric receiver, \$270. Complete Zenith line was described and models



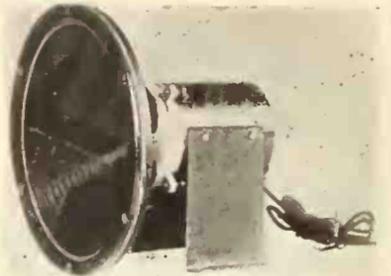
Zenith Model 35

35 and 39 were illustrated in the June Trade Show issue.

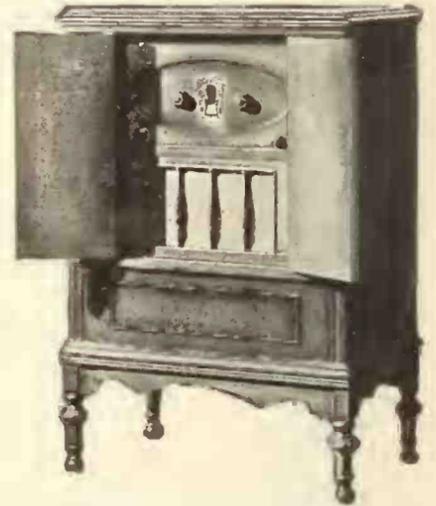


Marco Dynamic Reproducer

Martin-Copeland Co., Providence, R. I. New line of Marco Dynamic and Magnetic speakers. Marco Dynamic reproducer in rich dull rubbed walnut finished cabinet. Three models, type D-110 (110 v. 60 cycles AC), \$75; type D-90 (90-110 v. DC), \$67.50; type D-6 (6 v. DC), \$65. Marco Dynamic chassis for radio and phonograph installation. Type DU-110 (110 volt 60 cycles), \$50; type DU-90 (110 volt DC), \$40; type DU-6 (6 volt DC), \$35. The Marco Magnetic reproducer in similar de-



Marco Dynamic Chassis sign of cabinet, but with different grille, \$30.



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,



Slagle Model Ten 29-B

dynamic power speaker, \$500; model Ten 29-B, 10 tubes, AC operated, directional in-built loop, dynamic power speaker, \$600; model Ten 29-C, AC operated, 10 tubes, Tachidyne circuit, directional in-built loop, dynamic power



Slagle Model Ten 29-C

speaker, \$750. Complete line of Slagle radio receivers was described in June Trade Show issue.



Slagle Radio



TO 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

Division United States Electric Corporation

Licensed under patents of Radio Corporation of America and associated companies—also The Technidyne Corporation.



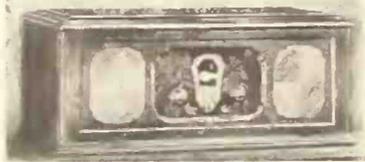
The Newest in Radio

Complete Bremer-Tully line of radio receivers and models 6-40-C console



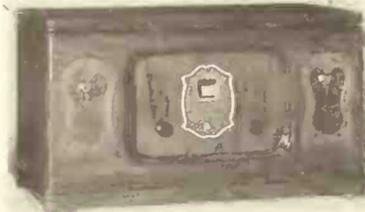
Bremer-Tully Model 8-21

Bremer-Tully Mfg. Co., Chicago, Ill. Model 8-21, AC operated, 8-tubes, \$375;



Bremer-Tully Model 8-20

and 6-40-R table model were illustrated in the June Trade Show issue.



Minerva AC Table Model

Minerva Radio Co., Chicago, Ill. 7 tube AC operated table model; 7-tube console model, AC operated.



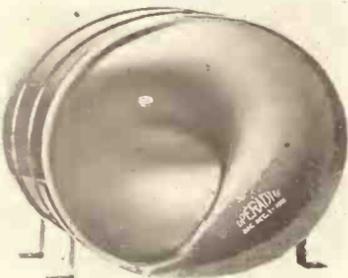
Minerva AC Console Model

Operadio Mfg. Co., St. Charles, Ill. Junior model, 30" air column; model



Operadio Junior Speaker

84-A with 8 1/2" air column. Complete line of Operadio loud speaker products was described and the Operadio Senior

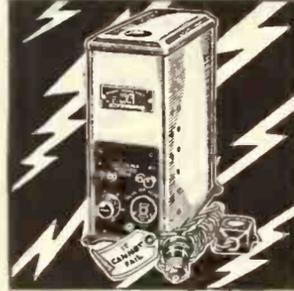


Operadio Model 84-A

and Westminster models were illustrated in the June Trade Show issue.

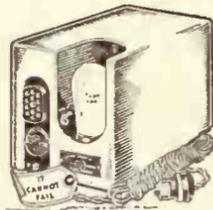
Greene-Brown Mfg. Co., Chicago, Ill. Great Greene Dry Electric "A." Supplies "A" power for radio receivers using DC tubes. Dry and batteryless, requires no water, contains no acid. Employs two special Syncrofilter chokes, three heavy-duty condenser banks, and efficient dry-plate rectifier, Type B-16. Operates on 50-60 cycle, 90 to 135 alternating current. Maximum output, two and one-half amperes at 6 volts. Has rheostat adjustment for fixing voltage requirements of all 5 to 10 tube sets. Pin-jacks provided on front panel for insertion of voltmeter, with prong-socket receptacle for connecting a "B" power unit. Six-foot lamp-cord is equipped with push-button switch for turning both "A" and "B" units on or off at the same time.

Case of 20-gauge metal. Size nine and one-half inches high, nine inches long,



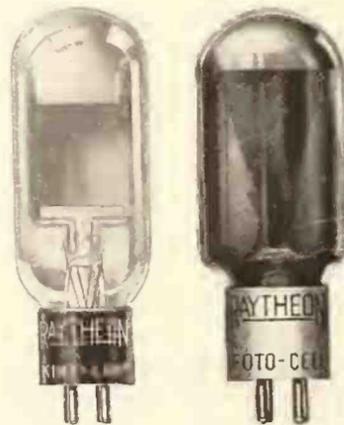
three and seven-eighths inches wide. Finished in rose leaf green enamel, with black base and panel. Shunt resistances may be obtained for operating Radiola 28 or any other 199 tube-type receiver. List price (east of Rockies) \$37.50.

Great Greené AC Syncrofilter. Light socket ABC power for conversion by rewiring of battery-type DC tube sets to AC-tube operation. Either RCA, Arcturus, Marathion, McCullen or other AC tubes of similar characteristics may be used. Dry, batteryless, contains no acid. Requires no water.



Special models for all sets made in two distinct types. Models AJ and RJ, designed for use by manufacturers, utilize the 12-contact Jones-Multiplug for connection to the set. Models AB and RB, designed for use by jobbers and dealers, employ fixed output binding posts plainly designated. These units operate with type 280 full-wave rectifier tube. A receptacle is provided for plugging-in switch-cord so that power can be turned on or off by a 110-volt switch on the receiver. Size of units, six and one-half inches high, ten and one-half inches long, six inches wide. May be installed inside or outside the set cabinet. Case of 20-gauge metal, attractively finished in olive green enamel. Six-foot cord and plug included. List price (east of Rockies) \$37.50.

Special AC Syncrofilter Compact, manufacturers model. These units are constructed similar to above, but are smaller in size, five and one-half inches high, fourteen and one-half inches long, three and one-half inches wide. A 12-contact Jones Multiplug set connector, fixed binding posts, or rubber-covered output leads are optional and subject to manufacturer's requirements. Case of metal, finished as desired.



Raytheon Mfg. Co., Cambridge, Mass. Raytheon Foto Cell for those desirous of experimenting with the transmitting end of television with radio photographs and other technique utilizing the so-called "electric eye." Intended for translating light variations into varying signal intensities. High sensitivity together with rugged and reliable construction claimed. Maximum voltage of 550 applied between cathode and anode. The Kino-Lamp. For television reception, Neon tube so sensitive that the slightest change in current intensity results in a corresponding increase or decrease of the pink luminosity. It is the varying light, in conjunction with the holes in the revolving scanning disk of the television apparatus, which weaves a pattern of light dots into a living image. Dynamic resistance of the tube is from 1000 to 1500 ohms, making it practical for operation with the -71 type power tube. Also manufacturers of the Raytheon B-H and other rectifier tubes.



Kellogg Model 514

Kellogg Switchboard & Supply Co., Chicago, Ill. Model 517, DeLuxe, AC operated, console model hand-carved



Kellogg DeLuxe Model 517

walnut cabinet, \$175; model 518, high-boy secretary model, AC operated,



Kellogg Model 518

\$225; model 514, AC operated, walnut console, \$195. Model 519, AC operated,



Kellogg Model 519

walnut console, \$257. Complete line of Kellogg radio receivers was described and models 515 and 516 were illustrated in the June Trade Show section.

Pearl Radio Corp., Philadelphia, Pa. A new straight line gang condenser, the "Pearlco Push and Pull." Claims greater and fuller separation of all stations obtained. Condenser capacity can be increased or diminished to meet demands of various set manufacturers. Measures 3 1/2" x 4 1/2" x 2 1/2" and weighs complete 3 lbs. Parts shielded; furnished in copper or nickel finish.

Bremer-Tully Model 6-41
Model 7-70, 7-tubes, AC operated, \$150;
Model 6-41, AC operated, 6-tubes, \$190.



Bremer-Tully Model 7-70 and Dynamic Speaker

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."

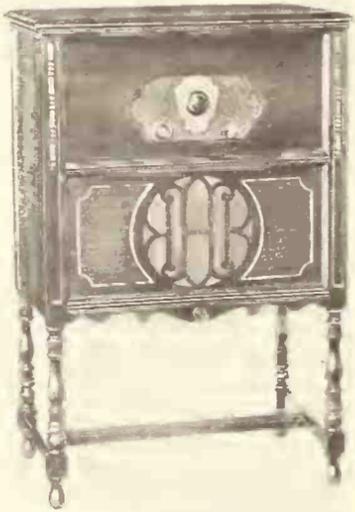
The Caswell-Runyan Co.

HUNTINGTON, INDIANA



Number 25—List \$112.00

The Newest in Radio



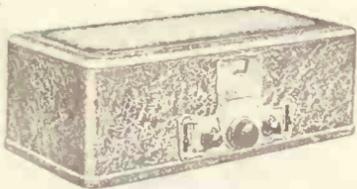
Bush & Lane Model 4-B

Bush & Lane Piano Co., Holland, Mich. Model 4-B console, \$160; model 7-C console with model 5 DeLuxe



Bush & Lane Model 7-C

chassis, \$235. Complete Bush & Lane line of radio receivers was described and model 5-C and table type were illustrated in the June Trade Show issue.



Crosley Bandbox 601

Crosley Radio Corp., Cincinnati, O. Crosley Bandbox, 601; Crosley Jewel-



Crosley Jewelbox 704

box, 704, and Crosley Dynacone speaker. Complete Crosley line for



Crosley Dynacone

the coming season was described and the Gembox and Showbox were illustrated in the June Trade Show issue.

Excello Products Corp., Cicero, Ill. Model R-47 console cabinet specially designed for standard radio receivers, \$85; model R-44, combination phonograph-radio console, cabinet only \$100,



Excello Model R-47

with phonograph equipment, \$180; with phonograph equipment and cone speaker, \$200, with phonograph equipment and dynamic speaker, \$235.



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.



Case Model 73-C

Case Electric Corp., Marion, Ind. (Division of United States Elec. Corp.) Model 73-C, DeLuxe console, \$250. Complete line of Case radio receivers was described and models 66-A and 73-B were illustrated in the June Trade Show issue.

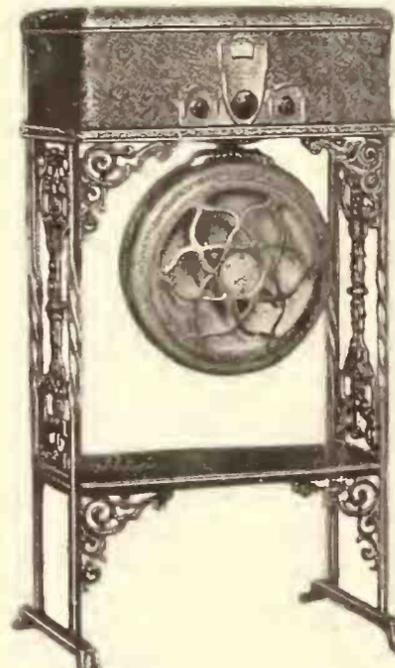
Newcombe-Hawley Mfg. Co., St. Charles, Ill. Portable radio reproducer

using the Newcombe-Hawley dynamic cone chassis; constructed of walnut with a satin-wood front; made in three



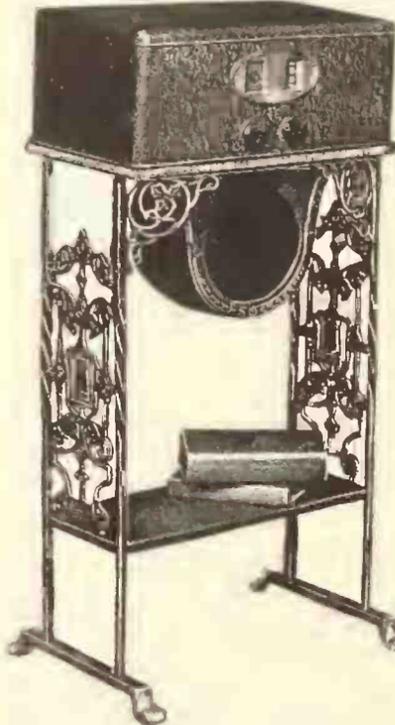
Newcombe-Hawley Portable Radio Reproducer

models—for battery-operated sets—for 100 to 200-volt DC operation and 110-115-volt 60 cycle operation. Complete line of Newcombe-Hawley radio reproducers was described and models 107 and 906 were illustrated in the June Trade Show issue.



Findlay Crosley Radio Table

Robert Findlay Mfg. Co., Inc., Brooklyn, N. Y. Findlay Crosley models for Gembox, Showbox, Jewelbox, made with or without Dynacone or Musicone speakers. Findlay-



Findlay Stewart-Warner Table

Stewart-Warner No. 9-S01 console table especially designed for Stewart-Warner, S01 and S02 with speaker attached. Table for Radiola 18 receiver was illustrated in the June issue of The World.

Pierce-Airo, Inc., New York. Chassis of receiver model AC-171, 8 tubes with rectifier; electric illuminated dial; single dial operation with compensating control and self-contained power



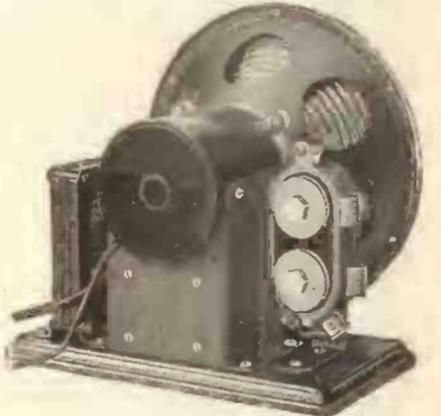
Pierce-Airo Model AC-171

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.



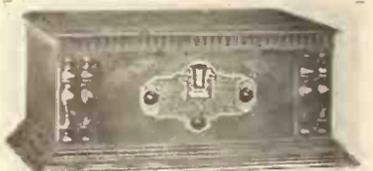
Utah Dynola Speaker

Utah Radio Products Co., Chicago, Ill. Utah Dynola speaker made of five-ply walnut, equipped with A-100 unit, \$75; R-300 unit, \$60; and D-200



Utah Model A-100 Dynamic Unit

unit, \$65. Model A-100 dynamic unit, 110-volt AC light socket supply, \$50. Complete line of Utah loud speaker products was described and models 30 and 26 were illustrated in our June Trade Show issue.



Day-Fan Table Model

Day-Fan Elec. Co., Dayton, O. Day-Fan 8 1928-1929 table model, 8 tubes.

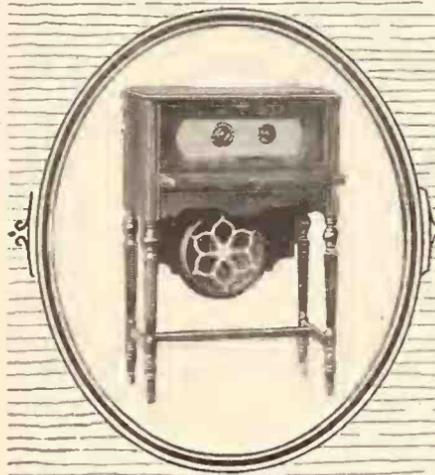


Day-Fan Console Model

AC operated; push-pull amplification, \$150; handsome console model, \$295. Also speaker table, \$55.

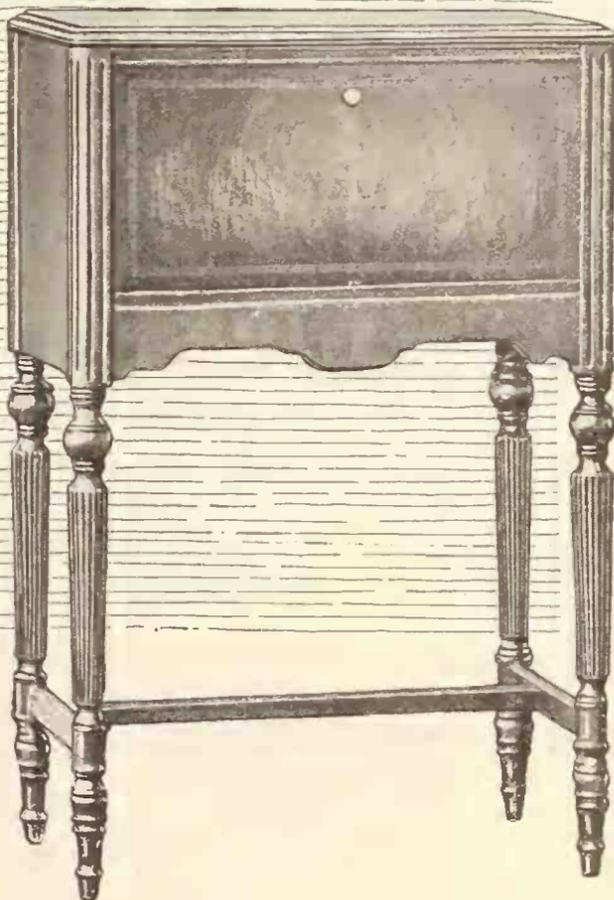
RED LION CABINETS

Built Exclusively for
ATWATER-KENT RADIO



Model 18

with the new patented disappearing speaker. When the lid is opened the speaker drops automatically into position. When the lid is closed the speaker automatically disappears. Size 36" high, 25" long and 15" deep. Made to fit all models of Atwater Kent Radio.



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.

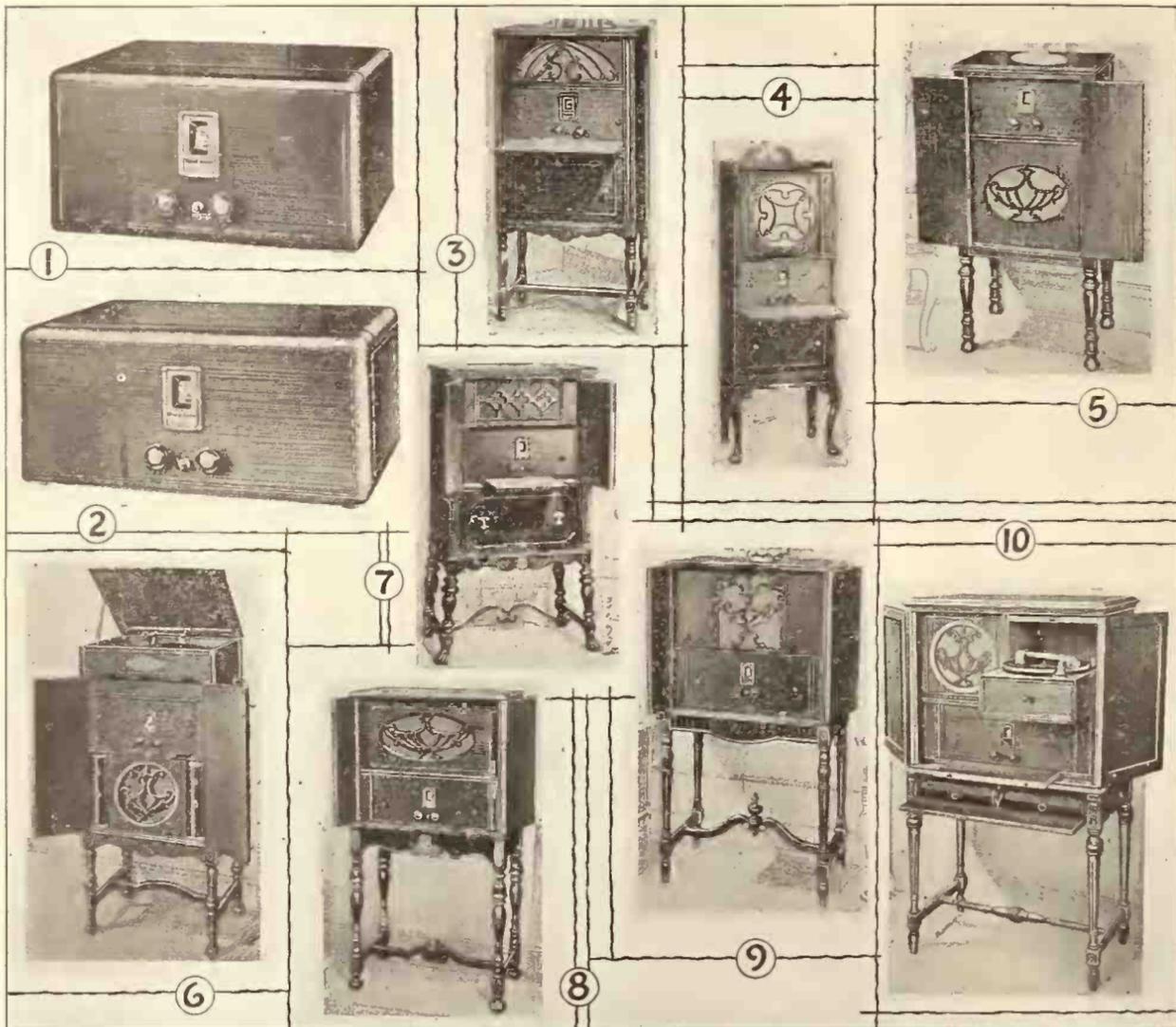
Red Lion Cabinets will be nationally advertised as usual.

RED LION CABINET CO.

Makers of Fine Furniture

RED LION, PA.

The Newest in Radio



All-American Mohawk Corp.: (1) Model 60 AC Set. (2) Model 80 Battery Set. (3) Model 61 Console. (4) Model 62 Hi-Boy. (5) Model 65 Hi-Boy. (6) Model 66 Phonograph Combination. (7) Model 83 Console. (8) Model 85 Console. (9) Model 86 Console. (10) Model 88 Phonograph Combination

All-American Mohawk Corp., Chicago, Ill. Model 83 console, AC operated, \$250; model 85 console, AC operated, \$195; model 86 console, AC operated, \$235; model 65, AC operated,

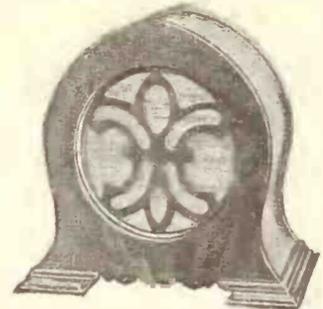
\$137.50; model 62 Hi Boy, AC operated, \$172.50; model 60 AC operated, \$92.50; model 80, AC operated, \$127.50; model 61 console, AC operated, \$165.00; model 88, phonograph combination, \$425;

model 66 phonograph combination, \$265. Complete All-American Mohawk Corp. line described in June Trade Show issue.

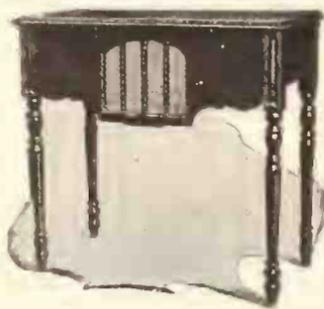
O'Neil Mfg. Corp., West New York, N. J. Complete line of dynamic and magnetic radio speakers. Console cab-

inet speaker, \$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-

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



O'Neil Console Cabinet Speaker LC-105
inet speaker \$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-



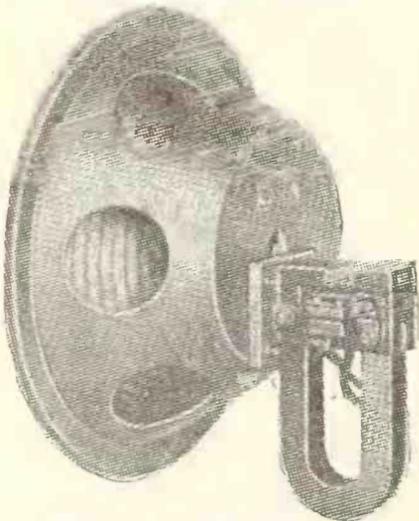
O'Neil Radio Table TC-503
6 volt battery or battery eliminator, \$35; DC Model D-511, for DC light



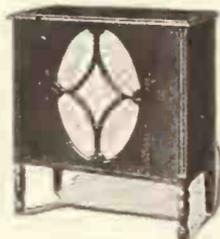
Minilux Sales Corp., New York. An imported miniature loud speaker measuring only 5 1/2 inches in height, hand-made in twelve different color combinations, \$20 and \$22.50. Designed for use in the boudoir, sun porch or bedroom.



