

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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All Brunswick Electrical Records...75^c and \$1⁰⁰

Are You Cashing in on This?

For Instance: Rachmaninoff's Symphony No. 2. Played by Cleveland Orchestra. Nikolai Sokoloff, Conductor. On 6 records. First time ever recorded! And only \$1 each!

Album No. 11

Brunswick

NEW PROFITS



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The new Toman No. 3 Reproducer—latest addition to the famous Toman line of Reproducers and Tone-Arms. The No. 3 instantly restores fine definition and delicate tone shading to any phonograph—no matter how old. A real seller for replacement purposes. It is equipped with the special Toman duraluminum diaphragm, hand lacquered to protect it against climatic changes. Special double grip screws hold reproducer to tone-arm—always in proper playing position. A positive locking back without screws, prevents loosened parts from interfering with perfect performance. Artistic in design and built to bring out to best advantage tone qualities of the new electrically recorded records—the No. 3 is bringing Jobbers and Dealers a nice volume of new profitable business.

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Model
H-2

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

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Get it *Better* with a Grebe



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Console

There's *Prestige*
and *Profit*

in the sale
of the

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TRADE MARK REG. U.S. PAT. OFF.
A-C Six
RADIO

Tone—clear, true, natural,
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Volume—without distortion.

Selectivity—without loss of
tonal fidelity.

Local-Distance Switch

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Illuminated Dial in kilo-
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The Grebe Console
with its mahogany finish,
(which matches panel on
set) and self-contained loud
speaker is a masterpiece of
the cabinet making art.

THE dealer who shows this handsome cabinet model
of the Grebe Synchronphase A-C Six gains prestige—
there's profit not only in its ready sale but in the mini-
mum of servicing required after it has been sold.

The Grebe Console is a timely offering to that rapidly
growing army of radio enthusiasts who are demanding,
in addition to superiority of tonal quality, range, selec-
tivity and ease of operation established by the Grebe
Synchronphase A-C Six, an article of furniture of which
they can justly be proud.

Write for Booklet TW

A. H. Grebe & Co., Inc., 109 West 57th Street, New York City

Factory: Richmond Hill, N. Y.

Western Branch: 443 So. San Pedro St., Los Angeles, Calif.

Makers of quality radio since 1909



Brunswick Radio, table model 5KR and Model "A" Speaker. Receiver to list at \$115, less tubes. Model "A" Speaker to list at \$35.



Brunswick Radio!

A great music house now offers Radio of the same high musical standards as the Brunswick Panatrope



Brunswick Radio, console type, Model 5KRO.
List price \$215, less tubes

LIKE the Brunswick Panatrope, Brunswick Radio represents the combined achievements of The Brunswick-Balke-Collender Company, Radio Corporation of America, General Electric Company, and Westinghouse Electric & Manufacturing Company.

The most advanced engineering triumphs in both the super-heterodyne and tuned-radio-frequency fields are made available in Brunswick Radio, plus acoustical refinements which a great music house like Brunswick is able to give. Furthermore, Brunswick Radio is offered in cabinets of the same fine workmanship and beauty for which Brunswick is noted.

Tone quality . . . better music . . . is what people want. Brunswick Radio is designed to give it to them. It is the kind of radio you would expect a great music house to produce.

Brunswick Radio, the Brunswick Panatrope, and the Brunswick Panatrope with Radiola constitute the most complete and attractive line available to the music dealer . . . a line that will be kept before the public in consistent and frequent large-size magazine and newspaper advertisements. All supported by Brunswick Electrical Records!

Get ready for this great new line. Advertise it. Give it window space. Get the sales "story" clearly in mind. Be ready to do a larger, more profitable business in Brunswick instruments this fall.