Model 24 Radiomode
Radio Allied Mfrs. Assn., Chicago, Ill. Model 24 Radiomode, \$59.50. Complete line described, and models 67 and 108 were illustrated in June Trade Show issue.



O'Neil Magnet Unit Chassis CX-21
Chassis, Model CX-21, \$16. The foregoing models were described in the June issue of The World. Model D-99 speaker and LS-19 speaker were also described and illustrated in the June issue. Model D-507 with DC dynamic unit, \$50. Cabinet finished in two-tone walnut to match standard radio sets. Model A-506 same as foregoing



O'Neil Clock Model C-105
socket operation, 110 or 220 volt, \$10; AC Model A-510, for AC light



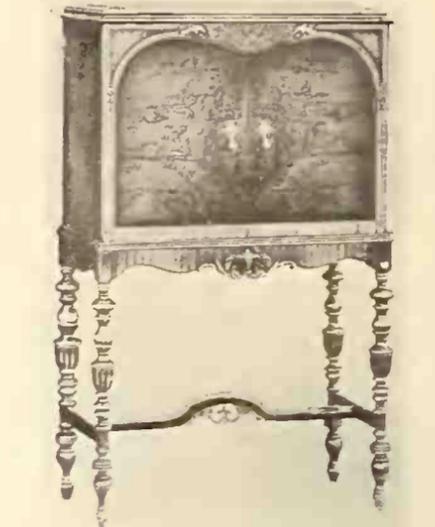
O'Neil Model D-507
operation equipped with dry disc rectifier, \$45.



Table Model 201
Home Furniture Co., York, Pa.



Vitalitone Radio Corp., New York, N. Y. Vitalitone Dynamic speaker described in the June issue of The World.



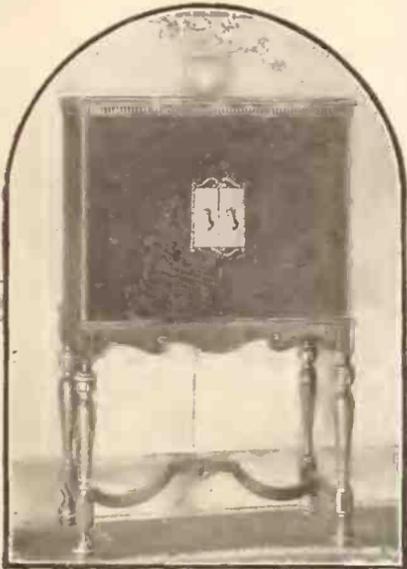
Console Model
(Molloy-Davis Co. Phila. Factory Agts.)
Complete line of table and cabinet furniture. Model 201 table for table type of standard radios, equipped with RCA 101A speaker. Also two types of console cabinets in two-tone



Console Model With Drop Lid
effect, one with drop lid and the other with center opening doors, both completely hiding set when closed.

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.



B-T 6-41
With
Magnetic
Speaker
\$190.00

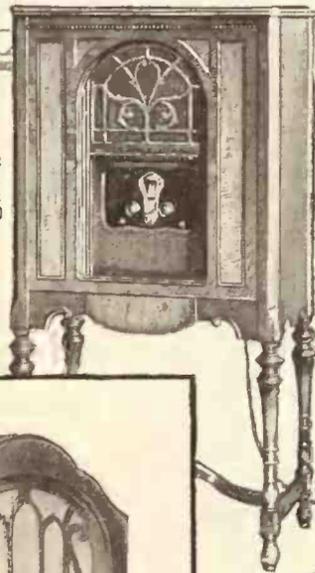


B-T 8-21
With
Dynamic
Speaker,
\$375.00



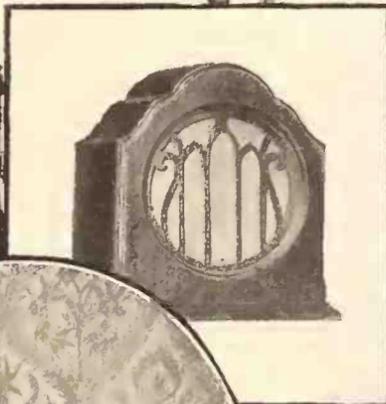
B-T 7-71
With Magnetic
Speaker, \$245.00.
With Dynamic
Speaker, \$280.00

B-T Speaker
Magnetic, \$35.00
Dynamic, \$65.00

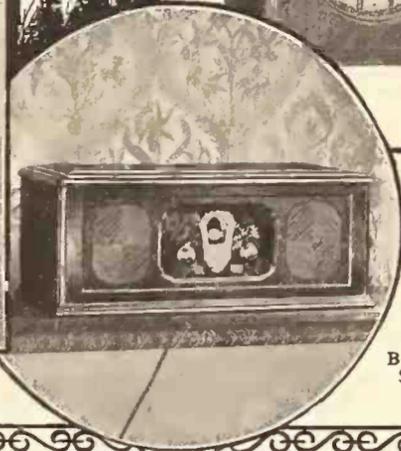


*Time
Tried
and
Time
Proved*

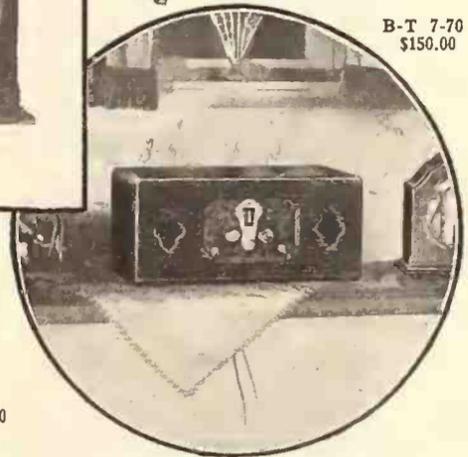
B-T 7-70
\$150.00



B-T 6-40 \$130.00



B-T 8-20
\$230.00



*Be There
with BT*

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

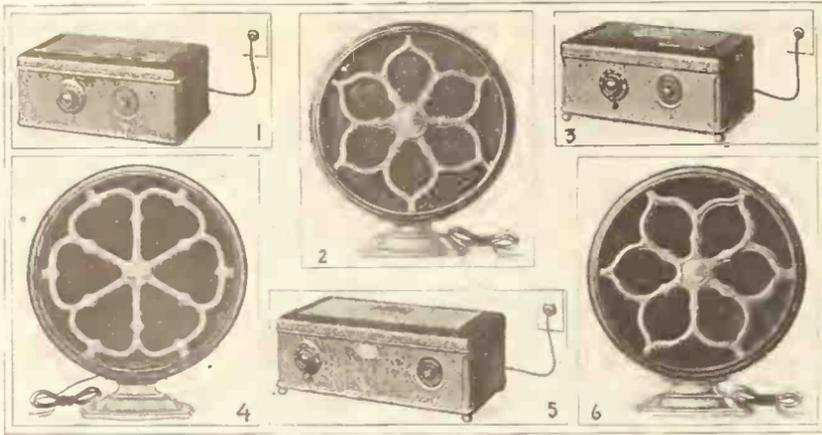
CityStateTMW:7

BREMER-TULLY MFG. COMPANY

656-662 WASHINGTON BLVD.

CHICAGO

The Newest in Radio



Atwater Kent: (1) Model 40. (2) Model E-3. (3) Model 4. (4) Model E. (5) Model 44. (6) Model E-2

Atwater Kent Mfg. Co., Philadelphia, Pa. Complete line of radio sets and speakers. Model 40 AC, \$77. 1929 improvement on the popular Model 37. Increased power and sensitivity. New sealed power unit, full-vision dial. Metal cabinet finished in dark brown and gold, or deep bronze and gold. Six AC tubes, one rectifier tube. 110 to 120 volts, 50 to 60-cycle AC, Model 42 AC, \$86. Similar electrically to Model 40, with the addition of automatic line-voltage control. Many refinements in cabinet design. Crown lid, paneled corners, ball feet, full-vision dial with oversize numbers. 105 to 125 volts, 50 to 60-cycle alternating

current. Model 44 AC, \$106. Described as extra powerful, extra sensitive, extra selective. Cabinet refinements similar to Model 42 AC with automatic line-voltage control, full-vision dial with oversize numbers and local-distance switch. Seven tubes. Model 48, battery set, \$49. Solid mahogany cabinet, full-vision dial and six tubes. Model 49, battery set, \$69. Solid mahogany cabinet, full-vision dial, antenna adjustment device, six tubes. Atwater Kent radio speakers. Satin finished in either dark brown and gold, or deep bronze and gold. Three models, each \$20. The largest, Model E, re-

tained from last year. Model E-2 similar to Model E, but smaller in size. Model E-3, smallest model in the line and with controlled edge.

Gramophone Shop Moves to New Home

The Gramophone Shop, specialist in imported records, which was opened on April 2 at 126 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 increase the efficiency of service to Federal Ortho-sonic dealers, it has been announced by Lester E. Noble, president.



Steinite Standard Model Steinite Radio Co., Chicago, Ill. Standish model, \$115. Complete line of Steinite radio receivers was described and the model 161 and Sevilla console were illustrated in the June Trade Show issue.

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 big. 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. Crawley, manager of the Kansas City branch. Mr. Crawley held a dealers' meeting in Wichita on June 27.

The Harbison 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. Harbison, 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, district sales manager, and E. S. Fox, radio sales manager. Distribution policies were discussed, although the meeting was particularly to demonstrate the unique 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 beauty of the receiver. The local dealers were much impressed by the display and the demonstration.

The Atwater Kent Mfg. Co., radio manufacturer, Philadelphia, Pa., received considerable publicity from the local press during the Western Music Trade Convention in Los Angeles. Both the Evening Express and the Record published Convention specials in which the first pages were devoted to Atwater Kent news.



American Bosch Model 29-B American Bosch Magneto Corp., Springfield, Mass. Model 28-A and 29-B were described in the RMA Trade



American Bosch Model 28-A Show section in the June issue of The World. Model 28 was both illustrated and described in the Trade Show section of the same issue.

Dubilier Condenser Corp., New York. Complete line of mica condensers and light socket aerials. Dubilier Dry "A" Condenser designed for use in A power circuits. These polarized condensers designed for use in all circuits employing direct currents up to 15 volts, where high capacities are required.

Replace your old radio!

Seven and a half million sets now obsolete

1928 Features

Few radios AT ANY PRICE combine ALL of these features which are essential to today's radio reception.



AMPLIFICATION
Neutrodyne 10x10x10-1000
Other systems 5x5x5-125

Crosley Radios tune efficiently

Crosley Neutrodyne circuit is sharp, sensitive and selective. Distant stations are easily found. Local stations tune without squealing.



Crosley Radios are shielded

Each element shielded from each other provides maximum selectivity and is featured in the most expensive sets.



Crosley Radios are very selective

In crowded districts where many local stations fill the air you find means of listening to ONE at a time.



Crosley Radios have great volume

Volume may be increased to tremendous proportions without distortion.



Crosley Radios can be softened to a whisper

A positive volume control enables operator to cut any program down to faint and scarcely audible reception.



Crosley Radios fit any kind of furniture

Outside cases are easily removable and chassis are quickly fitted into any type of shape console 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*



\$25 New Dynamic **DYNA** **CONE**
Amazing Speaker

6 tube **GEM** **BOX** \$ **65**
AC ELECTRIC

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 rectifier 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 **SHOW** **BOX** \$80

Genuine Neutrodyne, 3 stages radio amplification, detector, 3 stages audio (last two being 171 push-pull power tubes) and 280 rectifier tube.



8 tube **JEWEL** **BOX** \$95

Genuine Neutrodyne 3 stages radio amplification—227 detector tube, 3 stages audio frequency, and 280 rectifier. 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.



5 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, today, as from its inception in 1925.

CROSLLEY



When the pennant winners meet...

The **Crosley Radio Corporation**
Powel Crosley, Jr., Pres.
Cincinnati, Ohio.
Montana, Wyoming,
Colorado, New Mexico
and West, prices
slightly higher.

Your name.....
Address.....

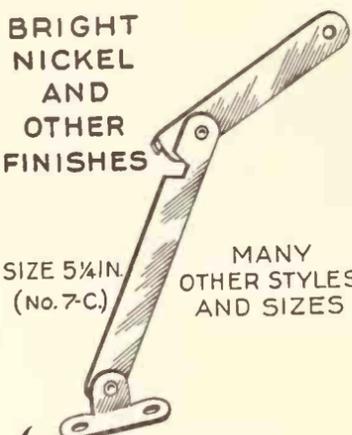
5 DAY FREE TRIAL COUPON

Please let me try receiver and proper speaker, I have checked, in my own home without obligation for 5 days.

JEWELBOX SHOWBOX
GEMBOX BANDBOX BANDBOX JR.

Mail this coupon to the factory. Nearest dealer will bring you receiver checked.

BRIGHT NICKEL AND OTHER FINISHES



SIZE 5/4 IN. (No. 7-C)

MANY OTHER STYLES AND SIZES

KLOR STAY-ARM

H.K. Lorentzen

Manufacturer of

PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES

155 Leonard St. NEW YORK, N. Y.

Samples and Prices on Request

SNAP COVER STAYS
OPEN OR CLOSED



NONSPILL
NEEDLE CUP
PATENT PENDING

NEW—Distinctive, Individually Designed and Plated—GRILLES

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 this season is for quality and reliability, first of all, and price as a secondary consideration. This attitude is certain to be reflected in a marked decline of servicing on the part of radio dealers, which must mean a substantial saving for the entire radio industry in the long run."

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 tone arms and sound boxes is also available.

THORENS, Inc.

Sole Distributors for U. S. A.
450 Fourth Ave. New York City

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 canceled 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. Drexel 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.

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-Collender 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.

Stewart-Warner Distributor Moves

Stewart-Warner Sales Co. Now Located in New and Larger Quarters—Full 1929 Radio Line Being Displayed

OMAHA, NEB., July 7.—The Stewart-Warner Sales Co., this city, has moved to larger quarters at 2559 Farnam street, in order to have adequate facilities in that city for a complete



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 light 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.

Ted Lewis and His Band, exclusive Columbia record artists, sail for Paris this month to complete an eight weeks' engagement at the Casino and Ambassadeurs' clubs.

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 here last month. From the opening session, to which W. Roy McCanne, president of the Stromberg-Carlson

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



Those Present at Stromberg-Carlson Sales Conference in Rochester

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. Reinke, assistant sales manager, as chairman of both morning and afternoon sessions. The Friday evening ses-

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. Grinnel.

Music store proprietors in all parts of western New York attended a special demonstration of the new Victrola-Radiola combinations given in the ballroom 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 machine 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 area 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 co-operative 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 Assassins, 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

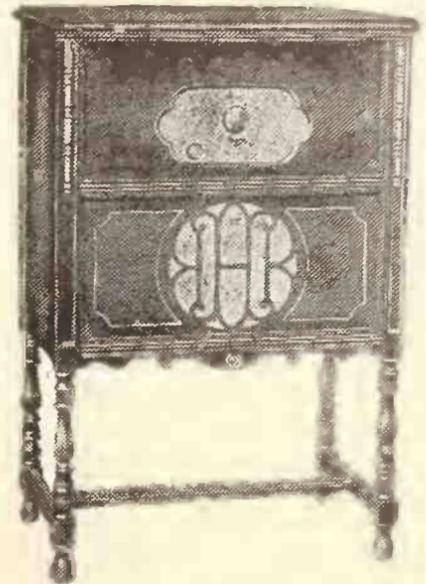
in

A-C Radio

Present

The Model 4-B

A SEVEN TUBE RECEIVER OF QUALITY AND PERFORMANCE



BUSH & LANE MODEL 4-B SEVEN TUBE RECEIVER

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.

Political Conventions Stimulated Radio Sales in Pittsburgh Area

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.

Featured by sales talks and exhibitions of the Crosley and Amrad radio equipments, dealers who handle the two lines attended a meeting at the Fort Henry Club, near Wheeling, W. Va. Representatives were present from western Pennsylvania, eastern Ohio and West Virginia. Speakers on the program included R. W. Lowrie, of Medford Hills, Mass., district sales manager of the Amrad Co.; Neil Bauer, of Cincinnati, sales manager, of the Crosley Co.; R. W. French, of Pittsburgh, Crosley field representative, and J. R. Wells, of Cleveland, O., sales manager for the Buckley-Dement Co. The W. J. Mullen Co., of Sewickley, Pa., has

been granted a Pennsylvania charter with a capital of \$25,000 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, operating as Knerr Bros., Atwater Kent dealers, at 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., Rudolph Wurlitzer Co., Lechner & 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 McMillan radio sets. The Warwick 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 of the Philco radio 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. Gubb, division manager of the company, with headquarters in Buffalo, attended the meeting. The local Philco distributors are C. R. Rogers & Co., 5434 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, held 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 250 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 Jenks, 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 merited popularity through performance, unparalleled in the history of the radio industry. Of the speakers shown and demonstrated, the Rola Console Model 35 attracted by far 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. The new Rola Dynamic Power Speaker is an outstanding achievement in realistic broadcast re-creation. It is built in the following models:

Rola Model 35 List Price \$110
A console model with top dimensions 18 by 30 inches, sufficient to accommodate any standard radio set.

Rola Model 30 List Price \$75
A table model dynamic designed for efficient operation with output of 171, 210 and 250 tubes.

IN ADDITION to the new dynamic power speakers, The Rola Company has further improved and refined its famous balanced-armature reproducers, increasing sensitivity, power, and range to an unheard-of degree in this type of instrument. This new speaker is built in the following models:



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 \$35
A cabinet type speaker unequaled for eye-value, performance or dependability in the magnetic speaker class.

Write for the name of the nearest Rola jobber and detailed information on new Rola 1929 speakers

THE ROLA COMPANY

CHICAGO, ILLINOIS OAKLAND, CALIFORNIA NEW YORK CITY
612 N. Michigan Ave. Forty-fifth & Hollis Sts. 47 W. Sixty-third St.

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

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

Chicago Radio Show, and while in the Illinois City had a sales conference with the company's three jobbers, the Radio Sales Co., of Memphis, Tenn., the Sterling Radio Co., of Kansas City, and the Harbour-Longmire Co., of Oklahoma City, Okla. He also conducted a sales conference of the members of the Sterling radio staff at Kansas City later in the month at which the policies of the Columbia Co. for the balance of the year were discussed.

In the radio field, chief interest centered upon the district meeting of approximately 150 Crosley and Amrad dealers from eastern Missouri and southern Illinois which was held at



Luncheon Meeting of Crosley Distributors at the Blackstone Hotel, Chicago

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

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.

the 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. Pigeon, 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.

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. Al 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 Chi-

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 in-

Flanagan, executive secretary of the Radio Manufacturers' Association, welcomed the distributors to Chicago in behalf of the RMA and the radio trade show management.

Mr. Frankfort outlined the 1928-1929 mer-



Those Present at All-American Mohawk Corp. Distributors' Conference

struments 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, but that the new line of radio receivers would be manufactured complete in every detail in the large All-American Mohawk plant.

J. Newcomb Blackman, president of the Blackman Distributing Co., New York, responded for the distributors, stating, during the course of his talk, that the success of a manufacturer is measured mainly by the good-will which it enjoys from its distributors. M. F.

chandising policies of the company, describing the newspaper advertising campaign which would be launched shortly to promote the sale of the All-American Mohawk line, billboard advertising, window displays, dealer helps 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 & Cunningham, 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:

Membership Committee—H. H. Fler, Lyon & Healy, Chicago, chairman ex-officio; Milton Weil, Krakauer Bros., New York; J. J. Glynn, James & Holmstrom Piano Co., New York.

Press Committee—H. H. Fler, Lyon & Healy, Chicago, chairman; Charles H. Yahrting, Yahrting-Rayner Music Co., Youngstown; E. Paul Hamilton, Frederick Loeser & Co., Brooklyn; W. Otto Miessner, Miessner Institute of Music, Milwaukee.

Resolutions Committee—Robert N. Watkin, Will A. Watkin Co., Dallas, Tex., chairman; A. D. La Motte, Thearle Music Co., San Diego; A. L. Maresh, Maresh Piano Co., Cleveland.

Legislative Committee—Frederick P. Stieff, Chas. M. Stieff, Inc., Baltimore, chairman; W. S. Bond, Weaver Piano Co., York, Pa.; C. S. Andrews, Andrews Music Store, Charlotte, N. C.; Joel B. Ryde, Fuller-Ryde Music Co., Indianapolis.

National Piano-Playing Contest Committee—J. Bayley, Bayley Music House, Detroit, chairman; W. Otto Miessner, Miessner Institute of Music, Milwaukee; C. R. Moores, 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

SAN FRANCISCO, CAL., July 5.—Weinstock-Nichols Co., distributor of radio products of A. H. Grebe & Co., Inc., of New York and Los Angeles, has moved and changed its firm name to Robert Weinstock, Inc. The new address of the company is 643 Mission street. Newly appointed officers of the company are Robert Weinstock, president and general manager; W. A. Creelman, vice-president and sales manager, and Marshall Robinson, secretary and credit manager.

The Talk of the Show

Findlay Metal Console Tables for A. C. Receiving Sets

The Elaborate Display of Findlay Metal Consoles was the running mate of every Popular Radio Exhibit at Chicago



Tables Specially Designed For—

- | | |
|----------------|----------------|
| AMERICAN BOSCH | KOLSTER |
| ATWATER KENT | RADIOLA |
| BREMER-TULLY | SHAMROCK |
| CROSLY | STEINITE |
| FADA | STEWART-WARNER |
| FREED-EISEMANN | VICTOR |

Sold Exclusively through Authorized Distributors of the above mentioned sets.

The Findlay Policy thoroughly Protects the Dealer in the lines he represents. In addition to our Authorized Built-in R.C.A. No. 100-A Speaker Model, we hold Exclusive rights for mounting the Crosley Dynacone in our Crosley Metal Consoles.

"FINDLAY CONSOLES SELL SETS"

Robert Findlay Manufacturing Co., Inc.

"Makers of Fine Metal Console Tables"

Show Rooms—242 Fifth Avenue, New York, N. Y.

Office & Works—Metropolitan & Morgan Avenues, Brooklyn, N. Y.

Bellphonic



“THE BELL TONED PORTABLE”

THAT WONDERFUL, DEEP, CLEAR AND RESONANT TONE CAN ONLY BE OBTAINED WITH THE BELLPHONIC PORTABLE.

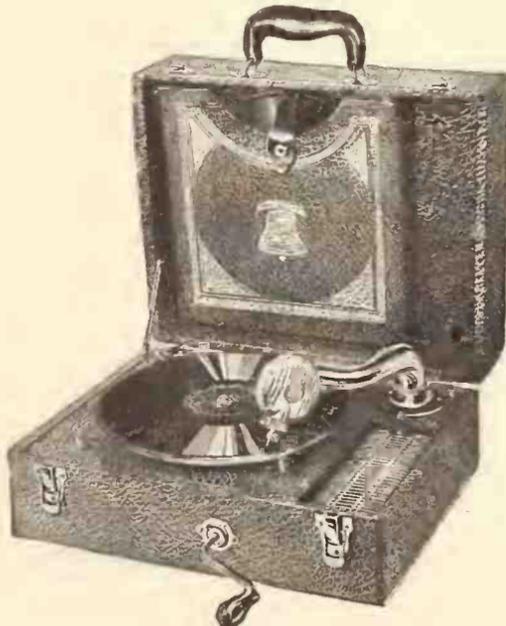
FEATURES OF MODEL No. 7—WOOD TONE CHAMBER; VIOLIN CONSTRUCTION. SNAKE TONE ARM. SPECIAL REPRODUCER. COVERED IN GENUINE DU PONT FABRIKOID. FOUR COLORS. TOP AND ALBUM IN TWO-TONE DECORATIONS. GENERAL INDUSTRIES FLYER MOTOR.