Brunswick

The Talking Machine World

Vol. 24. No. 8

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Price Twenty-five Cents

Times Have Changed

THE talking machine dealer is in a better position than ever before in the history of the trade to build business on a sound, profitable foundation. A few years ago his existence depended practically entirely on one item of merchandise; to-day he has two lines allied to each other in such a manner that there is a double appeal to the public. The talking machine dealer has been replaced by the music-radio merchant. Radio has taken such a strong hold with the trade and public alike that the progressive merchandiser has found it eminently worth while to give this line equal store space with the talking machine and to place the strongest kind of sales promotion effort behind both the talking machine and radio.

Changed Conditions

Circumstances have revolutionized the talking machine business. First, the introduction of artistic models built on a new principle broadened the sales field. Second, improved methods of recording as well as reproducing the records have given the dealer a superior product that has done much to stimulate public interest and break down sales resistance. Third, radio has made it possible for the dealer to develop an entirely new department of his business, because the public has been and still is eager for radio and sales have come comparatively easily. Fourth, musical entertainment via the air has developed and stimulated national musical taste to the point where it is reflected in increased sales of talking machines, records and other musical instruments. These are important advantages for the retailer to consider, especially now, when competition is so keen that there is a more or less great tendency to pay too much attention to the less fortunate aspects of retail talking machine and radio merchandising as well as increasing competition.

This is an ideal situation. It gives the dealer something he never has had before, because each of his two principal items of merchandise stimulates the sale of the other. It gives the forward-looking retailer the opportunity of doing some exceptionally effective sales promotion. Merchandising music and home entertainment equipment is different

from selling foodstuffs or other home necessities. One is purchased because it sustains life and the other must be sold on the basis that it adds to the enjoyment of life. That is why both talking machines and radio sets must be constantly "sold." That is why the dealer who plans a sales campaign gets the bulk of the business in any community. That is why the salesman who constantly "sells" his product

achieves better results than the man who merely shows an instrument or set and answers the questions put to him by a prospect. That is why the salesman in a small store who, when a customer stood in the doorway to ask about a set displayed in the window, did not make a sale, because he neglected to invite the customer into the store for a demonstration. He was too "tired" to stop leaning on the counter and get to work on the job of selling. The moral of this incident is obvious.

Persistence

Something more is needed in this business of selling talking machines and radios than a store. Persistence and knowledge are requisites. Know your merchandise and know your customers. There is nothing new in that thought, but it bears repeating. Persistence is by far the most important factor in selling. More sales

of talking machines and radios can be attributed to follow-up than are made to transients on their first visit to the store. The dealer who advertises persistently; who uses direct mail regularly; who ties up with musical and broadcasting events; who takes the names of transients who have demonstrated their interest by making inquiry regarding a machine or radio; who sends out good salesmen or saleswomen to close deals that are hanging fire, and who become aggressive to turn the wavering prospect into a customer, gains by this persistence. He gains sales. He profits. He builds good will. He insures his own success. Modern business is a far cry from the storekeeping of twenty years ago. The public is from Missouri and must be shown. The opportunity for selection is great and the potential customer is discriminating enough to sense the true value of a product. Getting the business today depends largely on salesmanship.

Every Dealer Should Read These Articles

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Marketing the Portable

R. E. Simpson's Salesmen Use Portable Phonograph as a "Card" of Introduction

By C. N. Tunnell

IT is generally conceded that a man's business card is his introduction; but R. E. Simpson's salesmen use a portable phonograph for their introduction. Simpson is manager of the music department of the W. C. Munn Co. department store, of Houston, Tex. This department manager has made an outstanding success in the sale of all size and price talking machines this past twelve months; but this fact is especially true in regard to the lines of portable machines featured.

Use Portables for Demonstration

There are two outside salesmen for phonographs for this firm. They do not depend upon a brief case and a lot of illustrated literature to sell their merchandise; they use a portable talking machine to actually demonstrate their merchandise. It matters little to the salesman whether or not he is gunning for the sale of an expensive cabinet machine or the sale of the cheapest portable in stock; he uses just this method of driving home his opening sales wedge.