NO. 7. LIST \$25.00



NO. 10. LIST \$20.00



NO. 11. LIST \$15.00



No. 5. LIST \$12.50

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 es-



R. M. Klein

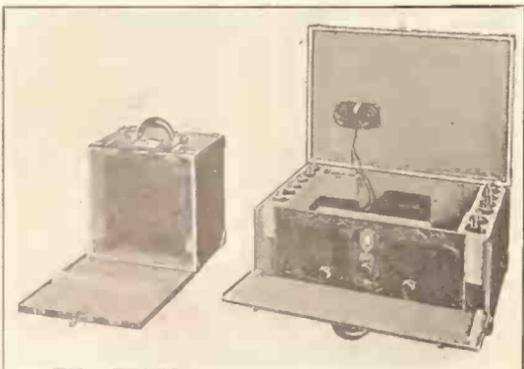
imate is based on a careful check-up made during the recent Chicago gathering of the company's sales and distributing representatives from all parts of the country.

"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, places radio a notch higher in the grouping of outstanding industrials."

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



Home Demonstration Outfit

Kolster Radio Corp., Newark, N. J. In order that dealers may make more home, office and

club demonstrations, Kolster has placed the new chassis, which is used in the six-tube console and table models, in a carrying case. A magnetic cone speaker has also been fitted into a convenient 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 unwinds like a tape measure, and the ground wire has a tight clamp to snap on to any convenient connection."

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 applicant for registration was Harry Chirelstein, of the Sonatron 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 & Lotsch, 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 50 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.

Capt. William Sparks Heads Phono. Corp.

President of Sparks-Withington Co. is Presiding Head of New Corporation Making Automatic Combination Unit

Capt. William Sparks, president of the Sparks-Withington Co., Jackson, Mich., on June 6 made the initial announcement of the formation of a



Capt. William Sparks

new corporation of which he is also the presiding head. The new firm, which is known as the Phonograph 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

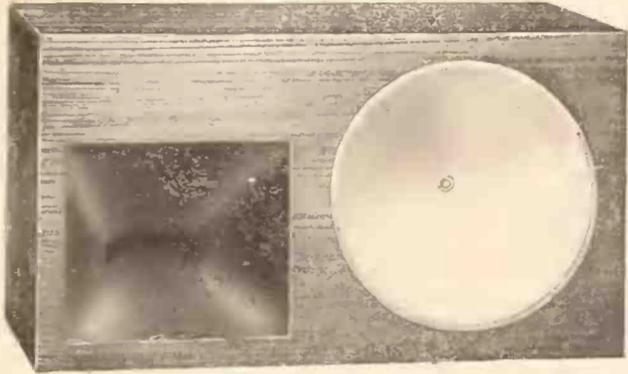


New Automatic Phonograph-Radio

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 Phonograph 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. Bisbee. The automatic phonograph-radio combination instrument, which is finished in walnut, will retail for \$875, complete with tubes.



TRIPL-TONE No. 301

16 $\frac{3}{4}$ " wide 9 $\frac{3}{8}$ " high 8 $\frac{5}{8}$ " deep
Green Box List \$30.00

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



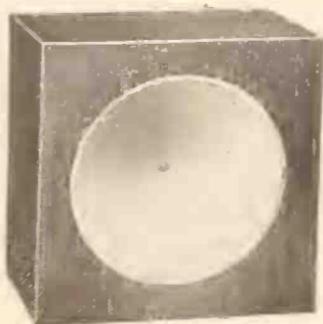
List \$6.00

No. 112

FAIRFAX "GREEN CAP" UNIT

A sensitive, heavy duty unit, expressly built to withstand the power of modern A. C. operation.

Will stand output of largest power amplifier without distortion and retain the full range of tonal frequency. It will remain constant in its faithful reproduction of voice and music, under the most severe tests.



List \$15.00

No. 201

GREEN BOX
FAIRFAX CONE ASSEMBLY

With a wider range of frequency than heretofore secured; with tones more sweet and mellow and withal more realistic than ever; with a sturdier construction eliminating mechanical disadvantages.

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

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



Stewart-Warner Distributors at Conclave in Chicago

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

held, and all angles of the plan carefully explained.

Other features of the convention were equally instructive and helpful. A thorough inspection of the large plant in Chicago was made under the guidance of the leading officials of the company. Practically a whole day was given up to this part of the program. Special demonstrations of the new radio sets by Stewart-Warner engineers had a profound effect in making vivid to the distributors certain fundamental factors in radio production. Daily visits were made to the show at the Stevens Hotel, both as a group and individually.

Demand for Portables in Cleveland Is Big Aid to Record Sales

Cleveland Distributing Co. Now in Possession of New Home—Smith Co. to Handle Federal and All-American Mohawk Corp. Lines—Cleveland T. M. Co. Moves

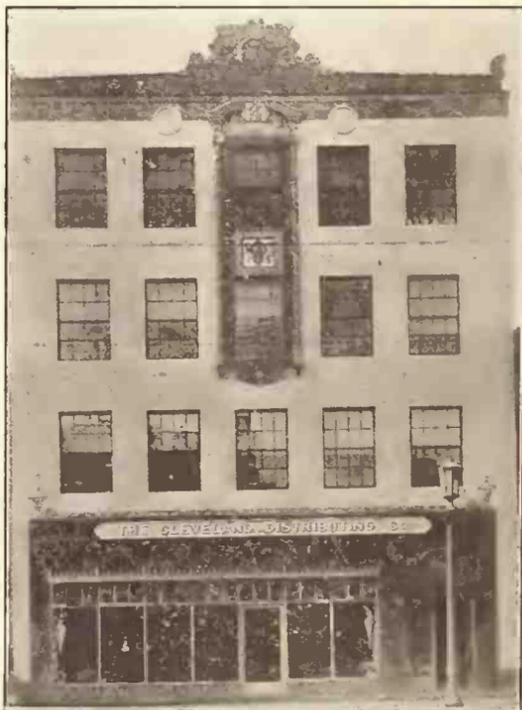
CLEVELAND, O., July 5.—Portable phonographs moved better than other musical merchandise during the month, owing to vacation time, and the sales of records were also stimulated because of the demand for portables.

After seventeen years of service with the Starr Piano Co., Robert E. Taylor, general manager of the Cleveland branch of the company, has resigned and is now connected with the Kohler Industries, representing their lines in Ohio.

W. W. Dowell, formerly of the Sterling Mfg. Co. of this city, is now vice-president and general manager of the Sterling Sales Corp., representing a number of radio manufacturers. At the same time Mr. Dowell, associated with E. C. Sterling as president, and others will market the entire product of the National Tube Mfg. Corp., of Cleveland, maker of AC tubes. A mid-Summer exhibit of speakers, cabinets and radio parts is being planned.

The Cleveland Distributing Co., distributor of Atwater Kent products in northern Ohio, is now in possession of its new quarters at 5205 Euclid avenue, this city, and President Ray H. Bechtol has transposed two entire floors of the new building into a de luxe radio salon. From the street display glass to the dealers' auditorium on the second floor an extremely artistic handling of all details is evidenced. The main

display room has the tone and fittings of a salon or reception room. On the second floor is a spacious auditorium with walls of antique



New Home of Cleveland Distributing Co. plaster, heavily beamed ceiling and Roman archway. Executive, sales and publicity offices

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. The announcement that the Edison line will include radio phonograph models has created a great deal of interest among Edison dealers and the Smith Co., distributor for the Edison line in this territory, reports many inquiries.

The many friends of Harry Valentine, vice-president of the Dreher Piano Co., sympathize with him in the loss of his wife, who passed away after an illness of more than a year.

E. S. Germain, district manager for the Brunswick Co., with headquarters at the Cleveland office, has been transferred to Philadelphia.

Several Brunswick artists appeared at local theatres during the month and their appearances aided local dealers in the sale of their phonograph records.

The Cleveland Talking Machine Co. is now in new quarters at 4900 Euclid avenue. The new home is handsomely furnished and contains beautiful display rooms for showing a full line of Victor instruments.

Columbia dealers had quite a tie-up during the month with the appearance of Art Gillham, exclusive Columbia artist, who played an engagement at Loew's State Theatre. The local branch received many extra orders for his records from dealers.

Estimates Kolster Sales at \$20,000,000

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 exceeding \$12,000,000 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."

Edison Distributing Branch in Richmond

RICHMOND, VA., July 5.—Wholesale distributing headquarters for several States will soon be opened at 1204 East Main street by the Edison Distributing Corp., with P. J. Costello in charge. This branch will distribute Edison radios and phonographs and other new products of the Edison plant throughout the district made up of Virginia, North and South Carolina, District of Columbia and the border counties in Tennessee and West Virginia. Mr. Costello, who will manage this local enterprise, was formerly manager of the wholesale department of the C. B. Haynes Co., Inc., for twenty years prominent jobbers of phonographs.

Paul Whiteman's Visit Stimulates Sales for Twin Cities' Dealers

Full-Page Advertisements Feature Whiteman Columbia Records — Columbia-Kolster Combination Shown—Beckwith Distributing Icy Ball Refrigerators

MINNEAPOLIS AND ST. PAUL, MINN., July 7.—Paul Whiteman was here the week of June 23 and played to vast and enthusiastic audiences at the new Minnesota Theatre. Consequently Columbia headquarters, the Kern-O'Neil Co., spent overtime hours on filling demands for Whiteman records. On Wednesday, the 20th, full-page advertisements in the Minneapolis, St. Paul and Duluth papers told the world of the Whiteman Columbia affiliation. The Whiteman orchestra broadcast through thirty-eight stations over WCCO Minneapolis-St. Paul, and reached every town in the Northwest.

The Kern-O'Neil Co., Columbia distributor, is showing the new Columbia-Kolster radio and phonograph combination. It is an unusually beautiful and efficient instrument and the retail trade is enthusiastic about it.

The Columbia radio, the first straight radio of the Columbia Phonograph Co., produced by the joint efforts of the Columbia and Kolster companies is expected any day here.

C. C. Hicks, manager of the George C. Beckwith Co., Victor distributor, returned from the Victor convention at Camden on June 10. Never bromidic, Mr. Hicks expresses the belief that a wonderful year will be unavoidable. He feels that the new Victor line is unequaled and especially adapted to the Northwest territory. That, together with the fact that delivery will be made in July instead of October, an aggressive newspaper campaign, a receptive market and energetic sales promotion can only mean that dealers and the jobber will reap a rich harvest. The Beckwith Co. received a carload of Icy

Ball refrigerators, which, as a fill-in line, has met with unqualified success.

Lawrence Lucker, of the Lucker Sales Co., is gratified by the business done the first half of the year, and anticipates an even busier six months in Spartan, Kellogg and Mohawk lines. The company has sold four times more Spartans this year than in 1927, and three times as many Kellogg models.

Eight members of the Lucker force attended the convention, and they have had six men in the field in the East to give their dealers the best possible products. High-priced goods seem to be the most in demand.

The Lucker Co. contemplates handling a new device invented by Professor Springer, dean of the Electrical Engineering College of the University of Minnesota. It is called the Tru Tone loud speaker mounting, and it absorbs overtones in speakers and suppresses any undesirable noise.

Graham McNamee, world-famous radio announcer, of New York, has just been booked for the Seventh Annual Northwest Radio & Electrical Show in the Minneapolis Auditorium the week of September 24, according to H. H. Cory, manager of the show. He will supervise the programs and introduce the artists just as he does in the big chain programs. In addition to the appearance of Mr. McNamee, arrangements have already been made for the appearance of John Philip Sousa and his seventy-five-piece band, and a number of other world-famous radio artists. The booth spaces at the show are already practically all sold.

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



Edward Manley Using Eveready Batteries years old, has already been a member of three expeditions to the Far North. His power equipment will include a large number of Eveready Layerbilt "B" batteries, manufactured by the National Carbon Co., New York.

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.

TEMPLE

New Temple Speakers Center of Attention at R. M. A. Show

A GAIN 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 exhibit—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.



U. S. Pats. Pend.

Model 15 Air Column Speaker

Model 15 is the refined and improved air column speaker—the same type of speaker upon which Temple success was founded—but now better than ever. \$29.00.



U. S. Pat. No. 1,672,796

Model 20 Air Chrome Speaker

Model 20 Temple Air Chrome represents a sensational new development in loud speakers. The open radiator consists of two sections, instead of one, driven by the powerful Temple Double Action Unit, thus substantially increasing the volume and tonal range. \$35.00.

LEADERS IN SPEAKER DESIGN



New Showroom
and Offices
of Wholesale Radio
Equipment Co.

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., Freed-Eisemann Radio Corp., E. T. Cun-



Mortimer Salzman

ningham, Inc., and the Jensen Radio Mfg. Co.

Landay Bros., music dealers, recently leased 5,000 square feet at 340 Fordham road, New York City, for a long term at an aggregate rental of \$160,000.

NEW Designs by UDELL



Exclusive designs, highest quality and beautiful finish, combined with remarkably attractive prices have placed UDELL Cabinets among the recognized leaders in the industry; a recognition based on many years of experience in building quality products.

Catalog on request

THE UDELL WORKS, Inc.

28th STREET at BARNES AVENUE

INDIANAPOLIS

Chicago Radio Assn. Plans Busy Year

Midwest Radio Trades Association Expects
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 merchandising 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.

Introduction of New Models Aids New England Dealers

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, left recently for Georgia, where he will pass his Summer vacation with his family.

Praises New Victor Models

Alan Steinert, manager of the Eastern Talking Machine Co., 85 Essex street, Victor distributor, has great praise for the merchandising capability of the Victor Co. as evidenced in the dealer distribution of the new models which made their appearance in the warerooms of this city a few days ago. These models are the beautiful combinations, featuring fine cabinet work with the high class talking machine and radio combination.

More portable machines were sold in the month of June, it was revealed by Mr. Steinert, than were sold during the entire Summer of last year. Another noteworthy fact about the type of business being done at this time is that the highest priced goods is moving better than the low or medium priced. Records still hold to a very high volume, which is to be expected when the strength of the portable business is known.

Roy Forbes, sales manager of the Victor Co., was a recent visitor here.

New A. K. Models Popular

A period of marking time has been the case with the J. H. Burke Co., Atwater Kent jobber for New England. There is no great demand for any of the older models, but for the new

Models 40 and 42 AC, and the new E2 Speaker, there is good volume of business. This company is expecting a very early Fall business and is pointed to that objective. All vacations of the staff will have been completed by the first of August. The sales staff as a group will pay a visit to the Atwater Kent factory during the week of July 16. They will be in charge of Thomas E. Burke, sales manager 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 one and at San Francisco Mr. Burke visited

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

some of his relations. He also visited the Grand Canyon, Yosemite Valley, and spent some time in Los Angeles. It was a much needed rest for Mr. Burke, who has been working very hard in the past year.

New Majestic Line Boosts Sales

The securing of the Majestic franchise for the New England territory has meant a great deal to the F. D. Pitts Co., of Columbus avenue, according to Manager F. D. Pitts. It arrived in time to revolutionize the business of the month of June and send it 152 per cent ahead of June of last year. And the prediction for the rest of the Summer guarantees that a similar fate will befall last year's figures for the months of July and August. Close to 300 dealers have been franchised since the securing of the Majestic line, and with each signing up came a good initial order. In fact, it was necessary for this company to secure a four-story structure in the rear of their present one to facilitate the shipments of Majestics to the eager dealers. So that, Summer will not mean any dull period at the Pitts plant, but quite the reverse, as Manager Pitts feels that it will be high pressure even to the Fall.

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 will join 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.
 Boston

Chas. H. Ditson & Co.
 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.

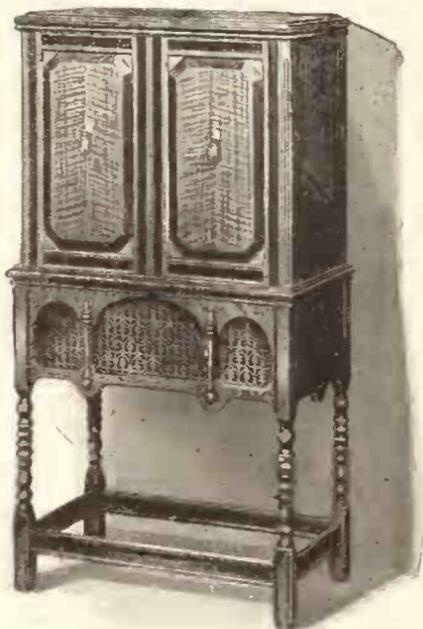
The merchandising leader of the 1928 combination line is the Victrola Radiola combination No. 7-11, completely equipped and listing at \$250. This instrument combines the Orthophonic Victrola with the Radiola 18, is AC operated and has the improved cone reproduc-

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



Electrola-Radiola 9-16

ished in a combination of walnut solids and straight-grained quartered-oak veneered panels, with a decorative inlay of white holly and ebony at the top. The antenna plate to be used for local reception is concealed in the rear of the cabinet. The size is 54 inches high, 30 3/4 inches wide and 17 1/4 inches deep.



Victrola-Radiola 7-26

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 Electrola-Radiola combination No. 9-16, the third of the new models, is completely equipped and lists at \$750. This model offers electrical record reproduction improved by the new Victor power unit, Radiola 18 radio reception, both through the new Electro-Dynamic power reproducer especially adapted for this purpose. The cabinet housing the combination is based on the early English style and is fin-



Victrola-Radiola 7-11

ing 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 3/4 inches high, 29 3/4 inches wide and 17 inches deep.

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 Follies, 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.

Houston Conclave Stimulated Sales

It is generally conceded that both the Republican and Democratic national conventions induced the purchase of radio sets. However, tangible figures were presented by H. T. Stockholm, Atwater Kent district sales manager, in whose territory Houston, Tex., is located. Mr. Stockholm reports that in the three weeks preceding the Democratic Convention over 1,000 Atwater Kent sets were shipped to the convention city alone.

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.

The ORCHESTROPE

America's Latest
Sensation
in
Reproducing
Instruments



Plays 28 Records
on both Sides
Continuously
Changing and
Turning Them
Automatically

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
Orchestrope*

Sold only through Dealers

*The CAPEHART AUTOMATIC PHONOGRAPH CORPORATION
Factory and General Offices Huntington Indiana*

The Trade in PHILADELPHIA and LOCALITY

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 stocking of these 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 Radiola-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., 835 Arch street, preparatory to removal to the new quarters at 232-240 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 Creger is to cover north Philadelphia after transfer from south Jersey and Delaware; Frank Hovey, who looked after all the 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 Williamsport, Easton and Allentown, will represent 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 distributors' meeting in early June. Wholesale record managers from the Philadelphia trade who attended and were highly complimentary of the results obtained in the business sessions of the program were Raymond J. Boldt, record manager of the Philadelphia Victor Distributors, Inc., and William Wendt, of the record department of H. A. Weymann & Son, Victor wholesaler. H. Royer Smith, head of the firm bearing his name, of this city, was the principal speaker of the dealers and he 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, with talks on record merchandising; Robert Wetherald, chief of the record order section, whose topic was record systems, and Daniel Desfolde, whose interesting treatise of foreign record distribution outlined his experiences as head of the foreign record order department. G. Erdman and Walter Clark gave interesting talks on artists and repertoire, as heads of the department devoted to 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 style 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 enjoyably 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)

Distributors for Eastern Penna. and Southern New Jersey

ZENITH
RADIO

KOLSTER
RADIO

We offer the largest stocks of nationally known radio lines in the East, together with a Service, not infallible, but embodying the spirit of helpfulness and cooperation to the limits of our power. Our continuous growth is an unfailing sign that our efforts are helping an increasing host of radio dealers to "Grow With Us."

TRILLING & MONTAGUE
WHOLESALE RADIO MERCHANDISERS

N. W. Cor. 7th and Arch Streets "Grow With Us" PHILADELPHIA, PA.

Branch Office: 218 Chestnut St., Sunbury, Pa.



Philadelphia Victor Distributors

announce the opening of its

New Offices and Warerooms

in the Manufacturers Exchange Building

232-248 North Eleventh St.

Philadelphia



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 116)

retailers was the contest on the diamond when the Wholesalers triumphed over the Retailers' nine. To Frank Reinick, of the Philadelphia Victor Distributors, Inc., was allotted the duties of umpire. Prizes were awarded the winners in the quoit, peanut, broom polo 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 Panatropé style and Radiola, retails for \$395, and the 5KR, 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 dealers' stores and through the daily press and other exploitation mediums. The sales during the month on these records were consequently larger than former months. Joe Rines, another artist in the Brunswick list, will appear at the Steel Pier this Summer and his records are to be brought to the front in sales drives.

Brunswick Sales Meeting Held

With the assignment of the management reins of the Quaker City branch to the capable hands of Ernest S. Germaine, there was held a special sales meeting of the organization combined with a luncheon session at the Adelphia Hotel in mid-month. E. E. Neil, district manager, presided with a word of goodly im-

port for the local offices in the affiliation of the new manager and then turned the meeting over to Manager Germaine. With an outline of sales work to be achieved under his regime he won the applause of his workers.

Hawley Bros. Open Store

Hawley Bros., who opened their new store in Williamsport, Pa., on June 29, gave to the section one of the most attractive music emporiums in the up-State city. Philadelphia associates of Hobert Hawley, until last month on the Brunswick staff, journeyed to the dedication scene of the new quarters, with Mr. Neil and Manager Germaine among the guests. The store, located at 216 West Fourth street, will be devoted to the sale of general musical merchandise and a complete line of Brunswick phonographs and records.

Elk Artists Entertained

When the Big Elks Convention occurred in Pottsville, Pa., in late June the group of artists, the "Famous Forty" of the Elks Lodge, were entertained with recordings of their own make at the store of Howard I. Paul, Brunswick dealer. They were entertained by the State lodges and by the Paul store forces at dinner throughout the convention, while the Philadelphia branch associates were among those who extended hospitality to the visiting Forty singers. Those from Philadelphia who welcomed the visitors were Managers Neil and Germaine and up-State Representative Theodore Fairchild, now connected with the Brunswick record department.

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 shippers busy in the normally dull period. Since the introduction of these new sets to the public there has been a continued demand which consumes all factory consignments by the dealers. President T. W. 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 Chicago, before the Fall season commences. Secretary and Treasurer Henry F. Miller spent several days in the New England section on an auto tour, while Sales Manager D. Wilson Mayberry is taking a well-earned rest after a strenuous campaign on the Zenith and Majestic in the Poconos.

Columbia Radio Set to Be Shown

The newest of Columbia Phonograph products, the Columbia radio receiver, is to be featured here during the Fall, according to 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.

Share in Sons' Honors

Proud parents associated with the Columbia staff here shared in the honors conferred upon their sons in the graduating classes of the past month. J. D. Westervelt, of the sales organization, is being congratulated upon the matriculation of his son Joseph from Harvard, and the conferring of his A.B. degree. The younger Westervelt will continue at Harvard in a post-graduate course. Assistant Manager W. J. Lawrence was especially elated with the graduation of his son, William B. Lawrence, who stood in the honor line at the Northeast High School, and his associates in the trade have showered the genial assistant with their congratulations.

Whiteman Recordings Sell Well

Following the release of the broadly proclaimed Paul Whiteman 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 Evening Bulletin, in co-operation with the manufacturers on June 20. Whiteman, 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 featuring radio, was tendered a testimonial luncheon by the Electrical Supply Jobbers at the Manufacturers' Club in the early days of June following the merger of his business, the Frank 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 sale of the business to the General Electric Company the title is changed to the General Electric Supply Corporation. 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 festered by the trio of representatives of the Federal Radio Corporation, Buffalo, N. Y., when the new 1928-29 line of electrical sets of Federal Radio were introduced to the local trade. Representing the 267 dealers who are connected with the retail representation in this territory 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 New Portable Victrola

Automatic Stop, Orthophonic Type Sound Box and other features make it

THE ARISTOCRAT OF PORTABLES

No. 2-55 List Price **\$35.00**
Metal Console Table List Price **\$20.00**
To Match
Complete **\$55.00**

*Wire, Phone or Mail Your
Order for Immediate Delivery.*

H. A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.
Victor Wholesalers

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 118)

Co., Allegheny avenue and Amber street, the manufacturers, the Federal Radio Corp., co-operating in the welcome extended, the day's business sessions were interspersed with entertainment and a banquet served in the evening. The morning's session opened with a word of greeting by President R. E. Tongue, Sr., and was followed with brief but hearty messages of good will towards the dealers by other officers of the local distributors, vice-president, R. E. Tongue, Jr.; secretary and treasurer, William C. Tongue, and assistant treasurer, Glendon Tongue. Representing the factory, Charles J. Jones, on behalf of the manufacturers, was enthusiastic in his message of optimistic portend from the producers and then gave his attention to the interesting features of the sessions in explanation of the new developments of the line of Federal AC sets that were on display in the Betsy Ross Room of the hotel.

C. J. Jones Represents Factory

Assistant Sales Manager Jones journeyed here from Buffalo to give his message direct to the dealers and in his talks were impressive sales factors that spurred the dealers to greater interest and enthusiasm over the coming Fall business. He related the high spots of the advertising campaign to be carried on in the key cities of the nation in the daily press with co-operative dealers' advertisements in trade publications and nationally distributed magazines for the 1928-29 season which will bring the seven attractive models of the Federal line to the attention of the majority of the population of the nation's readers.

He then turned his remarks to the merchandising end of the business and the prospects that are in line of adherence to the sales campaigning programs laid out. He said it was generally conceded that the trade was about to enter the most highly competitive season known to the industry. Continuing, he said: "With this thought in mind the Federal Radio Corp. will supply merchandising and advertising programs in an attempt to gain most results per dollar of expenditure and create greater popularity and demand deserving of the general Federal line." In describing the merchandising plans he stressed that the new G10-60 AC Federal receiving set was unanimously acclaimed by the visiting dealers, who voiced the opinion that they were confident the new addition to the line would add tremendously to the prestige of the entire Federal line. He assured the dealers that the Federal policy of retailers' representation which has been in force for the past two and one-half years will continue and that the retailers will be upheld by both manufacturers and distributors to their best interests.

R. E. Tongue, Jr., Acts as Chairman

R. E. Tongue, Jr., who was chairman of the conferences, presided at the various sessions and after his word of greeting turned his re-



3 1/2 inches diameter
Patented 1922

Velvaloid Record Brush

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

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

marks to the new models, the advertising programs and general merchandising plans. He assured his audience of the full co-operation of his firm in advancing their welfare with mutual benefit of distributor and his followers in the retail ranks. Glendon T. Tongue spoke on "Service" and introduced the new line of speakers which the firm also will distribute among them, the Temple, made by the Temple Manufacturing Co., and the Rola, made by the Rola Manufacturing Co., both of Chicago.

Many Dealers in Attendance

Among the dealers attending were: Wanamaker Department Store, C. J. Heppe & Son, Philadelphia; J. H. Troup Co., Harrisburg and Lancaster, Pa.; Robelin Piano Co., IXL Co., Wilmington, Del.; Bush & Bull Department Store, Williamsport, Pa.; Select Furniture Co., Scranton, Pa.; Frank A. Whitenight, Wilkes-Barre, Pa.; E. R. Snyder, Brown Music Store, and the W. E. & L. J. Bridegam, Reading, Pa.; H. B. Herr, Lancaster, Pa.; Castle Radio Co., Van Dorn & Hemple, and H. G. Tussner, Atlantic City; Kohler Music House, Clyde Kressly, Bethlehem, and others.

The Tongue Co. will take care of the needs of the dealers in Federal radio receivers and supplies in eastern Pennsylvania, south Jersey, Delaware and the Eastern shore.

R. C. Cameron With Franklin Co.

Robert C. Cameron, formerly connected with the Sleeper Radio & Mfg. Co., Long Island City, now is associated with the Franklin Electric Co., 50 North Seventh street, this city, as manager of radio sales. He formerly represented the Sleeper Co. as district sales manager at headquarters.

Sparton Dealers to Meet

Sparton radios for the coming Fall will be on display here at the special sales conferences between the manufacturers and the local distributors to be held during the outing now being planned at one of the leading country clubs. The meeting and outing session is set for July 19, though the place is still under discussion. There will be 175 dealers attending with the local distributor, the J. V. Kane Co., and the factory, the Sparks-Withington Co., Jackson, Mich., acting as hosts. Captain Wayne Sparks will address the gathering as ambassador from his firm, while J. V. Kane will represent the distributor and Professor Roy S. Glasgow, of the Washington University, consulting engineer of the factory, giving a practical talk on the new sets.

"Ramona" Tie-up Effective

When the screen showing of "Ramona"

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. Fischer a Commuter

J. A. Fischer, head of the J. A. Fischer Co., of this city, manufacturer of the Valley Forge line of talking machine replacement materials and the Val-phonic reproducer, is Summering 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. Mansell, 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 Fingrut, 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, Crosley and Amrad distributor,

(Continued on page 120)

ZENITH
LONG DISTANCE RADIO

and

Majestic

—All Set and on the Mark for the 1928-29 Radio Season
Let Us Tell You About the New Sets

Penn Phonograph Co., Inc.

913 Arch Street

Established 1898

Philadelphia, Pa.

Trade Activities in the Quaker City

(Continued from page 119)

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 F. 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, Allentown, 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 Philips, 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 \$132.50 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 \$197.50 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 newest 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 up-State trade 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 cam-

paign. 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:

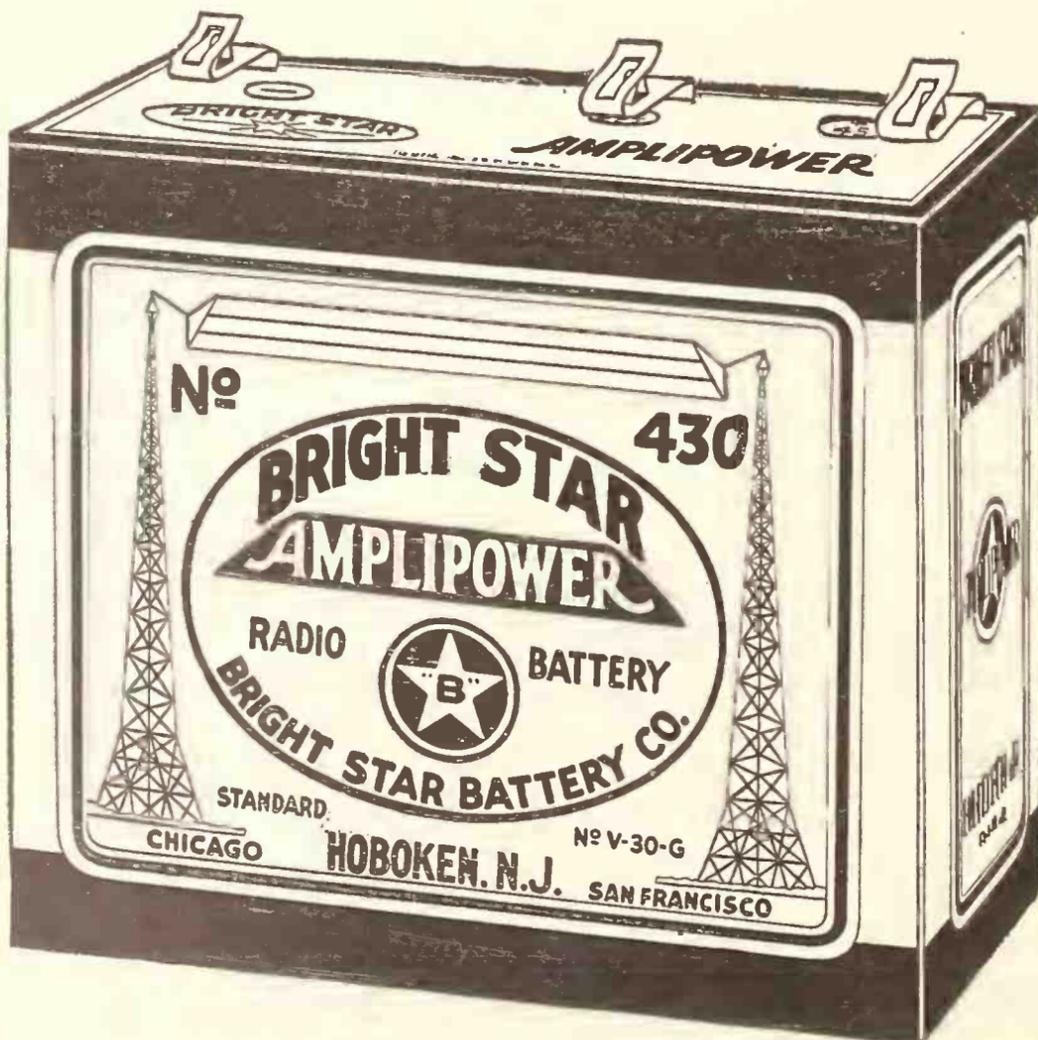
"The popularity of certain types of broadcasting programs," Lawson states, "reflects to some extent the popularity of phonograph records. These programs contain frequent gramophone recitals, which, aided by press publicity, have been very effective in promoting sales of records.

"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."

Polymet Issues Radio Manual

A new loose-leaf manual of engineering data pertaining to the radio industry has been published by the Polymet 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



Frank Dorian

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



F. J. Ames

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.

A few days after the stockholders' meeting the Board of Directors met and re-elected Louis Sterling, chairman of the Board; H. C. Cox, president and general manager; W. C. Fuhri, vice-president; F. J. Ames, secretary and treasurer, and R. H. Barker, assistant secretary and assistant treasurer.

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 be-

came 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.

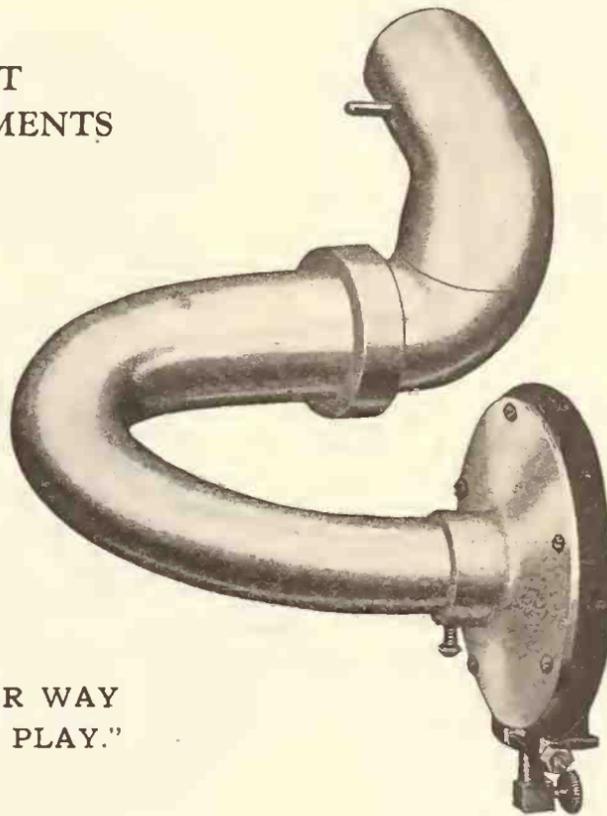
New A. K. Service Manual

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.



ATTACHMENT NO. 2

KENT ATTACHMENTS



"WIN THEIR WAY BY THEIR PLAY."

EXCELS IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability



Reg. U. S. Pat. Off.

Noteworthy for
Grace
Beauty
Tone and
Execution

With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

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

Made by

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

Manufacturers of Tone Arms and Sound Boxes

Plans Latin American Service Association

Volney L. Held, 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 ten-day parley prior to opening 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 grounded 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 key to the high brilliant key of the finale depicting the change from darkness into light.

Dubilier Condenser Catalog

The Dubilier Condenser Corp., New York City, has just published a new socket power condenser catalog. This catalog contains a complete line of condensers and condenser blocks for the A and B circuits of the socket power set, as well as special interference elimination devices. The new catalog also specifies condenser blocks for various standard radio power circuits and rectifiers. An analysis of each Dubilier condenser block is given, showing the capacity and maximum DC working voltage of each section.

A new booklet has been prepared by the Daven Corp., Newark, N. J., describing equipment necessary for television receivers, and listing the line of accessories now being manufactured by the Daven organization.

POWERIZER

REG.

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:
 7-1 Victor
 7-3 Victor
 7-30 Victor
 Alhambra-I Victor
 Radiola No. 20 RCA

RADIOLA No. 25 MODELS:
 7-2 Victor
 9-1 Victor
 Alhambra-II Victor
 Florenza Victor
 Radiola No. 25 RCA
 Cordova-6 (Brunswick)

RADIOLA No. 28 MODELS:
 VV 9-15 Victor
 Borgia-1 Victor
 Radiola No. 28 RCA
 Cordova-8 (Brunswick)

RADIOLA No. 16 MODELS
 7-10 Victor
 Radiola No. 16 RCA

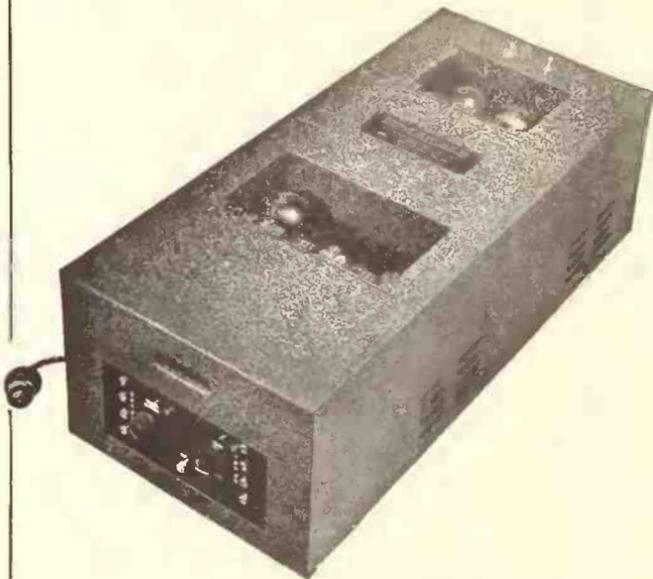
The possibilities of making money through power amplification are unlimited. There is a demand in every city. Also—you can turn your stock into cash immediately and add a real profit too. Dealers everywhere are converting their radios and radio phonographs into power amplified AC Electrics—with the famous powerizer power amplifier.



The PX-2 Power Amplifier is a two-stage power amplifier which can be energized from 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 speakers by dealers.

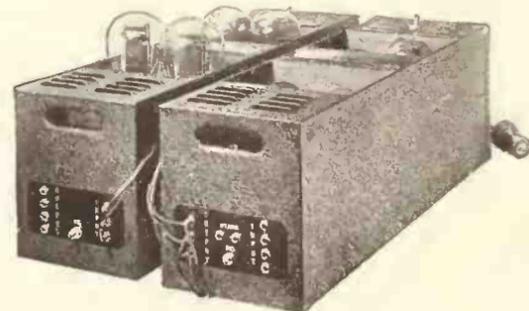
List Price - - - - \$75.00
 (Tubes extra)

Uses the No. 226 in the first stage, the No. 210 in the second and the No. 281 as rectifier—is provided with volume control.



Powerizer PX-3 is a very powerful amplifier, three stages, using the UY-227 in the first stage, UY-227 in the second stage, and the new UX-250 in the third stage; has a tapped input and a tapped output and has both a volume and tone control. Special scratch filter. It has a tapped input and tapped output so that it may be applied for a detector of a radio set, a microphone, or a phonograph. It can handle from six to eight speaker units, and can fill a house of 1,800 seats.

List Price - - - - \$185.00
 (Tubes necessary—two (2) UY-227, two (2) UX-281; and one (1) UX-250).



Powerizer PXP-250 is a very powerful three-stage push-pull amplifier. It is unique in that the amount of emerging amplification is unlimited, using our own system of sectional units. Push-pull 250 units may be added at will. Two units are sufficient to fill a house with at least 2,500 people; consists of one-stage UY-227, one-stage push-pull No. 171, and one-stage push-pull No. 250; has a tapped input and output. For tonal quality and power, this is the last word in power amplification.

List Price - - - - \$250.00
 (Tubes necessary—one (1) UY-227, one (1) UX-280, two (2) UX-171, two (2) UX-281, and two (2) UX250—tubes extra).

All of our units use alloy steel transformers, insuring maximum volume over the entire audible range. We would be very glad to handle any special problem that you may have on amplification. Write for Bulletin TM-3.

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.



Another Superior "Ace"

No. 824—Cabinet of German sixteenth century design. Tops, ends and doors of selected well figured Walnut of 5 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 Butt Walnut with heavy brass hardware in antique English finish.

Size of cabinet—Width 27½", depth 18", height 51¾"
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
MUSKEGON MICHIGAN

National Sales Agents

Studner Brothers, Inc.

67 W. 44th St., New York
28 E. Jackson Blvd., Chicago

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-

Hardware Co., Peoria, Ill., and first caddy—Arthur Grindler, of Beckley Ralston Co., Chicago, Ill.

Other prize winners were N. B. Williams, of Williams Hardware Co., Streator, Ill.; Kenneth Ridgway, of Ridgway Electric Co., Freeport, Ill.; E. M. Wise, of Roberts Toledo Co., Toledo, O.; P. R. Sturgeon, of G. K. Thompson Co., Boston, Mass.; Lester Graham, of Graham Selzer Co., Peoria, Ill.; Harry Luckner, of Lukko Co., Chicago, Ill., and Roy Waite, of Erskine Healy Co., Rochester, N. Y.

After the convention the jobbers returned to

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. Amesbury 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. Amesbury 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. Amesbury Goold. At the expiration of this time G. A. Goold again entered the firm as co-partner, the name being changed to Goold Bros. After several years of successful operation the company was incorporated, and in 1918 became 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 over 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.



Newcombe-Hawley Radio Jobbers at Successful Conclave

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

the radio trade show headquarters at the Stevens Hotel, Chicago, to inspect the Newcombe-Hawley displays in the ballroom and demonstrations rooms. Altogether the sales convention was a huge success.

Stevens Announces New Speaker Line

A new line of Dynamic and Dynetic radio speakers will shortly be announced by the Stevens Mfg. 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.



Art L. Walsh, General Manager and Vice-President, Phonograph Division, Thos. A. Edison, Inc., and Hal Shearer, General Manager, Splitdorf 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 retained these offices up to the time of the firm's retirement. In recent years the store had been located at 19 West Broad street. Mr. Bowman says that he has no particular

plans for the future. In addition to the Edison lines, the firm had been handling several lines of radio, including Atwater Kent and Crosley.

The new Edison wholesale headquarters here will distribute the company's products throughout the district made up of Virginia, North Carolina, South Carolina, District of Columbia and the border counties of Tennessee and West Virginia. R. P. Karch, general supervisor of the company, who was here for a few days looking after arrangements, announced that the company expected to have complete lines of radio sets, combination machines, portables and other new products on the market in time for the early Fall trade.

Walter D. Moses & Co., local Victor dealer, are giving the interior of their establishment a thorough overhauling.

Alexander Cowan has opened an exclusive phonograph shop at 118 North Eighteenth street, handling the Columbia line and Okeh and Vocalion records.

James K. Polk, Inc., has been given distributing rights for Vocalion records.

J. C. Howlett, of South Boston, Va., is giving up a lease at 420 East Grace street, this city, where 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

Announcement was made in the June issue of this publication of the entrance of the Penn-Dixie Distributors, Inc., into the phonograph jobbing field acting 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 avenue, North, Birmingham, Ala.

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 portable sales to such an extent that stocks ran low in several stores. The outlook here is for a brisk Summer volume.

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 total 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. Carryola, QRS 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 Columbia records. Brunswick portables are selling briskly. A holiday window of small machines produced the best portable trade for the season in years. The house has added the Majestic radio. Collections here are holding up very well—with scarcely any delinquents.

Frank Flightner, 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 Sonora 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-Eisemann. Carl Rule, 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. Wildermuth 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 Lorraine, 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. Womeldorf 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.






Complete That Radio Job!

WHETHER it's an old set your service man goes to pep 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 Type 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 us for informative literature and prices.



CLAROSTAT MFG. CO., Inc.
285-7 North Sixth Street
BROOKLYN, N. Y.

CLAROSTAT
Reg. U. S. Pat. Off.



LEONARD P. CANTY

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 1¼ 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-

casters' Association, with headquarters in Chicago. The officers and directors of the new Association are as follows:

Clinton R. White, WCRW, Chicago, president; M. Mayer, WPEP, Waukegan, Ill., first vice-president; Charles Messter, WCBS, Springfield, Ill., second vice-president; D. H. Harrell, WHBL, Sheboygan, Wis., secretary; Ben Sanders, WKBB, Joliet, Ill., treasurer; Hersh Miller, WCLS, Muncie, Ind.; Charles Middleton, WRAF, LaPorte, Ind.; Noble B. Watson, WKBF, Indianapolis, Ind.; C. L. White, WJAK, Kokomo, Ind.; C. L. Beardsley, WHBF, Rock Island, Ill.; C. W. Wermich, WKBI, Chicago, and C. L. Carrell, of station WHBM, Chicago.

KIMBALL Phonographs

Measure Value by These Facts

A Name With Prestige

Tone That is Superb

Beauty of Design

Unexcelled Construction

Moderate Prices

Several Styles



Style 275 Walnut

In addition a Financing Plan, Safe and Flexible, not offered elsewhere.

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago

“The Best in Music Whenever You Want It”

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. Curtiss 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. Curtiss 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 prepared 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 F. Logan, president of Lord & Thomas & Logan, New York City, advertising counselors, spoke on broadcasting as an advertising medium, saying that the microphone carries on where the printing press leaves off. Other speakers included H. B. Lewis, vice-president of the Commercial Paper Co., who said that instalment selling was on a firm basis and recommended certain 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 co-operation 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 Watontown 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 Watontown 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 receiving set by the Tait Radio Sales of Toronto, Federal distributor. A similar set also will 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 satisfactory service in the private cars of several executives of Canadian and American railroads. Lady Willington, 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 dealer newspaper mats. Advertisements in newspapers and magazines announcing Radiola 18 are said to have cost over a quarter of a million dollars.

Manufacturers of the Alto Fibre Needle Cutter



**Accurate!
The Alto**

**Automatic Stop
For Phonographs**



Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.
Canadian Distributor: Universal Supply Co., Toronto, Ont.

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.



R. H. Woodford

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 brown 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 pick-up, received about an equal amount of attention. 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 pick-up receptacles are simple to work, requiring no additional wires or attachments."

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 little volume will be found of great value. The bulk of the matter has been contributed by Mr. P. Wilson, who conducts the technical department of "The Gramophone" magazine, and with 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.

Harry E. Sherwin With Howard Co.

Well-Known Sales Executive Holds Post of Marketing Manager—Has Wide Acquaintance Throughout Country

Harry E. Sherwin has joined Howard Radio Co., Chicago, as marketing manager, according to an announcement by A. A. Howard, president. Mr. Sherwin is well known to the radio trade from Coast to Coast, owing to his long service in radio merchandising. His connections with Fada, Garod and Crosley have given him broad acquaintanceship with jobbers and dealers not only throughout the United States but in Canada and Mexico. In a recent statement Mr. Sherwin says: "Backed by the standard 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 merchandising 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 community will be adequate to carry the Howard message, and carefully planned display material is in process of designing to make that connecting link between advertising and merchandise.

"While the model range runs above two thousand 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 associated companies, Hazeltine Corp. and Hogan single-tuning control patents, issued and pending, 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 Tuesday 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 KMOX, St. Louis, have been synchronized, permission having been secured from the Federal Radio Commission, and various methods of synchronization are to be tried out by the Columbus station in conjunction with KMOX



Using Kolster Set in Broadcast Tests while actually broadcasting during July and August, and the results of the experiments will be reported to the Radio Commission.

Herbert V. Akerberg, engineer, and Don Barnard, manager of WAIU, and Franklin D. Doolittle, owner of WDRC, New Haven, are credited 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 Arms 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 connections for F. A. D. Andrea, Inc. He will appoint Fada distributors and study radio conditions 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 securing the latest data and establishing direct relations with Fada connections there.

The R. B. Rose Co., Inc., New York City, recently filed a schedule in bankruptcy.

Oregon Phonograph Dealers Organize

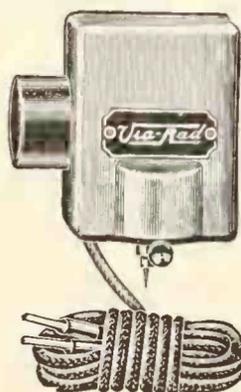
Will Be Subsidiary Branch of the Oregon Music Trades Association—Warde W. Robinson Appointed Chairman

PORTLAND, ORE., July 2.—The managers of the phonograph department of the music stores of 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, appointed Warde W. Robinson, of the Hyatt Music Co., as chairman of the phonograph group 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 situation 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 numbers instead of them being used until they were threadbare. George Skiff, an invited guest 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 releases 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. Randall 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 advanced 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 550 and 1,000

kilocycles and 500 stations between 1,010 and 1,500 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.

All the selecting is done direct from the antenna, the impulse passing through a single dial selector unit which allows a band of ten kilocycles to pass. No tubes are employed in this "band pass filter" selector. The exactness of this device makes the lower zone of the spectrum as valuable as the higher wave lengths. The new Sparton Equasonne is said to select so accurately that any noise and interference is eliminated as completely in the short as in the long wave length. The dial is calibrated exactly to kilocycles, thus permitting an almost automatic selection of stations, and the set has a pre-selector unit, with all of the tuning accomplished before there is any amplification.

The amplifier unit, with six tubes, one of them operating as a detector tube, amplifies the impulse received 15,000 times. This amplifier is said to be unique in that it automatically tunes itself to the incoming frequency, no matter what the wave length. This has been made possible by taking advantage of the electrostatic capacity between the tube electrodes.

In the new circuit this capacity has been purposely exaggerated to a point where it changes with the impressed frequency by exactly the amount needed to keep the coil connected across the tube tuned to resonance at all times. This results in an automatic stability, so that the circuit is said to exhibit absolutely no tendency to oscillate, thus eliminating all necessity for balancing or neutralizing condensers.