Selling in Unusual Places

Using the portable for an introduction wins the way into machine shops, large wholesale houses, factories and other places where there is a large number of talking machine prospects. And here the salesmen for the W. C. Munn Co. use a bit of diplomacy. They do not go crashing any gates to enter plants or factories where they would not be welcome. Instead good terms are gained with the superintendent who gives consent to allow music in the plant during some particular hour, or over the grounds of the plant where the employes may stop and listen at their own pleasure before and after working hours.

The Right Location

Generally, a favorable location is obtained where it will be necessary for the greater number of employes to pass on their coming and going from work. And as many factories, machine shops and similar institutions have workmen working at different shifts, there are prospects coming and going by the demonstration machine at all hours of the day.

It might be advanced that the tired workman or office girl would not care to stop after finishing a day's work; but actual experience proves to these salesmen that the tired man or woman is the one that quickly responds to restful music. With this fact in view, a bit of common-sense psychology is used in the selection of the records that are played for the benefit of the workmen of the public institutions and results have been excellent.

No High Pressure Selling

At these demonstrations no particular stress is made to close a sale; as it has been found that factory managers are opposed to high-pressure salesmanship to close sales among their employes on the building grounds; but on the other hand, these plant managers cooperate in the spirit of furnishing music for those that wished to listen and deem it perfectly ethical to obtain the names and addresses of prospects or to even make a direct sale where the prospect expresses a desire for the machine.

It is just the portable demonstrations that

give the live leads and win an invitation and introduction into the prospect's own home where the entire family can see that their home is not complete without one or more talking machines. These leads obtained at the shop or at the factory are generally ones that mean a large percentage of sales. A concrete example that shows average results was recently demonstrated when one of these salesmen used his portable for his introduction to the employes of a large tool and machine company. With a direct demonstration, the salesman closed the day's work with the sale of four portable ma-

large talking machine is the best prospect for a portable, or the purchaser of a portable is later shown the logic of buying a large phonograph for an added bit of beauty within the home. This retailer further finds that his portable customers are generally his largest buyers of records, as they use the machines for parties and outings that suggest all the latest dance hits and new music.

A Quick Money Turnover

The portable talking machines of the W. C. Munn Co. are sold for five dollars cash and five dollars a month. This sales plan means that the machine is converted into cash within four, five or six months, a fact that means a quick turnover of money as well as stock. And with this selling plan the returns and repossession are cut to the minimum. It is the first impression of the prospect that usually means a sale or the loss of a sale with this firm; and by using the portables for an introduction these first impressions have brought this department a large increase in profits.

Too much stress cannot be placed on the beneficial results of obtaining prospects from groups of people at industrial plants, such as are utilized by

the outside sales staff of the Munn establishment. Not only is much time and effort saved by demonstrating before a crowd of prospective buyers rather than to individuals, but the enthusiasm aroused in one or more of a large crowd is likely to become infectious and arouse the desire to purchase an instrument in listeners who if approached as individuals would be "cold" prospects.

Phillips' New Store Opened

MORGANTOWN, W. VA., August 4.—The new establishment of the S. A. Phillips Music Co., which was formally opened recently, is one of the most attractively equipped to be found in any part of the country. One of its many features in a living-room, artistically furnished, in the rear, facing the entrance, in which a purchaser may hear his favorite music in a home-like setting. The main floor is devoted to a display of pianos. In the talking machine and radio department on the mezzanine floor are shown the Victor Orthophonic, Brunswick Panatropé, the full Edison phonograph line, including the radio combinations and American-Bosch, Sparton and Atwater Kent radios. Sheet music and small musical instruments are also handled. This business was founded here by S. A. Phillips, the present proprietor, in 1902.

Lee Morse Given New Slogan

"The Mellow Swanee Voice" is the new descriptive slogan just adopted for Miss Lee Morse by Columbia, to accompany hereafter all advertising of this popular Southern singer. Miss Morse's latest Columbia record couples Irving Berlin's "When I Lost You" and a composition by Miss Morse herself, "Lonesome for You."

THE accompanying article describes the methods of a live sales manager in building profits through the sale of portable phonographs. Outside salesmen are used in a new way to go after talking machine sales and sources of business are explored that most dealers do not even think about. Creating demand by getting to workers in industrial plants; bringing the product to the attention of boat owners and other tested sales-building plans are discussed by this successful retail talking machine merchant

chines and two large-type talking machines.

Selling the Boat Owners

But portable sales are not confined to the industrial workmen. These phonographs are used as the introduction into every type home. As Houston is located on a canal that joins it with the Gulf of Mexico, many people of the city own motor boats, house boats, and other crafts that are used for week-end trips, parties and general recreation. The portable phonograph solves the introduction problem of entering the homes of these prospects with the explanation that this little machine is just the very thing for the speed ship or boat. If the prospect already owns a phonograph of the more expensive type then particular stress is placed upon the portable as being the solution for music on the boat. It is pointed out that no beach party or week-end cruise can be complete without a portable talking machine for entertainment and for dance music.

The customer who does not own a talking machine of the better class is centered on just such a machine. Simpson's salesmen find that it is an easy matter to talk in terms of a quality-type machine by having the portable for actual concrete demonstrations of the latest hits in records. The customer or prospect is made to see that the portable machine furnishes good music that is well worth the retail price, but that a larger and more expensive machine is just the article of home furnishing that is necessary to blend in with the general color scheme and decorative program of the home. And by featuring the talking machine to be just what is needed for a certain corner to complete the attractiveness of the room the sales argument is doubly forceful.

Although many retailers sidetrack the sales of portable machines thinking that they may replace the sale of a larger machine, Simpson finds that they are more generally supplementary sales. The person who already owns a

Now

on Brunswick!



PHIL
COOK



BILLY
HILLPOT

"Cotton & Morpheus"

Feature Artists of Sealy
Air Weavers Radio Program

Their First
Brunswick Record

"That's My Weakness Now!"

♦ ♦ ♦

"'Cause My Baby Don't Mean
'Maybe' Now!" . . . 3969

HERE on Brunswick Records are the authors of one of the quickest acts to "take" on the air. Phil Cook and Billy Hillpot are clever young men known to millions through their programs for the Sealy Air Weavers. Hillpot (Morpheus) was "discovered" by Ben Bernie of Brunswick Record fame. Hillpot was appearing in night-clubs with "Scrappy" Lambert, Brunswick artist, when Ben Bernie took them under his wing and helped them get important night-club engagements. Now "Cotton and Morpheus" are members of the Brunswick family and have turned out a record that will speed up the cash register for the Brunswick dealer. Feature this first record by these new Brunswick stars and watch for others.

2—good selections on every Brunswick Record—2

Brunswick

"Loan Receipt"

Helps Gill Sell Radio

By M. T. Bridston

THE dark cloud on the horizon of radio merchandising is in the home demonstration, and, perversely enough, it is in the home demonstration that the radio sale must be made. This is a problem that has long had the consideration of Hurst P. Harrison, manager of the radio department of the J. K. Gill Co., Portland, Ore., toward the end that he now uses a system of home demonstration that efficiently simplifies this situation.

Unsatisfactory Methods

The "dark cloud" is familiar and ominous enough to many radio merchandisers. Mr. Prospect is interested in a radio to the extent that he expresses a desire for a demonstration in his home, half promising that if the set gives good performance he will buy it. Installation is made, and the salesman drops around in the evening to talk to the prospect. Incidentally, there isn't so much talking—real sales talking done—as listening to the performance of the set. This means that the salesman doesn't "close," and leaves the prospect to "try the set and see what it will do."

This unsatisfactory premise to a sale develops even more phlegmatically. At the end of a week of such "trying" the dealer finds that Mr. Prospect has a number of grievances against the set—there are noises, and so and so station is weak, or a neighbor tuned in a station that Mr. Prospect couldn't get on his trial set. He wants to try the XYS set owned by Mr. Neighbor, but if the dealer No. 1 cares to, he may leave his set there, and they'll compare them. The dealer, afraid of losing the sale altogether, agrees to this unfair stipulation.