The new detector circuit, the maker states, can cope successfully with the relatively large voltage furnished it by the amplifier, without overloading or producing distortion. The detector can handle up to forty or fifty volts, and this permits working direct into the grid of a 25-watt power tube without an intermediate stage of audio amplification. This elimination of one audio stage is said to improve the tone quality and materially reduces the background of tube noise and alternating current hum. An improvement has also been obtained in the ratio of signal to static, thereby reducing this interference.

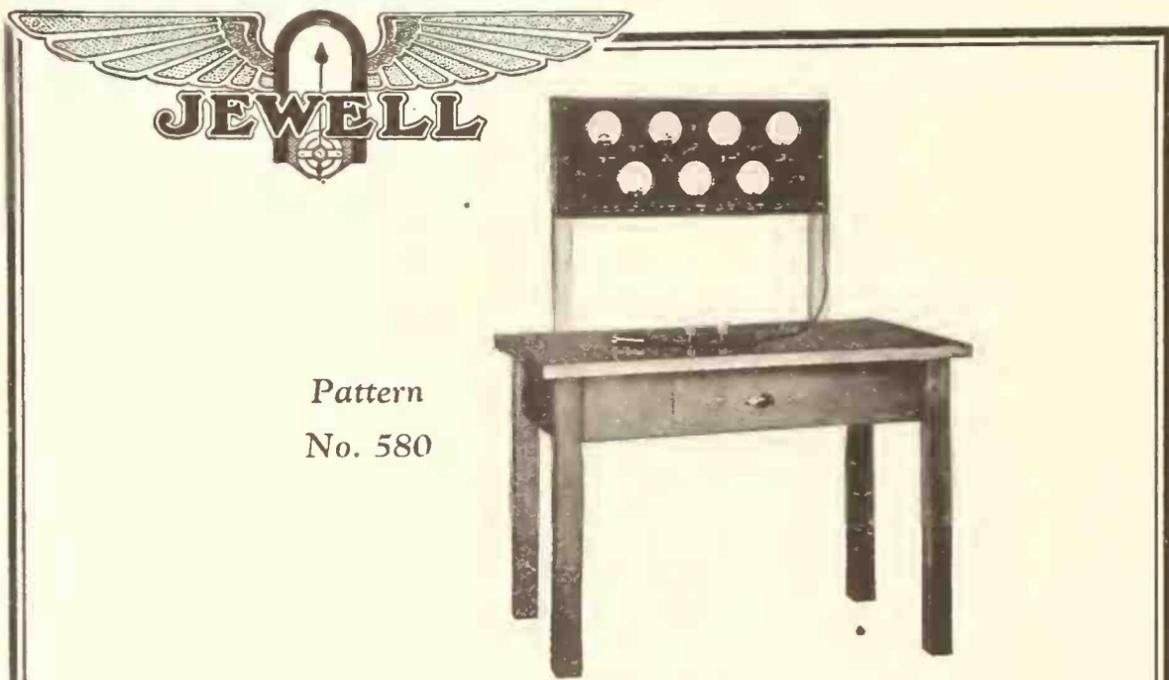
The extreme simplicity and sturdiness of the Sparton Equasonne receivers have been subjects of much favorable comment. The makers state that its construction makes possible the location of any trouble by simple testing at three points, and when located any difficulty can be remedied in three minutes 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 Summertime 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-in, there is just as much reason to listen in during the Summer as during the Winter. Music enlightenment, contact with the world, thrilling sporting events and other program features form a rich mental background for our Summer life. Whether it be at home, on the farm, in the Summer boarding house, on the water, or anywhere else, there is a place for radio entertainment."



Pattern
No. 580

Jewell Radio Test Bench

Many requests from jobbers and dealers have come to us for a service panel or bench which would contain, interconnected, all the instruments necessary to completely check the circuits and general working condition of radio receiving sets and accessories. The Jewell Pattern No. 580 Radio Test Bench has been designed for that purpose.

The bench proper is substantially made of hard maple with a top of generous size, 24 x 42 inches. The working surface is 36 inches high. A tool drawer is included.

The testing panel is steel, black enamelled, with all markings engraved directly in the steel and filled with white. The panel carries seven instruments, as follows: 0-7.5 volts D. C.; 0-75 volts D. C.; 0-150-300-750 volts D. C.; 800 ohms per volt; 0-15-150 D. C. milliamperes; 0-4-8-16 volts A. C.; 0-150-750 volts A. C., and 0-1.5-15 microfarads.

The panel is supplied with binding posts, so that all instruments can be used individually and with switches to cover all ranges. It is also supplied with a plug and cord, so that all circuits in a radio set can be tested along with the tube, which may be placed in a socket in the panel. A pair of outlets are arranged to be connected to the 110-volt, 60-cycle, A. C. line, so that line voltage may be read and a set plugged into the outlets. Line voltage is also used for measuring the capacity of condensers.

This Radio Test Bench is a well made, carefully designed and practical piece of equipment which jobbers and dealers who have a large quantity of servicing to do will find very efficient as a part of their testing equipment. Large, precision type instruments with long scales can be read to a high degree of accuracy. Readings are simultaneously and independent of each other.

Our descriptive circular Form No. 2004 describes the Radio Test Bench in detail. Write for a copy.

Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago

"28 Years Making Good Instruments"

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



S. M. Doak

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.

Audak Plant Rushed

Interest in the talking machine and its true tonal reproduction is greater than most people imagine, according to Maximilian Weil, president of the Audak Co., New York, maker of the Audachrome and other reproducers. In substantiation of this statement Mr. Weil calls attention to the fact that the Audak factory is working at full capacity throughout the Summer months and that the volume of June business was decidedly ahead of the same month in other years. "The appreciation of tonal fidelity in the reproduction of records is greater than ever before. I attribute this to the fact that

the new type of electrical recording has put into the record a wealth of tone and that the buying public is not satisfied unless they reproduce from the record all the music that has been recorded by the artists."

Annual Columbia Outing

Officials and employes of the Columbia Phonograph Co., New York City, gathered on Saturday, June 30, for the observance of the annual outing, which this year took the form of a sail up the Hudson to Indian Point and return. While at the resort dancing, swimming and an impromptu ball game kept all entertained and the event was voted a huge success despite an unexpected shower.

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 Eulmatic 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, Ill., 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 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

Blackman
WHOLESALE RADIO
DISTRIBUTORS
DISTRIBUTING CO., INC.
28-30 W. 23rd St., New York, N. Y.

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



James Mayer

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 this 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



Model No. 863

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.

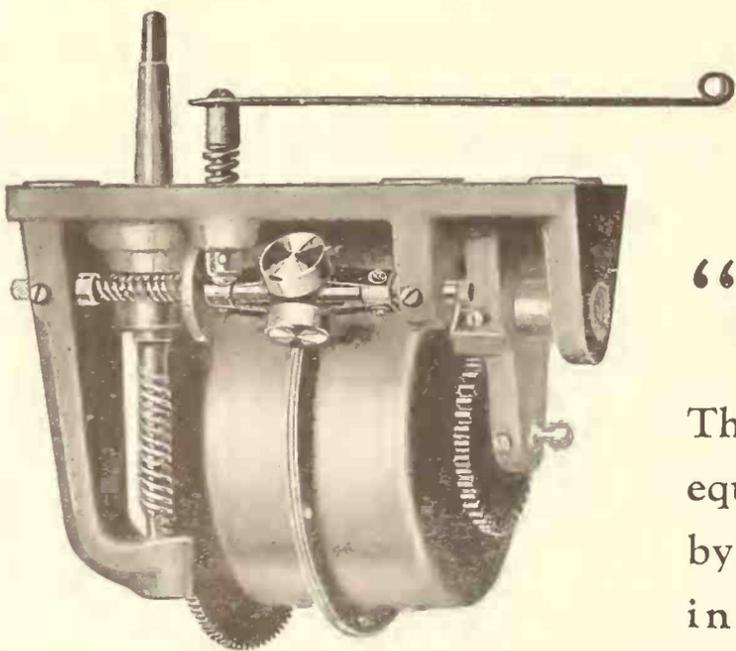
BE FIRST WITH PIERSON!

America's Foremost Line of Radio Furniture



The Pierson Company

Rockford, Illinois

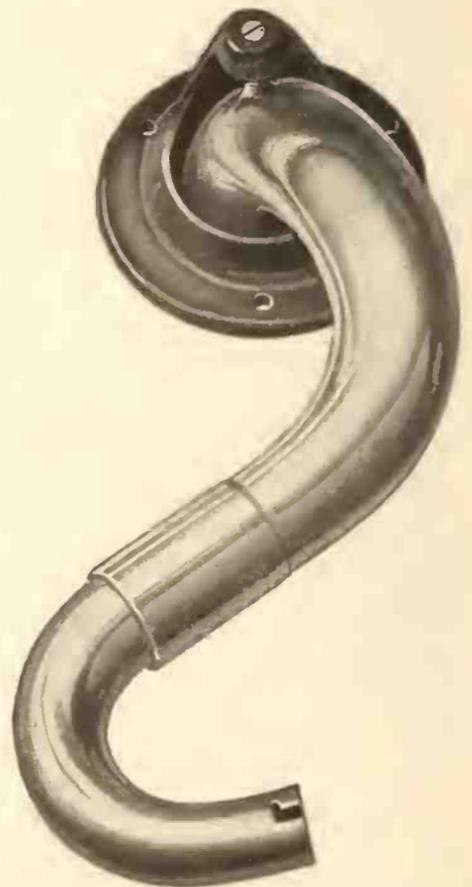


102 Motor



"HELYCON"

The proven phonograph equipment, manufactured by men who have been in the industry for a generation.



509
Tone Arm

Write for Catalog of Motors, Tone Arms and Reproducers

POLLOCK-WELKER, Limited

Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener

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



Nickel in the Slot Electric Automatic Phonograph

Holds and plays 5 disc records automatically. Practically new. Have 600, and won't last long, at only \$165 each, and won't take a life time to pay for themselves.

ATLAS SALES CO.
Taylor Street
Kaukauna,
Wisconsin

Otto Heineman Sails on European Trip

Okeh President Will Visit London, Paris, Berlin and Switzerland—Says Okeh Business Is Ahead of 1927

Otto Heineman, president of the Okeh Phonograph Corp., New York, sailed July 9 on the "Aquitania" for a short trip abroad. According to his present plans Mr. Heineman will visit London, Paris, Berlin and Switzerland, spending a few days at the Leipzig fair before returning to New York about the middle of September.

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 commented particularly upon the 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. Fenimore Johnson, executive vice-president of the company.

Announces Resignation

The resignation of Martin Zatulove, traveling supervisor of sales of the Charles Freshman Co., Inc., New York, has been announced. Mr. Zatulove 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



Fada Jobbers Entertained at Banquet at the Blackstone Hotel

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 4,800 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.

Closed Big Business During Trade Show

\$8,450,834 Sales Contracted for at Distributors' Convention and Trade Show by All-American Mohawk Corp.

CHICAGO, ILL., July 6.—E. R. Rauland, president, All-American Mohawk Corp., announces that the company, during the convention of its distributors, and during the Radio Trade Show, had closed contracts for sales running to \$8,450,834. This compares with approximately four million

dollars' worth of business transacted by the company for the entire year of 1927.

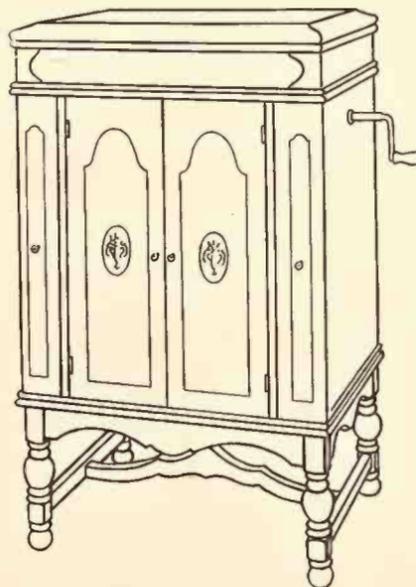
"The increased amount of business is due to the approval expressed by distributors throughout the country for All-American Mohawk Corp. radios, and is an indication of their confidence in our company's aggressive merchandising ability," said Mr. Rauland.

"Shipments so far this month and last month have been 30 per cent more than that of a year ago for the same period. An increase of over 45 per cent is shown so far in 1928 over 1927. The large volume of sales and shipments made by this company can in no small measure be attributed to two outstanding features which are included in the All-American Mohawk Corp. models—our new radio-phonograph combinations, which were shown during the Radio Trade Show. The All-American Mohawk Corporation factory—a 94,000 square foot plant—is working on double shift since the first week in June to meet the requirements of our distributors for radio receiving sets."

Consider the New

VINCENNES

Veraelectric Phonograph



Model 150 Veraphonic

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 its quality of reproduction and construction. The Vincennes Veraelectric 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 \$180.00. The Vincennes 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.

VINCENNES 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 manager of the traveling 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 nor a Rolls-Royce series. One of the first and most important outposts we intend to strengthen is that of service 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 re-organization.

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 warm enthusiasm 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 formally presented 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 other valuable prizes, such as a lady's diamond wrist watch, match 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 well 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 additional valuable prizes. Formal presentation of the Federal prizes will be made by each dealer's wholesaler in the near future.

The group A contest was won by The Radio Studio of Omaha, Nebr.; group B, by Prest & Dean, Long Beach, Calif.; group C, by Yudkins, Danbury, Conn.; and group D, by the Brecht Drug Co., Yankton, S. Dak.

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 preference stock, payable August 1, 1928; \$1.50 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 to make them equal 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 phonograph department of the Glen Bros.-Roberts Piano Co. and formerly in charge of the phonograph department of the Daynes-Beebe Music Co., Salt Lake City, has accepted a position with the QRS Co., San Francisco. Mr. Taylor is an expert music 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.

CASE RADIO

A Complete Line
of Fine Radio Sets
from \$98 to \$500

With the Strongest Selling Feature in
the Field—O. A. P.!

Here is radio value expressed in terms your trade will understand, appreciate and prefer. The new Case measures up to the most exacting 1928 standards of perfect radio reception.

It is the first set to be rated for O. A. P. (Over-All Power) an unbiased comparative test of radio set efficiency which gives the actual amplification of an entire set, based upon N. E. M. A. standards created by the Institute of Radio Engineers.

No competing radio set anywhere near the price of the Case has greater power or beauty of design.

This season the public wants to know what it is paying for. O. A. P. will be the outstanding feature of the industry as a result of this demand.

Be the first in your community to introduce this big selling idea.

Send for a treatise on the O. A. P. theory

CASE ELECTRIC CORPORATION

DIVISION UNITED STATES ELECTRIC CORP.

MARION

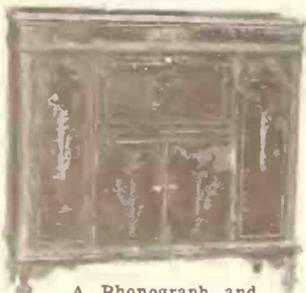
INDIANA

POWER PROVES THE CASE



Model 67A

Seven tube A. C. Neutrodyne Receiver. Single Drum Dial Control; beautiful wood cabinet, including A. B. C. power supply built-in, but easily accessible. Price complete but less all tubes . . . \$98.00
O. A. P. Rating 620,000.



A Phonograph and Loop Operated Radio Receiver Combination

Both units speak over a new Electro-Dynamic Power Speaker in conjunction with a push-pull Amplifier of the most advanced type. One switch changes from Radio to Phonograph INSTANTLY. Set requires no Antenna or Ground, but provides for their use if desired. Direction of loop is controlled from the panel, insuring the utmost in selectivity.

Price, with Dynamic Speaker, loop, power unit and Amplifier, but less all tubes . . . \$500.00.



Model R 44
Closed

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 shut off, volume control, etc. Also Cone or Dynamic speaker.

Cabinet work of true Excello quality.

Catalogue of complete line on request. Write today.



Model R 44
Open

EXCELLO PRODUCTS CORP. 4824 W. 16th St., Cicero, Ill.
(Suburb of Chicago)

Pacific Coast Representative—Pacific Sales Corporation, 426 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-motored Ford monoplane, took off from Chicago marking the Carryola Co.'s appearance at the RMA Radio



Reading from left to right: Lester Joyce, C. E. Bailey, Ray Reilly, A. F. Beyer, Reed G. Landis, H. C. Schultz, Lester Burchfield, E. N. Quarters, Peter Prime, a Pilot

Trade Show in Chicago on June 12th. Ray Reilly, general sales manager of the Carryola Co. of Milwaukee, sponsored the trip to the Carryola plant along the beautiful lake shore. The trip was negotiated by fourteen passengers who enjoyed a beautiful day. The party consisted of the following distributors: Lester Joyce and C. E. Bailey, of the C. E. Bailey Co., Boston, Mass.; A. F. Beyer, T. E. Swann Co., San Antonio, Tex.; H. C. Schultz, H. C. Schultz, Inc., Detroit, Mich.; E. N. Quarters, H. C.



The Plane Carryola

Schultz Co., of Cleveland; Lester Burchfield, of T. E. Swann Co., Dallas, Tex.; Ray Reilly, sales manager of the Carryola Co.; Peter Prime, Carryola Co., and three licensed pilots under direction of Major Reed Landis, U. S. A., former World War Ace and president of Reed G. Landis Co., advertising counsel for the Carryola Co.

The entire assemblage 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, and H. 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 wonderfully equipped Carryola factory inspecting the motor plant, foundries, plating, inspecting, woodworking and electrical departments.

After a visit of about two hours the party again took off from the municipal airport at South Milwaukee back to the Chicago landing field. The trip returning took about forty-five minutes. All were enthusiastic about the 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, of the Leo. J. Meyberg Co., San Francisco, and Mr. and Mrs. H. E. Sherman, of the Leo J. Meyberg Co., Los Angeles, in company with Ray Reilly made a similar visit by automobile and showed great interest in the manufacture of the products they were exploiting.

Hiler Audio Corp. to Expand

The successful adjudication and the declaration of validity of the tuned double impedance patents held by the Hiler Audio Corp. in the U. S. District Court of Massachusetts, was the opening gun in the program of expansion instituted by this organization.

Edward E. Hiler, American engineer and inventor of the tuned double impedance system of audio amplification, has successfully negotiated with 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. Muter Co.

New Atwater Kent Slogan

"Another radio upstairs—for the family convenience" is a new slogan adopted by the Atwater Kent Mfg. Co., Philadelphia, Pa.

Davega Opens New and Largest Store

Is Located at Broadway and Forty-second Street—Has Wide Expanse of Show Space—Carries Many Lines

Davega United Sport Shops, Brunswick, Atwater Kent, Freed-Eisemann 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.

The talking machine and radio department is attractively furnished and ample space has been provided for the many lines retailed.

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 Bloomingdale'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, CAL., 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 ideas and interest in juveniles by a course of musical study in the public schools. Both of the recommendations were placed in the hands of committees to be reported upon on the final day of the convention.

In advancing his suggestion that the scope of the association be broadened to take in radio, Mr. Uhl stated that the interests of the radio and music trades association so overlapped that in many instances the two organizations were duplicating effort and virtually the same firms were holding membership in the two bodies.

"When you return to your homes," Mr. Uhl told the delegates, "get in touch with your school board and tell them that the boy who blows a bugle isn't likely to blow a safe. Music constitutes an outlet for youthful energy and supplies an objective. Let every delegate at this convention do all in his or her power to advance music in the public schools of this country. Music has a place there, just as have mathematics and history."

L. E. Behymer Speaks at Luncheon

At a luncheon held in the Cocoanut Grove of the Ambassador Hotel on Tuesday immediately after the business sessions, L. E. Behymer, impresario of Los Angeles, delivered an inspirational address in the course of which he strongly endorsed Mr. Uhl's sentiments relative to music in the schools. "This country sooner or later,"

he said, "will be embarked on a great wave of musical enthusiasm. It is bound to come when virtually everyone will be not only a music lover, but a player of musical instruments. That situation will be a highly democratic one, due to the far-reaching and all-inclusive nature of the 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 Neville, 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 States, as, for instance, California, Oregon, Washington and Utah, and value of the interchanged ideas soon would mount to big figures."

The Band and Orchestra Division

Speakers before the band and orchestra division commended metal clarinets, and foretold that an era of metal instruments soon will be in vogue. F. A. Norton, of San Francisco, said a Los Angeles concern, the National Musical Instrument Co., now is manufacturing steel-bodied guitars, and declared he had recently seen a metal string bass. He declared the Los Angeles factory now is engaged in experiments on a violin with a metal body.

Earl R. Stone, of Los Angeles, reported that

the piano accordion is being accepted as a recreation by many local business men. He declared a ready sale has been found among physicians, attorneys and executives who possessed a knowledge of music, especially of the piano. Such business men, he said, appreciate the harmony of which the instrument is capable and gain bodily exercise at home from playing it.

Enlarge Scope of Store, Says Clay

The great enlargement of the scope of the average music store, so it will include stocks of everything that constitutes home entertainment, was advocated by Philip T. Clay, of San Francisco.

Motion picture cameras and projecting apparatus, he said, rightfully belong in the musical instrument store, for the purpose of the music establishment is to bring about greater home happiness and entertainment. As yet, he declared, many musical instrument dealers view radio 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 500 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

CLICK WITH BUCKEYE CABINETS



Model 37

A beautiful burl walnut cabinet with diamond matched walnut doors which slide in and out. Hand rubbed, lacquer finished.

Receiver easily installed by lifting lid which raises and set rests behind panel.

Dimensions 22 $\frac{1}{4}$ " wide, 16 $\frac{1}{4}$ " deep, by 37 $\frac{1}{4}$ " high.

List price \$47.50 without speaker. Choice of speaker furnished.

This is only one of a varied line of cabinets which constitute the Buckeye offering for 1928-29.

BUCKEYE MFG. Co.

SPRINGFIELD, OHIO



STUDNER BROTHERS, Inc.
National Sales Representatives

New York - - 67 W. 44th St.
Chicago - - 26 W. Jackson Blvd.

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 Pageant and Exposition

During the afternoons, those delegates who were not engaged in business transactions or in attendance at the special meetings visited the International Music Pageant and Exposition, given in the Ambassador Auditorium, situated nearby 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 dealers were likely to devote the better salesmen to the bulkier instruments, and to neglect the radio end of their business. He further pointed out that when instalment merchants discounted their paper, sometimes at twenty per cent, 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 emphatically to make no "wild statements" pertaining to the product. Cut service costs further, he recommended, by handling 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 accomplishment 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.

Competition among music and radio merchants, Mr. Smiley continued, is being con-

(Continued on page 136)

Fulamatic
Creatone
TRADE MARK

**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.**

*Electric
Amplification*

The first Automatic Phonograph on the market—wonderfully efficient in tone reproduction, and absolutely foolproof.

Dealers should have Automatics to complete their line—Why not handle CREATONE—the wonder instrument of the age? Write.

**The
DECA DISC CO.
Waynesboro, Penna.
U. S. A.**

Dynamic Speakers

Remote Control

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 traveling 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 decidedly important factors in bringing the 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 squeaks 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, to describe the radio dealers' reaction to the alteration.

He characterized the move as "more than a sound one," declaring that great changes in the distribution of musical instruments were coming from within the industry itself.

"Radio and music are identical," he said, "and you will never divorce them. Radio is entertainment, like a piano. But the adoption of a resolution and the change of an association name means little other than a reflection of an internal condition. To make it mean something real to the industry, radio must be adopted as a business, a thoroughly recognized and respected one, by all musical instrument houses."

Committee to Confer With Radio Men

He concluded with recommending that a committee be appointed at once to confer with the radio trades associations in all sections of the

west, relative to their being absorbed into the larger and more comprehensive "Music and Radio Trades Association."

"Radio manufacturers will find the musical instrument house a natural outlet for their product," Ed. A. Geissler, vice-president and secretary of the Birkel Music Co., Los Angeles, stated from the floor of the convention. "The music store is the place for all home entertainment, and a separation of music and radio should not even be implied."

Philip T. Clay, president Sherman, Clay & Co., San Francisco, recommended adoption of the change in name on grounds that manufacturers and the public should have notice served on them that radio and music are one. He also pointed out that by the amalgamation of organizations, one convention yearly could be held, with all members of the allied industries present, and there would be an elimination of dues and other upkeep of a needless Association.

The only change in the board of directors was the election of W. W. Bradford, Knight-Campbell Music Co., Denver, and Ernest Ingold of Ernest Ingold, Inc., San Francisco, to the places formerly occupied by E. B. Hyatt, of Portland, Ore., and Ellis Marx.

Warns Against "Vocational Selfishness"

Orra E. Monette, Los Angeles banker, addressed the meeting on financial subjects, concluding with a warning against "vocational selfishness," which he characterized as a too-often-encountered condition into which any business man may fall, when he places his own vocation and his immediate business activity above that of his community interests.