And his agreement snags up his stock investment even more securely, for the more sets the prospect is allowed to have in his home for demonstration the less chance has Dealer No. 1 of closing. Batteries and tubes are weakened—at the dealer's expense—and it is also true that the set with the freshest impression—the last one he has tried—is the one that he finally purchases. A set may be tied up anywhere from weeks to months in this procedure, and still not chalk up a sale.

Solving the Problem

This is the situation which Mr. Harrison has corrected through the use of a "Loan Receipt" form, worked out by himself, coupled with a definite procedure in "loaning out a radio." The very word—"demonstration" is not used in talking with a prospect entering the Gill radio department. The more significant word "Loan" is the term. Prospects do not make objection to signing a "Loan Receipt" definitely stating the terms on which they take out a radio on approval.

The prospect affixes his signature to the following stipulations:

"Received of the J. K. Gill Co. the following (here is entered description of set, model of speaker, etc. . . .). This merchandise is delivered to me on APPROVAL and will be left with me ON TRIAL, with no obligation on my part, except to care for same, and same to be called for in days, or if approved, such terms of sale arranged to suit my convenience (within reason.)

"It is understood and agreed that the above merchandise will not be removed from my address, given away, or otherwise disposed of, without due notice to the J. K. Gill Co., and then only with their consent in writing, except in case of fire or other possible damage while in my possession, then same to be removed and protected as though the property were my own.

The crux of the method is to set a definite loan

period, and keep it on the dot. Without stating as much in so many words, Gill customers are made aware that they will be permitted to have the radio in their home for the stipulated period and no longer. Mr. Harrison rarely allows this loan period to extend over three days. The period of time is set by talking over the situation with the customer and the signing of the "Loan Receipt" follows. This method reverses the situation often observed, namely, that a prospect "consents" to a demonstration in his home, and the dealer regarding it as a favor to put his machine in for trial. A "loan" is a different matter altogether.

If the prospect does not have an antenna in-



H. P. Harrison

stalled already, the Gill store explains that a good, permanent antenna will be erected, and that whether the set is purchased or not, the usual charge for an antenna will be made. Generally a flat rate of \$10.00 applies. It rarely happens that a prospect makes an objection to this plan, and when he does he is not in the market for a radio at all, and might as well be lost before time investment has been made in him.

Salesman Follows Up

The salesman makes a call on the evening following installation, taking time to go over every point thoroughly. The second evening the prospect is given a breathing spell to try out the radio for himself, alone, and the third evening the salesman calls prepared to close. The loan period is up, the prospect knows, and this psychologically puts him in a buying mood. He is given an incentive toward decision. Instead of rushing him through this procedure, the salesman takes the viewpoint that he is seeking to close a legitimate business deal that has hung long enough.

Mr. Harrison has also worked out another form that is beneficial in achieving radio profits. He has placed a "clincher" on his conditional contract of sale—this in the form of a promissory note that binds the purchaser whether the machine is still in his possession or not. It is particularly beneficial in safeguarding the dealer when the repossession of a ruined machine is necessi-

tated. It is in the form of a printed addendum to the contract:

"For value received, I promise to pay to the order of the J. K. Gill Company, at their office in Portland, Oregon Dollars, in Gold Coin of the United States of America, with interest thereon, in like Gold Coin, at the rate of per cent per annum from date until paid, payable in monthly installments of not less than \$ in any one payment together with the full amount of interest due on this note at time of payment of each installment. The first payment to be made on the day of 192 . . . , and a like payment on the day of each month thereafter, until the whole sum, principal and interest, has been paid; if any of said installments are not so paid, the whole of said principal sum and interest to become immediately due and collectible at the option of the holder of this note. And in case suit or action is instituted to collect this note, or any portion thereof, I promise to pay such additional sum as the Court may adjudge reasonable as attorney's fees in said suit or action."