Take part in civic and community activities, Mr. Monette advised, pointing out that a business man is only part of his own community and the community and individual prosperity invariably are proportionate.

Shirley Walker, prior to being elected to office, told the complete story of the piano contest conducted in San Francisco two years ago, under auspices of the San Francisco Call, declaring it obtained for the piano industry thousands of dollars' worth of publicity which could never have been secured otherwise and saying the contest created innumerable young pianists.

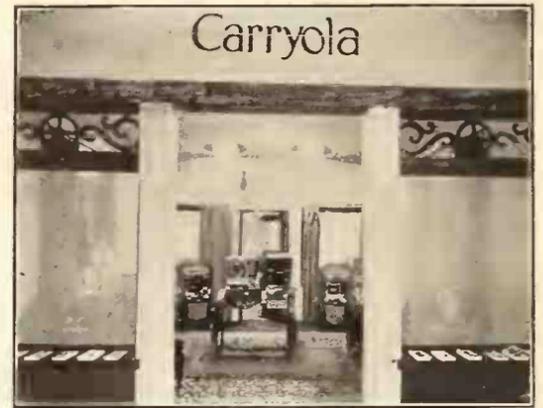
He advised tying up with one newspaper, making the event a part of that newspaper's interests, thereby obtaining a much more whole-hearted editorial co-operation than could have been engendered if the subject were placed as an open news story for all papers.

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 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 kino-lamps for receiving the images.

The offices of the Pathe 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.



Carryola Co.'s Booth at Pageant of Music, Ambassador Hotel, Los Angeles; Leo J. Meyberg Co., West Coast distributor, in charge. Ray Reilly, Carryola Co., and E. Tindell attended Pageant

Veteran of Radio Furniture Industry

C. A. Backus, Manager of Radio Cabinet Division of Caswell-Runyan Co., Has Been Active in Radio Since 1921

C. A. Backus, manager of the radio cabinet division of the Caswell-Runyan Co., Huntington, Ind., is considered one of the veterans in the radio furniture field, for he has been active



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 1928 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 nationwide 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 de luxe 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 round a record-breaking year will have been enjoyed. Comparisons with the past year have been resultful 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 and 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 Budacz 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 \$200



Baltimore Atwater Kent Dealers at Congress Hotel, Chicago, Guests of Parks & Hull

straight acoustic models contributed to the big machine business that has been done in this territory in the last several weeks. The sales on the \$200 model for the month of June were much ahead of the sales on the \$275 and \$300 models combined in June a year ago.

Columbia dealers are doing a big business with the schools on the new Columbia portable No. 161, in this territory. The Summer school of music held annually at Salem College, N. C., has just purchased a Columbia-Kolster model No. 900 for use in teaching music appreciation to many music teachers, who come to this Summer conference.

Columbia dealers in this territory are cleaning up on the sale of Paul Whiteman records. His recording of "Constantinople," coupled with "Get Out And Get Under The Moon," has been the biggest seller on the list, although

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

with Ed Meany, A. K. representative for their territory, and arranged for the special dinner, speakers, etc., to insure the success of their meeting.

Among the speakers were R. E. Smiley, A. K. assistant general sales manager; J. F. McCoy, A. K. Southern territory manager; E. M. Freleigh, of the Bankers Commercial Trust Co.; Harry Humphries, of the Pooley Co., and George Coleman, of the Red Lyon Cabinet Co. Bob Green, of Parks & Hull, acted as chairman and also addressed the meeting on closer cooperation between the distributors and the dealers.

Many applications for the new Columbia line are coming in at a rapid rate and Columbia Wholesalers are having much difficulty allotting dealer agencies. Among the stores to secure Columbia franchises are the Hecht Furniture Stores of Baltimore, Schaub Music & Radio Co. of Baltimore, and Zepp Music Co. of Baltimore. The Hecht Stores announced their new Columbia department with a big ad in the Baltimore Sun which contained also the first announcement to the public of the new Columbia-Kolster models.

A group of twenty-nine radio dealers and eight radio distributors in this territory are cooperating with the Maryland Radio Board of Trade in an effort to stimulate business during the Summer months. Enough money has been raised to pay for a series of twelve advertisements which are appearing over a period of twelve months when aggressive merchandising is most needed.

The advertisements which are at the present time occupying three columns in the Baltimore Sun tie-up with the current broadcast programs and inform the public of the major events which are being put "on the air" during the Summer months.

New Brilliantone Display

The Brilliantone Steel Needle Co., New York City, has evolved a particularly attractive and at the same time efficient record display easel for the dealer's use. This easel is so constructed that the record is held firmly, greatly lessening the chance of its warping. The easel calls attention to Brilliantone needles in an unobtrusive way. Dealers from all over the country have written in requests for this easel.



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

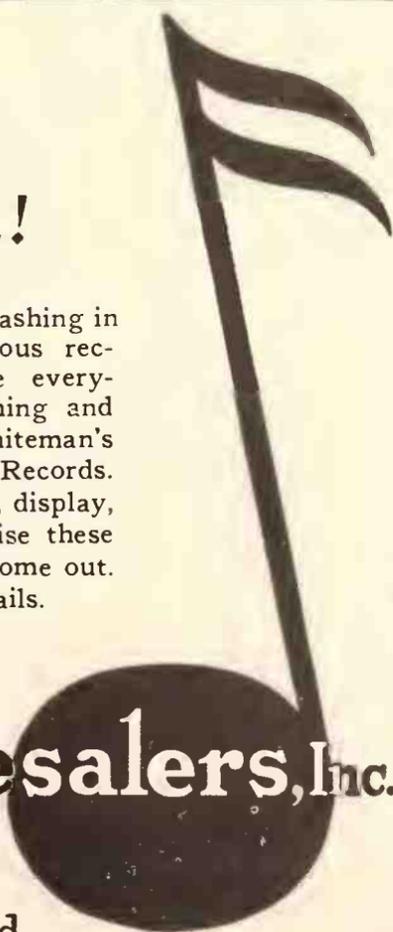
and abroad are cashing in on these marvelous recordings. People everywhere are watching and waiting for Whiteman's latest Columbia Records. Watch for, stock, display, play, and advertise these records as they come out. Write us for details.

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. Named Balkite and Eveready Distributor—Ert Jobs All-American-Mohawk Line

MILWAUKEE, WIS., July 7.—G. K. Purdy, of the George C. Beckwith Co., this city, distributor of Federal, All-American, Mohawk and Crosley radios, is enthusiastic over Summer radio business, and declares that from all indications this Fall is going to see the heaviest volume of demand which the radio trade has ever experienced. The Beckwith Co., recently appointed distributor for Crosley radios in Milwaukee and Wisconsin, reports that it has quite a few of the new models in stock and that these are being shipped out at a rapid rate.

Victor dealers who participated in the trip to Camden sponsored by the Badger Talking

Gaulke, Ische Bros., K. K. Radio Co., McLean Radio Store, Nelson Radiola Shop, Northern Radio & Supply Co., Orth Music Co., Standard Furniture Stores, Real Radio Service Co., The Schunck Co., Uptown Music Shoppe, Wack Sales Co., D. A. Bock, Mueller Radio, Inc., Barnes McGovern Co., Beierle's Saxophone & Radio Shop, Circuit Electric Co., J. Mandelker & Son, Inc., B. S. Wisniewski.

Yahr-Lange, Inc., distributor of the Super-Ball antenna, is co-operating with other Milwaukee jobbers in a Mid-West Market Week, to be held in Milwaukee from August 27 to September 1, during State Fair Week, when



Badger Victor Dealers and Salespeople Who Visited Camden

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 Bosch and Slagle lines. The company formerly jobbed the Freed-Eisemann.

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.

Milwaukee Majestic dealers include the Bates Radio Corp., J. B. Bradford Piano Co., McCoy Robertson Radio, Boston Store, Buestrin-Hanson Co., Dependable Furniture Co., A. E.

retailers from Wisconsin, Michigan, Minnesota, Iowa, Illinois and Indiana will be their guests. Merchandising conferences and display and advertising sessions for the benefit of the retail dealers will be features of the week.

The Flanner-Hafsoos Music House, Inc., is featuring the Carryola portable and Manager Matthies reported a good demand for portables during June in spite of poor weather conditions.

The Edwin Tillman Song Shop featured the Victor and the Victor record "Ramona" in the lobby of the Garden Theatre in Milwaukee during the time that the picture of that title played there. Good sales results were achieved.

Kesselman-O'Driscoll, one of the largest retail and wholesale music houses in this section of the country, has become wholesale and retail representative for the Iroquois electric refrigerator in the Fox River Valley and northern part of Wisconsin.

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. Percy Mack and Perry Saftler, 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 Le Minilux speaker, a hand-made miniature radio speaker particularly designed for the boudoir, sun porch or bedroom, which is described in the Newest 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; in 1918 he acted as a special representative of the Pathe Phonograph Co.; in 1919 he conducted the phonograph department of the Adam, Meldrum & Anderson 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; 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 Carpet & Rug News.

With his particularly wide and varied experience Mr. Kruse assumes his new duties well equipped to successfully merchandise this new speaker.

Mr. Kruse reports that a number of the leading metropolitan department stores have already taken on Le Minilux, including Wanamaker's and Stern Bros. in New York City, 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.

H. C. Holmes in an Important New Post

The appointment of H. C. Holmes as general sales manager of the DeForest Radio Co., Jersey City, N. J., with headquarters in the main office of the plant, has been announced. Mr. Holmes has been closely identified with the radio industry for many years, principally in the production end. He was vice-president of Henry L. Crowley & Co., manufacturers of synthetic ceramic products, widely employed in the production of vacuum tubes, and secretary and general manager of the Isolantite Co. of America.

"We shall shortly be ready with a complete line of standard type DeForest audions," Mr. Holmes stated. "I am planning to tour the country very shortly, visiting the radio trade in all jobbing and distributing centers."

Freshman Stock Taken Up

Stockholders of the Charles Freshman Co., Inc., New York, subscribed close to \$1,000,000 for additional stock under their rights which expired on July 5th, according to Clarence A. Earl, president. The new stock was offered at \$5.50 per share.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

WANTED—Radio Salesman with car to sell radio products. Big commissions. Address Box No. 1651, c/o Talking Machine World, 420 Lexington Ave., New York.

POSITION WANTED—Manager and assistant buyer is open for position. Long experience in phonographs and radio. Prefer representing radio distributor in or near Philadelphia. Address replies Box No. 1650, care Talking Machine World, 420 Lexington Ave., New York.

POSITION WANTED by radio cabinet-maker and polisher. Can adapt any standard sets to radio cabinets. Many years' experience and looking for permanent position. Best references. Address Box No. 1652, care Talking Machine World, 420 Lexington Ave., New York.

POSITION WANTED by phonograph mechanic and radio finisher on cabinets. Would like to connect with retail stores. Twenty years' experience and at present at head of chain of radio stores. Will take position in city or out of town. Address Box No. 1653, care Talking Machine World, 420 Lexington Avenue, New York City.

IN THE MUSICAL MERCHANDISE FIELD

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 co-operation, 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 voted a big success at the meeting in that 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 co-operation 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, undefiled 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 efforts 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.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

**BACON
BANJOS**

*Sold by Representative
Music Merchants*

BACON BANJO CO., Inc.
GROTON, CONN.

Steinite Factory Tour Makes Indelible Impression on Visitors

H. S. Alexander, Advertising Manager of the Steinite Radio Co., Gives Impressions of a Well-spent Day in the Steinite Plants at Atchison, Kan.

(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 organization 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., has been active in radio since the early days of crystal sets, organizing the Steinite Electrical Labs. in 1919. He directs the laboratory work and designs the Steinite radio receivers. Oscar Getz is vice-president and general manager of the company with headquarters at Chicago; Jacob Abelson is treasurer with headquarters at Chicago, and Lester Abelson is general manager of the factories at Atchison.—EDITOR.)

It seems just a little uncanny to walk in off the streets of Atchison, a typical Kansas town, into a factory employing between eight hundred and a thousand 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.

The Steinite factory may not impress one as being so very large as you approach it. This is because it is on the side of a hill and you enter building No. 1 at the second floor. As you approach the building there is nothing to indicate that there is another floor below the street level. You step from the office section of the building into a great open room, where lines upon lines of sets are coming through with clock-like precision, starting at the end of the line a mere skeleton, emerging from the other a completed chassis.

After you have passed from one room to another, through one door and out another, you are then just about satisfied that you've seen it all, but before you know it, you are led downstairs to 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. More production lines—line after line, turning out chassis in unbelievable quantities.

You are then ushered through a heavy steel door into the ground 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 that deafens you. You are in the new Steinite furniture factory where the cabinets are made from start to finish. Another door is opened and you step into a room that is terrifically hot. You smell "banana oil," which is a popular name for the smell of Duco lacquers.

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 in white enamel and immaculately clean. Providing an emergency hospital is an example of the care and thought Steinite gives its faithful employes, the best employes 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 over to factory No. 2.

What? Another factory?

Yes, sir—over in factory No. 2 you are to see the most interesting part of it all.

After a short drive of about two blocks you are taken into the power-pack factory. Here you see power packs made from start to finish. For the first time you get the significance of our oft-made statement that Steinite makes sets from start to finish in our own factory, even including the filter condensers.

Here you see odd-looking machines attended by girls, winding alternate layers of special

paper and tinfoil. The utmost care is used in winding condensers. Let me state here that Steinite maintains one of the most complete machine shops in the industry, where nearly all of our special machines used in the manufacture of special parts, are designed and built. The delicate machines used in winding filter condensers were made in our own machine shop.

After a condenser unit is completely wound it is carefully pressed into shape. From here these units pass over into a department that is protected by steel netting, so you cannot get too close to the high-voltage apparatus used in testing filter condensers.

Current is fed into these condensers at a



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 you to sleep, 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" a meter on the board gives a reading. Each condenser is then discharged and filled again. When it is discharged the second time, it passes on to the drying ovens, where the last bit of moisture that may have been absorbed from the air is driven out.

They are then sealed into what appears to be a big kettle, 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 vacuum of a certain degree is reached, then the impregnating insulating material is turned into these kettles. From here these condenser units are "canned." The canning department looks for all the world like a kitchen in a large 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 will 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, attach the tips to an odd-looking box full of meters, dials, etc., he will connect the coil to be tested, turn knobs, watch meters and 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.

Finally a smile may creep on his face and he will phone the office downtown to send a messenger out after this particular piece of apparatus. Accompanying this he will send a half-dozen charts that to you or to 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, sales, dealers' problems, etc., over to language containing words like milliamps, cycles, kilocycles, milliwatts, contours, curves, proportions, logomeric scales, etc. He will lay down a ruler showing fourteen agate lines to the inch in discussing advertising with you and pick up an engineer's slide rule which has to do with trigonometry and calculus.

In the ground laboratory you'll find sets of every imaginable make. Some of them intact and working—others torn down completely. Here you will find a motor and some wheels geared together in a makeshift sort of a fashion, fastened to a toggle switch, or to a rheostat; or some other piece of apparatus that is under test. You'll find a counting machine fastened on to this queer-looking contraption. Upon inquiry you may learn that some new piece of apparatus that is subject to mechanical wear is being deliberately worn out and data is being gathered to determine how many times it will operate without falling to pieces.

Over in one corner you'll find apparatus for producing electrically perfect musical notes, from the lowest audible note to the highest. In another corner you'll find a low-wave transmitting set and receiver. The tower itself is a fascinating thing. As you stand at its strong concrete base and follow its steel beams on up to the lofty perch on top it appears to be touching the clouds. The 12x12 room on top of the tower is used in special research work.

You'll satisfy yourself on one point, and that is, all the real manufacturing institutions aren't confined to 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 setting is something unique, you've never seen anything like it before.

Steinite gives Atchison a flavor all its own. The one thing that will impress you most is the average intelligence of Steinite workers. Here you do not find that typical big city "don't care" attitude. Here you'll find that most of the workers have had at least a high school education and many of them a college education. They are intelligent, neat, careful and they believe in Steinite. They're for Steinite. They feel a personal interest in the whole institution. They're a part of the whole, and they're proud of the work they are doing.

If you were to go to Atchison to-day you'll find unusual activity in the laboratory, engineering and production departments. You'll find 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 direct from a flat piece of steel.

Incidentally, let me say here, that the keynote of the 1929 line of sets is strength. The new season's line of sets are designed with the idea that they can be dropped from the top of a building without throwing anything out of line. In other words, a set must first operate perfectly before it leaves the factory, and its internal construction is such that it will easily stand the roughest sort of treatment in transit.

Elaborate plans have been laid for attaining even greater efficiency in manufacturing this season. The routing and scheduling of materials is being given great attention. Rigid, automatic inspection is being introduced. Mr. Hawkins, a noted automobile production engineer, 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.

GLEANINGS *from the* WORLD *of* MUSIC

Annual Convention of National Ass'n of Sheet Music Dealers

Fifteenth Annual Meeting Held at the Hotel McAlpin, New York—Robert T. Stanton Elected President of Association

The fifteenth annual convention of the National Association of Sheet Music Dealers opened on Monday, June 11, at the Hotel McAlpin, New York City, and was brought to a close on Wednesday, June 13, with the election of officers for the coming year. The election resulted as follows: Robert T. Stanton, of Lyon & Healy, Chicago, president; John Harden, of the Harden Music Co., Inc., Springfield, Mass., vice-president; T. J. Donlon, secretary and treasurer. The Board of Directors as elected follows: J. Elmer Harvey, Grinnell Bros., Detroit, Mich.; William M. Gamble, Gamble-Hinged Music Co., Chicago, Ill.; Charles W. Homeyer, Charles W. Homeyer & Co., Boston, Mass.; William H. Levis, Levis Music Store, Rochester, N. Y.; Edward P. Little, Sherman, Clay & Co., San Francisco, Cal.; Holmes R. Maddock, Whalen, Royce & Co., Toronto, Canada; S. Ernest Philpitt, S. Ernest Philpitt & Son, Miami, Fla.; Joseph M. Priaulx, C. H. Ditson & Son, New York City; Paul A. Schmitt, Schmitt Music Co., Minneapolis, Minn.; Oliver Shattinger, Shattinger Piano & Music Co., St. Louis, Mo.; Harvey J. Woods, Woods Music Co., Seattle, Wash., and William H. Witt, Robinson's Music Store, Washington, D. C. The following publishers' representatives were also named as members of the board of Directors: William Jacobs, Irving Berlin, Inc., New York City; Jacob Henry Ellis, Sam Fox Publishing Co., Cleveland, and Otto P. Schroeder, Flushing, L. I., N. Y.

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 the retail price, and the practice of giving orchestrations to leaders, which he stated was being overdone. Following this talk J. M. Priaulx delivered a tribute to the late Raymond Heffelfinger, who was

largely responsible for the formation of the Association. Thomas J. Donlon, 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 which through 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. Gresset Music House, 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. Donlon 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 need for 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 Bait by Concerns Outside the Sheet Music Trades" 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 indoors and outdoors.

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. Gunther, 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 Witmark, 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 Whiteman, 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 RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG!

"RAMONA"

"YOU'RE A REAL
SWEETHEART"

"DON'T CRY BABY"

"LONESOME IN
THE MOONLIGHT"

"GOTTA BIG DATE
WITH A LITTLE GIRL"

"DOWN WHERE
THE SUN GOES DOWN"

"LAST NIGHT I DREAMED
YOU KISSED ME"

"I TORE UP YOUR PICTURE
WHEN YOU SAID GOODBYE"

"I'M WINGIN' HOME"

"CHIQUITA"

"THAT'S MY MAMMY!"

"IS IT GONNA BE LONG?"
(TILL YOU BELONG TO ME)

"TOO BUSY"

"DIXIE DAWN"

"SAY 'YES' TO-DAY"

"DOLORES"

"WAITIN' FOR KATY"

"COQUETTE"

"MY OHIO HOME"

THERE MUST BE
"A SILVER LINING"

"INDIAN CRADLE SONG"

LEO. FEIST, INC.
231 W. 40TH ST.,
NEW YORK, N.Y.

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" is now in full swing 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 Only Dreams" and "Where You Carved 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"

Triangle 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 Loving 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 stepping out at the present time include: "Dusky Stevedore," "Right or Wrong," "All Day Long" and "You'd Rather Forget Than Forgive."

New additions to the Triangle catalog include a novelty piano solo, "Punch and Judy," by Paul Vincent, and "Barbecue Rhythm," by Muriel Pollock. 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 Tchaikowsky'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 solos, arrangement 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., New York, in 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 Chas. E. Wells Co., of Denver, Col., 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 circular listed 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," "I Tore Up Your Picture When You Said Goodbye," "I'm Wingin' Home," "That's My Mammy," "Waitin' for Katy," "Goodnight" and "Too Busy."

This exploitation work of the Wells organization was unsolicited and was a complete surprise to Feist officials, nevertheless a welcome one. This concern is one of the most successful in the Middle Western territory.

"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 McCormack in the Anvil Chorus Show, is every day looming bigger and better. Many vaudeville teams have included the song in their routine, and it is being heard regularly from the larger broadcasting stations.

Several of the recording companies have taken advantage of the selection to make special releases of the number and to urge dealers to tie up with the timeliness of record releases when the people of New York and of the country at large are vitally interested in the selection of Governor Smith as a presidential candidate. The front cover contains a reproduction of one of Governor Smith's favorite photographs, and this in itself, setting aside the merit of the song, will prove a big selling point.

Add to Floor Space

Ager, Yellen & Bornstein now occupy practically all of the third floor of their headquarters at 745 Seventh avenue, New York City. By the addition of their new offices, which they have leased for five years, they doubled the

Increased Freight Rates Opposed

Delegation Representing Phonograph Trade Appears Before Official Classification Committee to Oppose Changes

Albert L. Smith, general manager of the Music Industries Chamber of Commerce, in company with W. Hildebrand, of Thos. A. Edison, Inc.; N. H. Lawton, of the Victor Talking Machine Co.; W. F. Barrin, Sonora Phonograph Co., and L. R. Ahearn, of the Columbia Phonograph Co., appeared before the Official 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 and phonograph-record combinations, from first-class to one-and-one-half first-class in all classification territory.

A brief presented in behalf of the phonograph men cited that the existing rate had been in existence for more than 20 years despite repeated efforts on the part of the carriers to increase it, thus indicating the fairness and reasonableness of the rate. It is cited that the present trend in phonograph design is for higher weights and lower values for a unit of volume, which provides less justification for an increase. In the event that the Classification Committee rules for an increase in rate, the petitioners ask that they be allowed to ship combination cars of radios and phonographs, straight phonographs and records, third class, 24,000 pounds minimum.

Radio Dealers to Organize

YOUNGSTOWN, O., June 30.—Radio dealers of Youngstown will meet July 9th to form an association. 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.

original office space which they occupied.

Despite the warm weather, Ager, Yellen and Bornstein are busy in the exploitation of a new catalog in addition to "My Pet" and "I Still Love You." The new songs include: "If You Don't Love Me," "Oh, You Have No Idea," "I'd Rather Cry Over You," "Baby Doll" and "Since She Learned to Ride a Horse."

Berlin Catalog Has Number of Big "Hits"

The Summer catalog of Irving Berlin, Inc., New York, is in full swing and as usual several "dark horses" have made their appearances as unexpected hits. One of these is "Lonely Little Bluebird," which has a wide professional following 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 well. "Get Out and Get Under the Moon," of course, is close to the top of the list and is gaining every day in sales and general popularity. In addition, "Ups and Downs," "Beloved," "Sunshine," "I Can't Do Without You" are among the best sellers.

Leo Feist, Inc., New York City, has announced the following new publications as Class "A" or twenty cents a copy until July 31, after which they become Class "B" or twenty-two cents per copy: "You're a Real Sweetheart," "Don't Cry Baby," "Chiquita," "Lonesome in the Moonlight," "Gotta Big Date with a Little Girl," "I Tore Up Your Picture When You Said Goodbye" and "Is It Gonna Be Long?"

Midwest Radio Trades Association Elects

H. E. Richardson Chosen President—Other Officers Are Chester Ristow, C. H. Carr, J. M. Redell and A. Alter

CHICAGO, ILL., July 9.—At a recent meeting of the Midwest Radio Trades Association H. E. Richardson was elected to the presidency, with Chester Ristow and C. H. Carr as vice-presidents; John M. Redell, secretary, and Arthur Alter, treasurer.



The following members were chosen as directors: Joseph Lazar, William Haedike, Richard Baskind, Max Shore, Harry Alter, Martin Wolf and A. E. Simon. The Midwest Radio Trades Association is planning a year of important activities in the interest of the members and the trade.

Places First Order for Edison Radios

To Paul Brooks, owner of the Brooks Music House, Altoona, Pa., goes the honor of being the first dealer to place an order for the new Edison radio with Thos. A. Edison, Inc., who recently announced its entrance into the radio and radio-phonograph combination field.

Despite the fact that Mr. Brooks is located in the soft coal region, where strike conditions have slowed up business for several years, his order calls for a carload of the new models even though no announcement has yet been made regarding prices, discounts or specifications.

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

A Real Hit!
"YOU'RE A REAL SWEETHEART"
by Irving Caesar & Cliff Friend

New! Novel! and Nifty!

"DON'T CRY BABY"
by GUS KAHN & TED FIORITO

A Ballad That's Different!
"LAST NIGHT I DREAMED, YOU KISSED ME"
by Gus Kahn & Carmen Lombardo

Cute! Clever! Catchy!

"TOO BUSY"
by NED MILLER & CHESTER COHN

That Great Harmony Ballad!
"I TORE UP YOUR PICTURE WHEN YOU SAID GOOD BYE"
by DOLLY MORSE & ANDREW DONNELLY

The Big Smash!
"RAMONA"
L. WOLFE and MABEL GILBERT and WAYNE

LEO. FEIST, INC.
231 W. 40th ST.
N.Y.C.

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR JUNE 29

VOCAL AND INSTRUMENTAL

- 21428 Star Spangled Banner... Victor Mixed Chorus 10
America (My Country 'Tis of Thee),
Victor Mixed Chorus 10
35921 Ah! Sweet Mystery of Life (The Dream Melody
from "Naughty Marietta"),
Waring's Concert Orch. 12
Chloe (Song of the Swamp),
Paul Whiteman and His Concert Orch. 12
35922 Hearts and Flowers—Intermezzo,
Victor Concert Orch. 12
The Glow-Worm—Idyl, with Organ and Chorus,
Victor Concert Orch. 12
21395 (1) Mother Dear, O Pray for Me. (2) Hall,
Queen of Heaven, Ocean Star,
Mark Andrews 10
(1) He Leadeth Me. (2) Beulah Land—Organ,
Mark Andrews 10
21373 O Mary, Don't You Weep—Negro Spiritual,
Utica Institute Jubilee Singers 10
Couldn't Hear Nobody Pray—Negro Spiritual,
Utica Institute Jubilee Singers 10
21396 Just Across the Street From Heaven—Piano,
Jack Shilkret 10
To-morrow—Piano Jack Shilkret 10
21245 Ben Dewberry's Final Run..... Jimmie Rodgers 10
In the Jailhouse Now..... Jimmie Rodgers 10
21399 Pale Moon (An Indian Love Song),
National Cavaliers 10
Down by the Old Mill Stream, National Cavaliers 10

DANCE RECORDS

- 21398 You Took Advantage of Me (From "Present
Arms")—Fox-trot,
Paul Whiteman and His Orch. 10
Do I Hear You Saying (I Love You) (From
"Present Arms")—Fox-trot,
Paul Whiteman and His Orch. 10
21425 What's the Reason? (From "Greenwich Village
Follies")—Fox-trot,
Nat Shilkret and the Victor Orch. 10
Give Me the Sunshine (From "Keep Shuffin'")
—Fox-trot,
Roger Wolfe Kahn and His Orch. 10
21393 Y Como le Va?—Tango Argentino,
International Novelty Orch. 10
El Choclo—Tango Argentino,
International Novelty Orch. 10
21397 Hallucinations—Fox-trot Coon-Sanders Orch. 10
Slippin' Around—Fox-trot,
Red and Miff's Stompers 10
21424 Louisiana Lullaby—Waltz Hilo Orch. 10
My Bird of Paradise—Fox-trot..... Hilo Orch. 10

RED SEAL

- 1330 A Maori Slumber Song (Nine, E Nine!)
(Dearest) (Princess Te Rangī Pai),
Frances Alda 10
Waiata Maori (N. M. Alfred Hill),
Frances Alda 10
6827 Hamlet—Hamlet Soliloquy ("Now I Am
Alone") (Shakespeare) (Act II, Scene 2),
John Barrymore 12
Henry VI—Gloucester's Soliloquy ("Ay, Edward
Will Use Women Honorably") (Shakespeare)
(Part III, Act III, Scene 2),
John Barrymore 12
9121 Piece Heroique—Part 1 (Franck)—Organ,
Marcel Dupre 12
Piece Heroique—Part 2 (Franck)—Organ,
Marcel Dupre 12
6826 Valse de Concert—Part 1 (Glazounow, Op. 47),
Alfred Hertz and San Francisco Symphony Orch. 12
Valse de Concert—Part 2 (Glazounow, Op. 47),
Alfred Hertz and San Francisco Symphony Orch. 12
9205 I've Just Got Off the Chain (Lauder),
Sir Harry Lauder 12
Oh, How I Weary, Dearie, for You (Lauder),
Sir Harry Lauder 12
1329 La Capricciosa (Reis),
Master Yehudi Menuhin 10
Allegro (Fiocco)..... Master Yehudi Menuhin 10
3049 A la Luz de la Luna (By the Light of the
Moon) Tito-Schippa-Emilio de Gogorza 10
Los Rumberos (The Rumba Dancers),
Tito Schippa-Emilio de Gogorza 10

LIST FOR JULY 6

- 21439 Tell Me You Love Me (That's All I Ask of
You)—Fox-trot Waring's Pennsylvanians 10
You Gotta Be Good to Me—Fox-trot,
B. F. Goodrich Silvertown Cord Orch. 10
21438 Louisiana—Fox-trot,
Paul Whiteman and His Orch. 10
Dixie Dawn—Fox-trot,
Paul Whiteman and His Orch. 10
21437 Sweet Sue—Just You—Fox-trot,
Ben Pollack and His Californians 10
Singapore Sorrows—Fox-trot,
Ben Pollack and His Californians 10
21448 Mammy Is Gone The Revelers 10
Dream River The Revelers 10
21435 I Still Love You Johnny Marvin 10
My Pet Johnny Marvin 10

LIST FOR JULY 20

- 21462 That's My Mamma—Fox-trot,
Henry Thies and His Hotel Sinton Orch. 10
When You're Smiling—Fox-trot,
Henry Thies and His Hotel Sinton Orch. 10
21464 There Ain't No Sweet Man That's Worth the
Salt of My Tears—Fox-trot,
Paul Whiteman and His Orch. 10
Sugar—Fox-trot, Paul Whiteman and His Orch. 10
21463 I Still Love You—Fox-trot,
Nat Shilkret and the Victor Orch. 10
I'd Rather Cry Over You (That Smile at Some-
body's Else)—Fox-trot,
Nat Shilkret and the Victor Orch. 10
21461 Just Like a Melody Out of the Sky—Pipe Organ,
Jesse Crawford 10
Beloved—Pipe Organ Jesse Crawford 10
21343 The Bum Song..... "Mac" (Harry McClintock) 10
Hallelujah, I'm a Bum,
"Mac" (Harry McClintock) 10

LIST FOR JULY 27

INSTRUMENTAL AND VOCAL

- 35924 Raymond—Overture—Part 1 (Thomas),
Victor Symphony Orch. 12
Raymond—Overture—Part 2 (Thomas),
Victor Symphony Orch. 12
35926 Suite of Serenades—Part 1 (Herbert); No. 1
—Spanish; No. 2—Chinese,
Paul Whiteman and His Concert Orch. 12
Suite of Serenades—Part 2 (Herbert)—No. 3

- Cuban; No. 4—Oriental,
Paul Whiteman and His Orch. 12
21449 Narcissus (From "Water Scenes") (Nevin),
Victor Concert Orch. 10
Spring Song (Mendelssohn),
Victor Concert Orch. 10
21459 Jesus, Lover of My Soul (Wesley-Marsh) Pipe-
Organ Mark Andrews 10
(1) My Jesus, As Thou Wilt! (Weher); (2) Oh
Love That Wilt Not Let Me Go (Matheson-
Peace)—Pipe Organ Mark Andrews 10
21458 Truthful Parson Brown (Robison),
Nat Shilkret and the Victor Orch. 10
The Devil Is Afraid of Music (Robison),
Nat Shilkret and the Victor Orch. 10
21457 Climbin' Up De Golden Stairs,
Vernon Dalhart-Carson Robison-Adelyne Hood 10
The Little Green Valley,
Vernon Dalhart-Carson Robison 10
21465 My Hula Love—Medley March,
Hilo Hawaiian Orch. 10
Kawaihau Waltz (Kealakai),
Hilo Hawaiian Orch. 10
21494 Bugle Calls of U. S. Army—Part 1: "First Call"
—"Guard Mounting"—"Drill"—"Sick"—"As-
sembly"—"Adjutant's Call"—"To the Colors"
—"Reveille"—"Retreat" Bernard Baker 10
Bugle Calls of U. S. Army—Part 2: "Tattoo"
—"Taps"—"Mes"—"Commence Firing"—
"Cease Firing"—"Fix Bayonets"—"Charge,"
Bernard Baker 10
21466 No News (Or "What Killed the Dog?"),
Frank Crumit 10
The Three Trees Frank Crumit 10
21477 Constantinople California Humming Birds 10
Somebody Sweet Is Sweet on Me,
California Humming Birds 10
21495 I Wonder Franklyn Baur 10
Beloved Franklyn Baur 10

DANCE RECORDS

- 21497 That's My Weakness Now—Fox-trot,
Nat Shilkret and the Victor Orch. 10
You're Wonderful—Fox-trot,
Nat Shilkret and the Victor Orch. 10
21498 Last Night I Dreamed You Kissed Me—Fox-trot,
Johnny Johnson and His Statler Pennsylvanians 10
There's Something About a Rose (That Reminds
Me of You)—Fox-trot,
Eddie Harkness and His Orch. 10
21496 Sorry for Me—Fox-trot,
Charlie Fry and His Million Dollar Pier Orch. 10
Look What You've Done—Fox-trot,
Charlie Fry and His Million Dollar Pier Orch. 10
21450 Till We Meet Again—Waltz,
Nat Shilkret and the Victor Orch. 10
Good Night—Medley Waltz,
Nat Shilkret and the Victor Orch. 10

RED SEAL

- 6828 Etude in D Flat (Liszt)..... Harold Bauer 12
In the Night (Schumann)..... Harold Bauer 12
1333 La Boheme—Valse di Musetta (Musetta's
Waltz) (Puccini)—In Italian... Lucrezia Bori 10
Valse d'oiseau (Bird Waltz) (Varney)—In
French Lucrezia Bori 10
1328 Oh Promise Me (De Koven)—Violin,
Renee Chemet 10
Love's Garden of Roses (Wood), Renee Chemet 10
1332 Estrellita (Ponce-Heifetz)—Violin,
Jascha Heifetz 10
Valse Bluettes (Air de Ballet) (Drigo-Auer)—
Violin Jascha Heifetz 10
1334 The Sweetest Story Ever Told (Stultz),
Hulda Lashanska 10
Ma Curley-Headed Babby (Clutsum)—Plantation
Song Hulda Lashanska 10
1335 March of the Caucasian Chief (Ippolitow-Iwa-
now),
Leopold Stokowski-Philadelphia Symphony Orch. 10
Dance Orientale (Glazounow),
Leopold Stokowski-Philadelphia Symphony Orch. 10

Columbia Phono. Co., Inc.

MASTERWORKS SERIES

- Set 88—Schubert (Centennial Edition)—Symphony No. 9,
In C Major. In Fourteen Parts, on Seven
Records—With Album; by Sir Hamilton Harty
and Halle Orch. 12
67430-D On the Steppes of Central Asia—Parts 1 and 2
(Borodine),
Orchestra Paris Conservatory (Dir. P. Gaubert) 12

CELEBRITY SERIES

- 7161-M William Tell Overture—Parts 1 and 2 (Ros-
sini)..... Berlin State Opera House Orch. 12
(Pietro Mascagni, Conductor)
7162-M William Tell Overture—Parts 3 and 4 (Ros-
sini)..... Berlin State Opera House Orch. 12
(Pietro Mascagni, Conductor)
5083-M La Traviata: Je suis aime de toi! (I Am
Beloved by Thee) (Verdi)—Tenor Solo,
Georges Thill, of the Paris Opera 12
Herodiade: Air de Jean—Adieu donc, vains
objets (Farewell, Vain Pleasures of Earth)
(Massenet)—Tenor Solo,
Georges Thill, of the Paris Opera 12
5082-M Herodiade: Il est doux, il est bon (Kind Is
He and Good) (Massenet)—Soprano Solo,
Mme. Marilliet, of the Paris Opera 12
Lohengrin: Chant d'amour (Elsa's Love Song,
Act 2) (Wagner)—Soprano Solo,
Mme. Marilliet, of the Paris Opera 12
147-M Melodie (Gluck-Kreisler)—Violin Solo,
Yelley D'Aranyi 10
Rondino (Beethoven-Kreisler)—Violin Solo,
Yelley D'Aranyi 10
4041-M Liebesfreud (Love's Joy) (Kreisler)—Violin
Solo Toscha Seidel 10
Schon Rosmarin (Fair Rosmarin) (Kreisler)
—Violin Solo Toscha Seidel 10
148-M Chanson Triste (Tschaiakowsky)—Cello Solo,
A. Phillip Nifosi 10
Largo (Handel)—Cello Solo,
A. Phillip Nifosi 10
5084-M Allegro Moderato (Schubert-Tertis)—Viola
Solo Lionel Tertis 12
Berceuse (Arensky-Tertis)—Viola Solo,
Lionel Tertis 12
146-M Libestreu (Brahms; Op. 3, No. 1)—Soprano
Solo Elsa Alsen 10
Sanpische Ode (Sapphic Ode) (Brahms)—
Soprano Solo Elsa Alsen 10
5086-M Marche Militaire—Parts 1 and 2 (Schubert)
—Piano Solo Ethel Leginska 12

- 149-M Bedouin Love Song (Pinsuti)—Baritone Solo,
Fraser Gange 10
Nancy Lee (Adams)—Baritone Solo,
Fraser Gange 10
5085-M Interludium in Modo Antico (Glazounow),
Musical Art Quartet 12
Alla Spagnuola (Glazounow),
Musical Art Quartet 12
5080-M Siegfried: Grand Fantasy—Parts 1 and 2
(Wagner).. Band of the Garde Republicaine 10
George Hamilton Green 10
5081-M Siegfried: Grand Fantasy—Parts 3 and 4
(Wagner).. Band of the Garde Republicaine 12

STANDARD AND INSTRUMENTAL MUSIC

- 50071-D Maritana Overtures—Parts 1 and 2 (Wallace),
Columbia Symphony Orch. (Dir. R.H. Bowers) 12
1418-D The Humming Bird—Fox-trot; Xylophone
Solo George Hamilton Green 10
An Indian Story—Fox-trot; Xylophone Solo,
George Hamilton Green 10
1403-D Washington Post March Columbia Band 10
El Capitan March Columbia Band 10
1414-D Jack and Jill—Saxophone Solo, Andy Sannella 10
Aileen—Saxophone Solo Andy Sannella 10
1404-D (a) I Been Boked and I Been Scorned;
(b) Gwine-a Lay Down Mah Life for Mah
Lawd—Soprano Solo Edna Thomas 10
Somebody's Knockin' at Your Door!—Soprano
Solo Edna Thomas 10
1417-D Auld Lang Syne (Old Scotch Air)—Male
Quartet The American Singers 10
My Old Kentucky Home—Male Quartet,
The American Singers 10

POPULAR INSTRUMENTAL

- 1425-D Back in Your Own Back Yard—Pipe Organ,
with Vocal Refrain by Charles Kaley,
Milton Charles 10
Our Bungalow of Dreams—Pipe Organ,
Milton Charles 10
50070-D La Paloma—Instrumental,
Paul Whiteman and His Orch. 10
La Golondrina—Instrumental,
Paul Whiteman and His Orch. 10
50069-D The Merry Widow—Waltz, with Vocal Re-
frain Paul Whiteman and His Orch. 12
My Hero (From "The Chocolate Soldier")—
Waltz, with Vocal Refrain,
Paul Whiteman and His Orch. 12
50068-D The Man I Love—Instrumental, with Vocal
Refrain Paul Whiteman and His Orch. 12
My Melancholy Baby—Instrumental, with
Vocal Refrain,
Paul Whiteman and His Orch. 12
1401-D Last Night I Dreamed You Kissed Me—Fox-
trot, with Vocal Refrain,
Paul Whiteman and His Orch. 10
Evening Star (Help Me Find My Man)—
Fox-trot, with Vocal Refrain,
Paul Whiteman and His Orch. 10
1402-D Constantinople—Fox-trot, with Vocal Refrain,
Paul Whiteman and His Orch. 10
Get Out and Get Under the Moon—Fox-trot,
with Vocal Refrain,
Paul Whiteman and His Orch. 10

DANCE MUSIC

- 1428-D I Ain't Got Nobody (And Nobody Cares for
Me)—Fox-trot, with Incidental Singing by
Ted Lewis Ted Lewis and His Band 10
A Good Man Is Hard to Find—Fox-trot, with
Incidental Singing by Ted Lewis,
Ted Lewis and His Band 10
1416-D Foolin' Time—Fox-trot, with Vocal Refrain,
When the Moon Comes Peeping Thru—Fox-
trot, with Vocal Refrain,
Leo Reisman and His Orch. 10
1415-D Phi Delta Theta Dream Girl—Waltz, with
Vocal Refrain by Seger Ellis a "Phi",
Jan Garber and His Orch. 10
Dear Old Girl of Delta Sigma Phi—Waltz,
with Vocal Refrain,
Jan Garber and His Orch. 10
1426-D Just a Night for Meditation—Fox-trot, with
Vocal Refrain.... Ben Selvin and His Orch. 10
Chilly Pom Pom Pee—Fox-trot, with Vocal
Refrain Ben Selvin and His Orch. 10
1412-D I'm Riding to Glory (With a Glorious Girl)
—Fox-trot, with Vocal Refrain,
Ipana Troubadours (S. C. Lanin, Dir.) 10
Dixie Dawn—Fox-trot, with Vocal Refrain,
Ipana Troubadours (S. C. Lanin, Dir.) 10
1424-D I Can't Give You Anything But Love (From
"Blackbirds of 1928")—Fox-trot, with
Vocal Refrain The Knickerbockers 10
I Must Have That Man! (From "Blackbirds
of 1928")—Fox-trot, with Vocal Refrain,
The Knickerbockers 10
1405-D Sh-h! Here Comes My Sugar—Fox-trot, with
Vocal Chorus by Sam Coslow,
Tracy-Brown's Orch. 10
Danger! (Look Out for That Gal)—Fox-trot,
Tracy-Brown's Orch. 10
1408-D Ready for the River—Fox-trot, with Vocal
Chorus by Pinky Hunter,
Emerson Gill and His Bamboo Garden Orch. 10
My Blue Ridge Mountain Home—Fox-trot,
with Vocal Chorus by Charles Kaley,
Charles Kaley and His Orch. 10
1406-D Lei Lani—Fox-trot, with Incidental Singing,
Norman Clark and His South Sea Islanders 10
Dreamy Hilo Bay—Waltz, with Incidental
Singing,
Norman Clark and His South Sea Islanders 10
1411-D Whisper Sweet and Whisper Low—Fox-trot,
California Ramblers 10
Anything to Make You Happy—Fox-trot, with
Vocal Refrain California Ramblers 10
1432-D Sweet Lorraine—Fox-trot, with Vocal Refrain,
The Radiolites 10
If I Can't Have You (I Want to Be Lone-
some—I Want to Be Blue)—Fox-trot, with
Vocal Refrain by Nelson Bitterman,
Gerald Marks and His Orch. 10
1430-D Hum and Strum (Do, Do, Do. That's What I
Do)—Fox-trot, with Vocal Refrain,
"Doc" Cook and His 14 Doctors of Syncopation 10
I Got Worry (Love Is on My Mind)—Fox-
trot, with Vocal Refrain,
"Doc" Cook and His 14 Doctors of Syncopation 10
1361-D Stay Out of the South! (If You Want to Miss
a Heaven on Earth)—Fox-trot, with Vocal
Refrain,
Burnett and Los Angeles Biltmore Hotel Orch. 10
Sweet Sue—Just You—Fox-trot, with Vocal
Refrain,
Burnett and Los Angeles Biltmore Hot-1 Orch. 10

THE LATEST RECORD BULLETINS—(Continued from page 144)

- 1413-D My Angel—Fox-trot, with Vocal Refrain, Eddy's Hawaiian Serenaders 10
(Like a Bird That's on the Wing) I'm Wingin' Home—Fox-trot, with Vocal Refrain, Eddy's Hawaiian Serenaders 10
1431-D Rosette—Waltz, with Vocal Refrain by Seger Ellis...Eddie Thomas' Collegians 10
1422-D My Little Covered Wagon Pal—Waltz, with Vocal Refrain...Eddie Thomas' Collegians 10
1427-D Just Like a Melody Out of the Sky—Vocal, Ukulele Ike (Cliff Edwards) 10
1420-D Beloved—Vocal...Ruth Etting 10
1429-D Nobody's Lonesome But Me—Vocal, The Whispering Pianist (Art Gillham) 10
1434-D When I Lost You—Vocal, Lee Morse and Her Blue Grass Boys 10
1433-D Last Night I Dreamed You Kissed Me—Vocal, Seger Ellis 10
1407-D I Wonder if You Miss Me Tonight—Vocal, Oscar Grogan 10
1421-D There's Something About a Rose (That Reminds Me of You), The Girl Baritone (Kitty O'Connor) 10
1435-D Old Pals Are the Best Pals After All—Male Quartet...Goodrich Silvertown Quartet 10
1423-D From Midnight Till Dawn—Vocal, The Nifty Three 10
Sleepy Town—Vocal...The Nifty Three 10

Brunswick Records

LIST FOR JULY 19

- 239 Billy in the Low Ground—With Dance Calls, Dr. Humphrey Bate and His 'Possum Hunters 10
Eighth of January—With Dance Calls, Dr. Humphrey Bate and His 'Possum Hunters 10
241 Big Ball in Town, W. Caplinger's Cumberland Mountain Entertainers 10
3928 Ramona (Gilbert-Wayne)—Organ Solo, Eddie Dunstedter 10
Girl of My Dreams (Clapp)—Organ Solo, Eddie Dunstedter 10
3936 You Took Advantage of Me (From "Present Arms") (Hart-Rodgers)—Fox-trot, with Vocal Chorus by Dick Robertson, Vincent Lopez and His Casa Lopez Orch. 10
Do I Hear You Saying: "I Love You"? (From "Present Arms") (Hart Rodgers)—Fox-trot, with Vocal Chorus by Laurence Wolfe, Vincent Lopez and His Casa Lopez Orch. 10
3940 Etiquette Blues (Grub)—Fox-trot, with Vocal Trio...Six Jumping Jacks 10
Constantinople (Carlton)—Fox-trot, with Vocal Chorus by Tom Stacks...Six Jumping Jacks 10
3943 I Think of What You Used to Think of Me (Lyman-Turk-Hanley)—Fox-trot, with Vocal Chorus; Eddie Dunstedter at Organ, Abe Lyman's California Orch. 10
Rag Doll (Brown)—Fox-trot, with Eddie Dunstedter at Organ...Abe Lyman's California Orch. 10
3944 Last Night I Dreamed You Kissed Me (Kahn-Green-Lombardo)—Fox-trot, with Vocal Chorus by Frank Sylvano...Charley Straight's Orch. 10
From Midnight Till Dawn (Torey-Wimbrow-Abbott)—Fox-trot, with Vocal Chorus by Frank Sylvano...Charley Straight's Orch. 10
3947 Gee But I'm Blue (Rose-Little-Harris)—Tenor, with Orch. ...Freddie Rose 10
Cuddle Up a Little Closer (Lovely Mine) (Hauerbach-Hoschna)—Tenor, with Orch. ...Freddie Rose 10
3949 Right or Wrong (Gillespie-Sizemore)—Comedienne, with Orch. ...Peggy English 10
Forgetting You (DeSylva-Brown-Henderson)—Comedienne, with Orch. ...Peggy English 10
15178 Had You But Known (Si Vous L'Aviez Compris!) (Bordese-Denza)—Tenor, with Orch.; Violin Obligato by Frederic Fradkin; in French ...Mario Chamlee 10
Serenade Francaise (Collet-Leoncavallo)—Tenor, with Orch.; in French...Mario Chamlee 10
20067 In a Persian Market (Intermezzo—Scene) (Ketelbey)—Concert Orch., with Vocal Trio, Brunswick Concert Orch. 10
In a Monastery Garden (Characteristic Intermezzo) (Ketelbey)—Concert Orch., with Vocal Quartet...Brunswick Concert Orch. 10
50138 Prize Song (Preislied) (From "Die Meistersinger") (Wagner-Wilhelm)—Violin Solo, with Pianoforte by Andre Benoist, Albert Spaulding 10
Nocturne in E Flat (Chopin-Sarasate)—Violin Solo, with Pianoforte by Andre Benoist, Albert Spaulding 10