"Progressing" the Prospect

While the foregoing suggests that Mr. Harrison has devoted considerable time to the mechanics involving the sale of radio, it does not follow that he has not given equal care to determining a right and a wrong way to progress a sale. Indeed, an answer to the observer is in his statement that 80 per cent of the machines sold from his department cost \$200 and over. He has worked out a way to "progress" the prospect.

Mr. Average Customer, when he comes in to look around, usually has a figure of \$150 in mind. However, Mr. Harrison doesn't worry about this, nor even start showing him his lower-priced line. He takes Mr. Average Customer into a beautifully appointed private room, where a \$1,300 electric machine is installed. The customer is amazed at the liquid-toned performance, and he is likewise amazed at the price attached to it. Mr. Harrison assures the prospect that he "just wants him to hear it," answering the protest that he had "nothing quite so expensive as that in mind." From \$1,300 Mr. Harrison proceeds down to \$650, \$375 and so on.

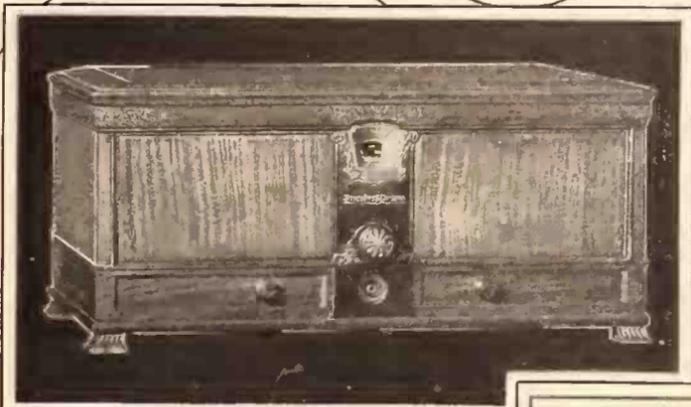
Practical Psychology

The sales psychology back of this method is that \$375, for instance, is but a small price compared to \$1,300; yet the \$375 customer would think \$375 "too much to pay" if shown that model first. Working DOWN to \$375, however, is another matter. This is a departure from the old sellism expounded by many a merchandiser not to educate the customer's taste above the price he can afford to pay—but it is a departure that is achieving results.

Not long ago the Gill Co. sold one of the \$1,300 models directly through this method, the purchaser being well able to afford the price, but not aware that such radio performance could be bought. The point is to present the prospect to the machine as a visitor, not as a prospect, Mr. Harrison tells you.

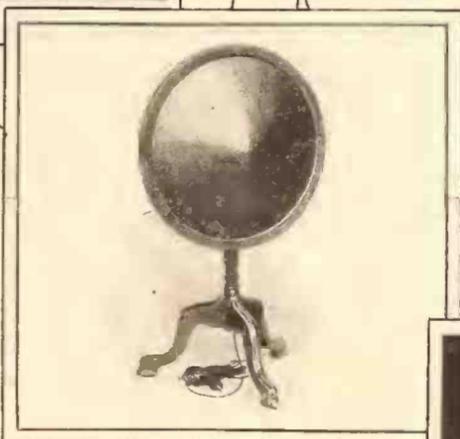
\$1,800,000 Edison Insurance

The Thomas A. Edison industries have obtained for their employes a plan of group insurance aggregating \$1,800,000, covering approximately 1,800 men and women. The plan has been underwritten by the Travelers Insurance Co., and has been made available to employes of Thomas A. Edison, Inc., Edison Storage Battery Co., Edison Storage Battery Supply Co., Edison Phonograph Distributing Co. and the E. K. Medical Gas Laboratories.



THE NO. 635 STROMBERG-CARLSON TREASURE CHEST

Uses 5 UY-227 A. C., one UX-171-A Output and one UX-280—a total of 7 R. C. A. Tubes. Price, less Tubes and Speaker, East of Rockies \$185.



NO. 10 CONE SPEAKER

A 22-inch Seamless Cone Speaker. Complete with long cord. Price, East of Rockies, \$40.