LIST FOR JULY 26

- 237 Three Nights' Experience—Vocal and Guitar, John B. Evans 10
The Kicking Mule—Vocal and Guitar, John B. Evans 10
238 Garfield March—Fiddle and Guitar, Kessinger Brothers (Clark-Luches) 10
Kanawha March—Fiddle and Guitar, Kessinger Brothers (Clark-Luches) 10
242 Goodbye, My Lover, Goodbye—Male Voices, with Orch. ...Kanawha Singers 10
That Good Old Country Town (Where I Was Born) (Robison)—Male Voices, with Orch. ...Kanawha Singers 10
3884 Hello, Montreal (Rose-Dixon-Warren)—Fox-trot, with Vocal Chorus by Scrapy Lambert, and Vocal Effects...Jack Denny and His Orch. 10
There's Always a Way to Remember (But I Can't Find a Way to Forget) (Fain-Pollack)—Fox-trot, with Vocal Chorus by Scrapy Lambert...Jack Denny and His Orch. 10
3891 I'd Love to Go Around With You (If Love Makes the World Go Round) (Herscher-Gouraud-Hays-Alexander)—Fox-trot, with Vocal Chorus by Scrapy Lambert...Colonial Club Orch. 10
I'm Always Smiling (Darcy-Hays-Herscher)—

- Fox-trot, with Vocal Chorus by Scrapy Lambert...Colonial Club Orch. 10
3909 Marche Militaire No. 1 (Schubert)—Concert Orch., Brunswick Concert Orch. 10
Moment Musical (Seubert)—Concert Orch., Brunswick Concert Orch. 10
3945 Too Busy (Miller-Cohn)—Fox-trot, with Vocal Chorus by Frank Sylvano, Charley Straight's Orch. 10
Just a Night for Meditation (Young-Lewis-Pollack)—Fox-trot, with Vocal Chorus by Frank Sylvano...Charley Straight's Orch. 10
3948 I Don't Care (Dowell)—Baritone and Piano, Chester Gaylord (The Whispering Serenader) 10
Happy Go Lucky Lane (Lewis-Young-Meyer)—Baritone and Piano, Chester Gaylord (The Whispering Serenader) 10
3950 My Little Dream Boat (Davis-Coots)—Tenor, with Orch. ...Eddy Thomas 10
If I Could Look Into Your Eyes (Goodman)—Tenor, with Orch. ...Eddy Thomas 10
3951 It Was the Dawn of Love (Davis-Coots)—Fox-trot, with Vocal Trio, Herb Gordon's Hotel Adelphia Whispering Orch. 10
Adoree (West)—Fox-trot, with Vocal Chorus by Ernest Charles, Herb Gordon's Hotel Adelphia Whispering Orch. 10
10238 Fortunio's Song (Chanson de Fortunio) (Offenbach)—Baritone, with Orch.; in French, Giuseppe Danise 10
French Regimental Marching Song (Le Regiment de Sambre et Meuse) (Cezano-Planquette)—Baritone, with Orch.; in French, Giuseppe Danise 10
10241 Mighty Lak' a Rose (Stanton-Nevin)—Soprano, with Orch.; Violin Obligato by Fredric Fradkin...Edith Mason 10
From the Land of the Sky-Blue Water (Eberhart-Cadman)—Soprano, with Orch...Edith Mason 10

LIST FOR AUGUST 2

- 198 Mandy Lee (Chattaway)—Vocal Duet, with Piano, Violins, 'Cello and Chimes, Frank and James McCravy 10
The Trail of the Lonesome Pine (MacDonald-Carroll)—Vocal Duet, with Orch., Frank and James McCravy 10
3858 Mock the Mocking Bird (Dixon-Step)—Baritone and Yodeler, with Piano, The Record Boys (T. Ford-F. Kamplain-L. Cobey) 10
Try to Behave, Mister Moon (Costello-Marr)—Baritone and Yodeler, with Piano, The Record Boys (T. Ford-F. Kamplain-L. Cobey) 10
3894 Moonlight Lane (Green-Francis-Glogan)—Waltz, with Vocal Chorus by Scrapy Lambert, Joe Green's Novelty Marimba Band 10
Sweetheart Lane (Herscher-Rockwell-Hays)—Waltz, with Vocal Chorus by Frank Munn, Joe Green's Novelty Marimba Band 10
3960 Chilly Pom-Pom-Pee (Wending-Bryan)—Fox-trot, with Vocal Chorus by Orch., Jimmy Joy's Orch. 10
Today Is Today (Grossman-Ash-Kaufman)—Fox-trot, with Vocal Chorus...Jimmy Joy's Orch. 10
3963 Stringing Along (Rubinoff)—Novelty Violin Solo, with Orch. ...Dave Rubinoff 10
Last Night I Dreamed You Kissed Me (Lombardo-Green-Kahn)—Violin Solo, with Orch., Dave Rubinoff 10
3964 Weary Weasel (Lyman)—Fox-trot, Abe Lyman's Sharps and Flats 10
San (McPhail)—Fox-trot, Abe Lyman's Sharps and Flats 10
3967 Sweetheart o' Mine (Morton-Melrose)—Tenor, with Orch. ...Frank Sylvano 10
Last Night I Dreamed You Kissed Me (Lombardo-Green-Kahn)—Tenor, with Orch., Frank Sylvano 10
15179 Darling Nellie Gray (Hanby)—Soprano and Male Trio, with Orch., Marie Tiffany and Male Trio 10
Ol' Car'lina (Cooke)—Soprano and Male Trio, with Orch. ...Marie Tiffany and Male Trio 10

LIST FOR AUGUST 9

- 203 The Drunkard's Dream—Vocal Duet, with Guitar and Mandolin, Lester McFarland-Robert A. Gardner 10
May I Sleep in Your Barn To-night, Mister?—Vocal Duet, with Harmonica, Guitar and Mandolin...Lester McFarland-Robert A. Gardner 10
243 Take Your Foot Out of the Mud and Put It in the Sand—With Dance Calls, Dr. Humphrey Bate and His 'Possum Hunters 10
Dill Pickle Rag, Dr. Humphrey Bate and His 'Possum Hunters 10
3833 Hawaiian Smiles (Earl)—Waltz, with Hawaiian Instrumental Trio...Hanapi Trio 10
Hawaiian Bluebird (Morgan-Porter-Swanstone)—Waltz, with Hawaiian Instrumental Trio, Hanapi Trio 10
3946 Song of the Islands (King)—Waltz, with Vocal Chorus by Scrapy Lambert...Colonial Club Orch. 10
Moonlight on the Lagoon (Parish-Jacoby)—Waltz, with Vocal Chorus by Eddy Thomas, Colonial Club Orch. 10
3959 You're the First Thing I Think of in the Morning (Tracy-Stanley)—Fox-trot, with Vocal Chorus...Jimmy Joy's Orch. 10
I Got Worry (DeRose-Trent)—Fox-trot, Jimmy Joy's Orch. 10
3961 Margie (Davis-Conrad-Robinson)—Fox-trot, Red Nichols and His Five Pennies 10
Panama—Fox-trot, Red Nichols and His Five Pennies 10
3962 The Grass Grows Greener ("Way Down Home") (Yellen-Dougherty)—Male Quartet, with Piano by William F. Wirges...Ritz Quartet 10
Sweet Elaine (Armstrong-Gerard)—Male Quartet, with Piano by William F. Wirges, Ritz Quartet 10

Edison Disc Records

DANCE RECORDS

- 52289 Ma Belle (From "The Three Musketeers")—Fox-trot, with Vocal Chorus by Elliott Stewart, Louis Lilienfeld with His Biltmore Orch. 10
I'm Away From the World When I'm Away From You—Waltz, with Vocal Chorus by Vaughn de Leath...Ernie Golden and His Orch. 10
52295 The St. Louis Blues—Fox-trot, B.A.Rolfe, Trumpet Virtuoso, and His Palais d'Or Orch. 10
Beautiful—Fox-trot, with Vocal Chorus, B.A.Rolfe, Trumpet Virtuoso, and His Palais d'Or Orch. 10
52297 Just Across the Street From Heaven—Fox-trot, with Vocal Duet...Clyde Doerr and His Orch. 10
Blueberry Lane—Fox-trot, with Vocal Duet, Clyde Doerr and His Orch. 10
52304 The Yale Blues—Fox-trot, with Vocal Duet, Clyde Doerr and His Orch. 10
You May Be Right—You May Be Wrong (But Right or Wrong I Love You)—Fox-trot, with

- Vocal Chorus by Ernest Hare, Dave Kaplan, with His Happiness Orch. 10
52305 Girl of My Dreams—Waltz, with Vocal Chorus, Al. Friedman and His Orch...Theo Alban 10
My Gal Sal—Fox-trot...Winegar's Penn. Boys 10
52328 Fireworks—Fox-trot...Duke Yellman and His Orch. 10
High Hat—Fox-trot...Duke Yellman and His Orch. 10

INSTRUMENTAL RECORDS

- 80895 Second Hungarian Rhapsody—Part 1 (Liszt), American Concert Orch. 10
Second Hungarian Rhapsody—Part 2 (Liszt), American Concert Orch. 10
52293 The Skaters Waltz (Waldteufel)...The Edisonians 10
Valse Bluette (Drigo)...The Edisonians 10
52294 Arkansas Traveler—Calls by S. C. Schultz; with John F. Burckhardt at the Piano, John Baltzell (Champion Old Time Fiddler) 10
Pandora Waltz—With John F. Burckhardt at the Piano, John Baltzell (Champion Old Time Fiddler) 10
52301 Ramona—Violin Solo, with Louis Spielman at the Piano...Louis Kaufman 10
Little Log Cabin of Dreams—Violin Solo, with Louis Spielman at the Piano...Louis Kaufman 10
52303 Was It a Dream, Frederick Kinsley on the Midmer-Losh Pipe Organ 10
Little Log Cabin of Dreams, Frederick Kinsley on the Midmer-Losh Pipe Organ 10

SPECIALS

- 52292 Oshkosh, Dale Wimbrow (The Del-Mar-Va Songster) and His Rubeville Tuners 10
Roll Off'a My Green, Dale Wimbrow (The Del-Mar-Va Songster) and His Rubeville Tuners 10
52302 Southern Jingles...Pioneer Male Quartet 10
Southern Songs—Medley...Pioneer Male Quartet 10
52298 Linker, Tailor, Soldier, Sailor (All Waiting at the Old Barn Door), Jack Kaufman and His 7 Blue Babies 10
What's the Color of a Yellow Horse? Jack Kaufman and His 7 Blue Babies 10
52250 In a Garage—A Ducky Sketch...Two Dark Knights 10
The Bricklayers—A Ducky Sketch, Two Dark Knights 10
52292 The East Bound Train, Ernest V. Stoneman and His Dixie Mountaineers 10
The Unlucky Road to Washington, Ernest V. Stoneman and His Dixie Mountaineers 10
52307 The Death of Floyd Bennett...Vernon Dalhart & Co. 10
The Empty Cradle...Vernon Dalhart & Co. 10
52308 Lord, I'm Coming Home (Kirkpatrick), Vernon Archibald and the Calvary Choir 10
What Must it Be to Be There? (Mills-Stebbins), Redferne Hollingshead and Vernon Archibald 10
52309 Just Across the Street From Heaven, J. Donaldson, with Will Donaldson at the Piano 10
Moments With You, J. Donaldson, with Will Donaldson at the Piano 10
52310 And the Green Grass Grew All Around—Plays and Sings...Old King Cole (Bob Pierce) 10
Pipe O'Briar—Plays and Sings, Old King Cole (Bob Pierce) 10
52317 Get Out and Get Under the Moon, Frankie Marvin and His Uke 10
Oh! You Have No Idea, Frankie Marvin and His Uke 10
52318 Tomorrow, The Ponce Sisters (Ethel and Dorothea) 10
I'd Rather Cry Over You (Than Smile at Somebody Else), The Ponce Sisters (Ethel and Dorothea) 10
52329 C-o-n-s-t-a-n-t-i-n-o-p-l-e, Jack Parker and Will Donaldson 10
Mississippi Mud...Jack Parker and Will Donaldson 10

GENERAL GROUP

GERMAN

- 57029 Vergnugen der Jugend (Pleasures of Youth) (E. Ruffer)—Mazurka...Gottsmann's Zither Trio 10
O'kehr zuruck, du susser Traum! (O Turn Back, Sweet Dream) (Maximilian C. R. Andorff, Op. 23)—Fantasie...Gottsmann's Zither Trio 10

SPANISH

- 60070 Mi Guitarra (My Guitar) (Lorenzo Barcelata)—Tango, 'Se Fue!.. (Gone) (Ernesto Lecuona)—Bolero. 10
60071 Esto es Paris (This Is Paris) (M. del Olmo-J. Padilla)—Paso Doble, Jurame (Promise, Love) (Maria Grever)—Tango. 10
60072 Labios Rojos (Red Lips) (Maria Grever)—Cancion, Donde Estae Corazon? (Where Is My Love?) (L. Martinez Serrano)—Cancion Mexicana. 10
60073 Nunca (Never) (Ricardo Lopez M.-A. Cardenas P. Guty)—Cancion Yucatesca, Muneca Quiero Ser (I Want to Be a Doll) (Eduardo Montesino-Jose Padilla)—Couplet. 10
60074 Volvere...Volvere (I'll Return) (Jose Moreno S.)—Cancion Mexicana. 10
60075 Queja Pampera (Manuel Barajas)—Tango, Galleguita (J. Marcoleta)—Tango. 10
La Cancion del Olvido (The Unforgotten Song) (F. Romero-G. Fernandes Shaw-Jose Serrano)—Rosina. 10
By Milla Dominguez—Soprano in Spanish—Acompañada por la Rondalla Usandizaga

GENERAL GROUP

SPANISH

- 60076 Ramona (L. Wolfe Gilbert-Mabel Wayne)—Vals, Ojos de Juventud (Eyes of Youth) (A. Guzman Aguilera-Arturo Tolentino)—Vals. 10
60077 Granada (Isaac Albeniz)—Serenata, Asturias (Isaac Albeniz)—Leyenda. 10
60078 Tesorito (My Precious One) (Adolfo Aviles)—Tango, Claveles de Espana (Pansy of Spain) (Luciano Gaston)—Paso Doble. 10
All by Rondalla Usandizaga (Spanish String Ensemble)

Edison Blue Amberol Records

- 5518 Quit Knockin' on the Jail House Door, Willard Hodgkin 10
5525 Well, the Irish and the Germans Got Together, Arthur Fields 10
5526 They Landed Over Here From Over There, Arthur Fields and Chorus 10
5527 When the Redeemed Are Gathering In, Ernest V. Stoneman and His Dixie Mountaineers 10
5529 Sally Goodwin, Ernest V. Stoneman and His Dixie Mountaineers 10
5531 The Old Maid and the Burglar, Ernest V. Stoneman and His Dixie Mountaineers 10
5532 Tin Pan Parade—Vaughn de Leath (The Radio Girl) 10
5533 Dream River...Aloha Land Serenaders 10
5534 Girl of My Dreams—Waltz, with Vocal Chorus by Theo Alban...Al. Friedman and His Orch. 10

(Continued on page 146)

THE LATEST RECORD BULLETINS—(Continued from page 145)

- 5535 My Gal Sal—Fox-trot.....Winegar's Penn. Boys
- 5537 Ramona—Violin Solo.....Louis Kaufman
- 5538 Arkansas Traveler (Calls by S. C. Shultz), John Baltzell (Champion Old-Time Fiddler)
- 5539 Hey! Hey! Hazel—Fox-trot, with Vocal Chorus, Harry Reser's Rounders
- 5541 The Death of Floyd Bennett...Vernon Dalhart & Co.
- 5542 Tell Me You're Sorry—Fox-trot, with Vocal Chorus, Tom Timothy and his Frivolity Club Orch.

Okeh Records

LIST FOR JUNE 25 DANCE RECORDS

- 41049 Dream House (Foxe-Cowan)—Fox-trot, with Vocal Refrain, Walter Krausgrill's Balconades Orch.
- Sarita (Glick-Burton)—Fox-trot, with Vocal Refrain...Walter Krausgrill's Balconades Orch.
- 41050 That's My Mammy! (Pease-Baer-Nelson)—Fox-trot, with Vocal Refrain, Dorsey Brothers and Their Orch.
- Dixie Dawn (Trent-DeRose)—Fox-trot, with Vocal Refrain...Dorsey Brothers and Their Orch.
- 41051 I Must Be Dreaming (Dubin-Flaherty-Sherman)—Fox-trot, with Vocal Refrain, Joe Venuti and His New Yorkers (with Ed Lang)
- 'Taint So, Honey, 'Taint So (Robison)—Fox-trot, with Vocal Refrain, Joe Venuti and His New Yorkers (with Ed Lang)
- 41052 Sorry for Me (DeSylva-Brown-Henderson)—Vocal, with Justin Ring's Trio...William Dutton
- Last Night I Dreamed You Kissed Me (Kahn-Lombardo)—Vocal, with Justin Ring's Trio, William Dutton
- 41053 When I Lost You (Berlin)—Vocal, with Justin Ring's Trio...Lillian Morton
- That's My Mammy! (Pease-Baer-Nelson)—Vocal, with Justin Ring's Trio...Lillian Morton
- 41054 Na Pua Eha (The Four Flowers)—Singing, with Hawaiian Guitars; Yodeling by Mike Hanapi...Kalama's Quartet
- Wai o Minehaha (Minehaha Falls) (Waialeale)—Waltz Song; Singing, with Hawaiian Guitars; Bass Solo by Bob Nawahine, Kalama's Quartet

OLD-TIME TUNES

- 45224 Yodel Blues—Parts 1 and 2 (Martinez)—Vocal, with Guitars...Val and Pete
- 45225 Casey Jones—Instrumental, Bob Skiles Four Old Tuners
- Uncle Bob's Favorite—Instrumental, Bob Skiles Four Old Tuners
- 45226 My Wild Irish Rose (Olcott)—Instrumental, with Vocal...Honolulu Strollers
- Old Oaken Bucket—Instrumental, with Vocal, Honolulu Strollers

RACE RECORDS

- 8581 Nightmare Blues (Spivey)—Vocal, with Guitar and Piano Accomp...Victoria Spivey
- Murder in the First Degree (Spivey)—Vocal, with Guitar and Piano Accomp...Victoria Spivey
- 8582 The Eagle Stirs Her Nest—Sermon, with Singing...Rev. J. M. Gates and Congregation
- Hell Wasn't Made for Man—Sermon, Rev. J. M. Gates and Congregation
- 8583 Shiftin' My Gear Blues—Vocal, with Piano and Guitar Accomp...Keghouse
- Keghouse Blues—Vocal, with Piano and Guitar Accomp...Keghouse

EUROPEAN RECORDINGS

- 3226 Zampa—Overture, Parts 1 and 2 (Herold)—Symphony Orch...Grand Symphony Orch.
- 5144 Ein Wanderer (Brahms)—Contralto; Sung in German; Piano Accomp...Karin Branzell
- Der Tod Und Das Maedchen (Schubert)—Contralto; Sung in German; Piano Accomp., Karin Branzell

LIST FOR JULY 5 DANCE MUSIC

- 41055 Constantinople (Carlton)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
- Chilly Pom Pom Pee (Wendling)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
- 41056 Because My Baby Don't Mean "Maybe" Now! (Donaldson)—Fox-trot, Joe Venuti and His New Yorkers (with Ed. Lang)
- Just Like a Melody Out of the Sky (Donaldson)—Fox-trot, Joe Venuti and His New Yorkers (with Ed. Lang)

VOCAL RECORDS

- 41058 ('Cause I Feel) Low-Down (Trent-DeRose)—Vocal, with Piano by Ted Shapiro, Sophie Tucker
- Oh! You Have No Idea (Ponce-Dougherty)—Vocal, with Piano by Ted Shapiro, Sophie Tucker
- 41059 Somebody's Wrong (Marshall-Egan-Whiting)—Instrumental...Boyd Senter and His Senterpedes
- Eniale Blues (Russell)—Clarinet Solo, with Piano; Guitar by Ed. Lang...Boyd Senter
- 41060 The Rollicking March—Instrumental; Zither, with Piano, The Way to Your Heart—Instrumental; Zither, with Piano.

OLD-TIME TUNES

- 45227 Bouquet Waltz—Instrumental, Oscar Harper's Texas String Band
- Kelly Waltz—Instrumental, Oscar Harper's Texas String Band
- 45228 When the Roll Is Called Up Yonder—Vocal, with Guitar and Banjo, Bela Lam and His Greene County Singers
- Follow Jesus—Vocal, with Guitar and Banjo, Bela Lam and His Greene County Singers
- 45229 Beautiful Belle—Instrumental, with Singing, Fiddling Bob Larkin and His Music Makers
- Saturday Night Waltz—Instrumental, Fiddling Bob Larkin and His Music Makers

RACE RECORDS

- 8584 Shake It Down (Urquhart-Williams)—Fox-trot, Clarence Williams' Washboard Five
- Red River Blues (Williams)—Fox-trot, Clarence Williams' Washboard Five
- 8585 Chloe (Kahn-Moret)—Vocal, with Orch...Eva Taylor
- Back in Your Own Back Yard (Jolson-Rose-Dreyer)—Vocal, with Orch...Eva Taylor
- 8586 Sweet Potato Blues (Smith)—Vocal, with Piano and Guitar...Lonnie Johnson
- Bedbug Blues—Part 2 (Grainger)—Vocal, with Piano and Guitar...Lonnie Johnson

LIST FOR JULY 15 DANCE MUSIC

- 41057 I Can't Do Without You (Berlin)—Fox-trot, with Vocal Trio, Gus Arnheim and His Ambassador Hotel Orch.
- Feel'n' Good (From "Rain or Shine") (Yellen-Murphy)—Fox-trot, with Vocal Trio, Gus Arnheim and His Ambassador Hotel Orch.
- 41063 Sorry for Me (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Trio,

- Sam Lanin and His Famous Players
- Don't Keep Me in the Dark, Bright Eyes (Bryan-Wendling)—Fox-trot, with Vocal Trio, Sam Lanin and His Famous Players

VOCAL RECORDS

- 41061 Beloved (Kahn-Sanders)—Vocal with Orch., Seger Ellis
- Sweet Sue—Just You (Harris-Young)—Vocal, with Orch...Seger Ellis
- 41062 I Ain't Got Nobody (And Nobody Cares for Me) (Graham-Williams)—Vocal, with Orch.; Assisted by Dan Fitch...Emmett Miller
- Lovesick Blues (Mills-Friend)—Vocal, with Orch.; Assisted by Dan Fitch...Emmett Miller

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- 41064 Clowin' the Frets (Gonzales)—Instrumental Trio, The Los Angeles Biltmore Hotel Trio
- Hard to Get Gertie (Yellen-Ager)—Instrumental Trio, The Los Angeles Biltmore Hotel Trio

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- I'm Forever Changing Sweethearts (Crawley)—Clarinet, with Vocal, Piano and Guitar Accomp., Wilton Crawley

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Van Veen to Renovate Bruno & Son Offices

Van Veen & Co., Inc., New York City, manufacturer of talking machine and radio wareroom equipment, has announced through Leon Tobias, secretary, that it has been awarded the contract for the interior decoration and equipment of the new offices of C. Bruno & Son, Inc., Victor distributor, New York. In policy with the recent expansion announced by William J. Haussler, general manager of the company, the Bruno organization is adding the seventh floor in the building which it now occupies at 351 Fourth avenue to its equipment. Van Veen & Co. will construct the executive offices in quartered oak. Three large offices will be provided for the three executives in the Victor distributing end of the business, William J. Haussler, Jerome Harris and Charles Sonfield. A special feature of the equipment will be a spacious display room in the Spanish design for Victor merchandise. Every detail has been worked out in the proper motif. The walls will be in Craftex finish and iron grille windows will add to the treatment of the period. Mr. Tobias also reports that Van Veen & Co. have just concluded important alterations in the radio and piano departments of the Bloomingdale department store in this city.

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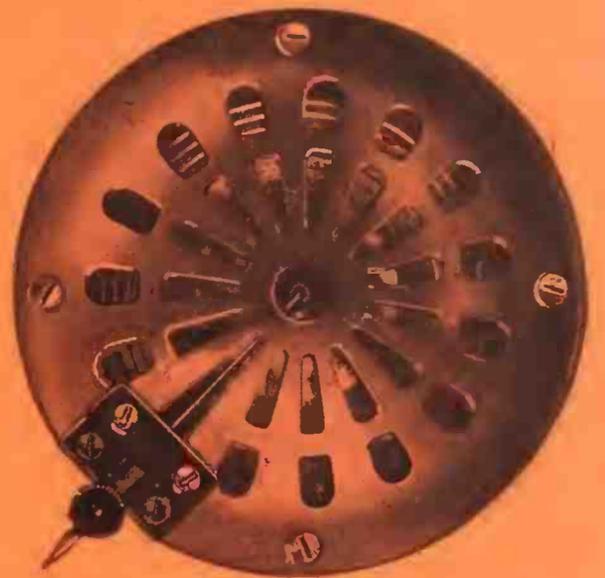
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