THE NO. 636 STROMBERG-CARLSON CONSOLE MODEL

Uses 5 UY-227 A. C., one UX-171-A Output and one UX-280—a total of 7 R. C. A. Tubes. Price, less Tubes and Speaker, East of Rockies \$245.



"Stromberg-Carlson Tone"

STROMBERG-CARLSON TONE is not merely a coined phrase—it is something very tangible, very definite in the minds of most radio dealers and innumerable users of radio—indicating a beauty and faithfulness of reproduction which has become the standard by which radio tone is judged.

There are many reasons for this superlative quality of tone. The experience of thirty years making telephones. The use of perfectly balanced circuits to avoid regeneration. Scientific total shielding. The two new Stromberg-Carlson Receivers shown above as well as the Strom-

berg-Carlson Cone Speakers are brilliant examples of Stromberg-Carlson Tone. The cabinetry of both Receivers is so rich and graceful as to set new standards. The prices of both are lower than Stromberg-Carlson quality has been obtainable at heretofore.

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

Other Models Range in Price to \$1205, East of Rockies

Hear the Stromberg-Carlson Sextette through the NBC and 22 Associated Stations

Stromberg-Carlson

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

SELLING RECORDS

By B. C. Reber

IN measuring the success of a record department nothing so determines that success as a thorough knowledge of the records the public appreciates, and an ability to give them what they like. In this respect the record department of the Household Furniture Co., of San Antonio, Tex., has made a worthy record, and the story of its success has been related by A. P. Kolosky, manager of the department, in a most interesting manner.

Buyer Percentages

"The sales in any department are based on percentages," Mr. Kolosky explained, "and in order to assure full success in your department it is necessary to know these percentages and cater to them accordingly. The younger set will come in for a certain percentage of your sales on dance records and popular hits. Older men and women will prefer classics, novelties or specialties. Each class represents a percentage of your total sales, and in order to have complete efficiency it is necessary to become thoroughly acquainted with your trade and know what they want in recordings.

"Here in San Antonio we have a large business among the negroes. Approximately 40 per cent of our record business is done with these people, and, while they will purchase a certain number of records that are popular, there are certain selections that will sell big to them alone.

"The negroes are a class of people who enjoy crooning such as blues, etc. They are also strong on banjo selections, string instruments, and sacred music or 'spirituals.' If you get a good supply of these selections in for this trade, you may rest assured that they will be picked up quickly by your negro customers.

"It is not hard to sell a negro. Give him a good blues record, let him hear the tune, and he is sold. It is never necessary to play both sides, for he is more interested in the one tune to wait for the other selection.

"One good feature about this kind of business is that it is all cash. If we were to trust these people too far they would be in every day buying a dozen or more records, and, while they make some of our best customers, we have found it advisable to have all such business on a cash basis.

"In addition to our negro trade, approximately five per cent of our total volume will be in Spanish records, while another seven per cent will be for the German class of people. Possibly another five per cent will cover all other nationalities, except the American, which will cover the remainder.

"Songs are more popular than dance hits, although they run very close. Our dance records will make up about forty per cent of our total volume, while the songs will make up fifty-five per cent with the remaining in novelties, specialties, etc.

"Artists who have been popularized over the radio and who have records are sure to help sales, especially if they are well known as Nick Lucas, Gene Austin, Art Gillham and others, or are local like Don Jose, who has

recorded for Okeh. These all stimulate sales and, while the sale is always uncertain, as is that of sheet music, it is good while it lasts.

Attractive Store Aids Sales

"Probably one of the greatest incentives toward record sales is in having an attractive place. All of our booths are equipped as nearly homelike as possible. They are roomy, well ventilated and comfortable. Visiting one of our booths provides more than a place to try out a record; it is a room of pleasant and comfortable surroundings; it is a place where

PERCENTAGES govern the sales in any department of the talking machine business, according to the successful dealer whose views are expressed in the accompanying article. Discussing record sales in particular, he points out that "buyer percentages" give the dealer a certain index regarding the potential demand for recordings of various kinds. There is food for thought in this article for every dealer who handles records, since it points the way to increased business and the elimination of slow-moving record merchandise which results in frozen assets

the setting is ideal to create a sale; it is a replica of all that could be desired in a home.

"We train our sales people to be courteous and attentive and we endeavor to cultivate this so that it will be natural and not mechanical. There is, however, such a thing as spending a dollar's worth of time in selling a fifty-cent record, and we endeavor in every way to avoid this so that our sales will be as efficient as they are satisfactory.

"The majority of people who come into the store come in to buy, and it is not much trouble to sell them something they will like and enjoy. Then there are a few who will need a little urging to buy, but this can be attended to if the sales people are properly trained. But it is the ones who come in and will poke around all day without buying anything that must be guarded against.

"Have what the patrons want, what they like, and sales will be speeded up. This gives the sales people more time to wait on others, and keeps the sales force down to a minimum. There are many good departments that are not making any money because their sales people entertain the customers rather than sell them. Business is a matter of selling, and not a social affair and it should be conducted briskly.

Complete Record Stock

"We are carrying five makes of records at the present time and will add another soon. The five we are stocking are: Brunswick, Vocalion, Okeh, Paramount and Columbia. We intend to stock Victor records within a short time, thus rounding out our stock.

"There are some who will think that this is too much, but we have not found it that way. Each record manufacturer has a group of selected artists who record for him alone. In selling, however, one customer may admire an

artist from each of these manufacturers. Consequently it is necessary to stock all to satisfy the trade. This is a condition which has been brought about by radio broadcasting. Each manufacturer will also have certain records which he will develop to a greater extent than others. One may be noted for its classics; another for its dance selections; and a third for its song hits. By having all these lines we are able to offer the best at all times.

A Successful Policy

"Our sales are showing a constant increase, and we believe that much of this increase is due to having a thorough knowledge of our trade and in catering to their wishes. We have so educated our customers that they know we will watch out for any new records that they might enjoy and, when they come in, we will have them ready.

"As the new announcements are sent out each month, we check them to determine how we may best serve our customers. We have done this consistently, and our customers know as soon as they study the folder that if there is a new record in it they will like we will have it. Such a practice assures a steady and consistent trade at all times and helps to build up a profitable business.

"There is also some good business to be had by specializing on unusual records. We specialize on records for negroes, on Spanish and German selections, and on other similar recordings. People have come to realize that we are not afraid to put these in stock. They come to us, and in buying these they hear others and buy them. Thus it is that our business grows."

Travels 6,000 Miles to Sing in A. K. Radio Hour

Traveling approximately 6,000 miles and spending 160 hours on the train in order to sing thirty-two minutes before the microphone is the achievement of Suzanne Keener, coloratura soprano of the Metropolitan Opera Co. She will broadcast on August 19 over the Pacific Coast network in a concert presented by the Atwater Kent Mfg. Co., of Philadelphia, and its Pacific Coast distributors, Ray Thomas, Inc., Los Angeles; Ernest Ingold, Inc., San Francisco, and the Sunset Electric Co., of Portland, Seattle and Spokane.

Miss Keener is the first of the great artists appearing on the Coast Atwater Kent programs this year. Others include Toscha Seidel, Richard Bonelli, Nicolai Orloff, Madame Luella Melius, Leo Luboshutz, William Simmons and a number of others who have achieved fame in this and other countries.

New Music Store Opened

The Whitehall Music Shop is the title of a new music store to be opened in Whitehall, N. Y., by Alexander Sidur, who at present conducts a jewelry business.

**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



**A Radiotron
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Detector Amplifier
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Ballast Tube
- RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron



Nation-wide broadcasting, for audiences of millions, has been made possible by the development of RCA Radiotrons for all uses in both transmitting and receiving instruments. They are the acknowledged standard in vacuum tube design in the radio industry

Radiotrons are the heart of the receiving set. To maintain fine reception the vacuum tubes in your set should be replaced with new Radiotrons at least once a year. Do not use new tubes with old. Best results are obtained by changing all tubes at one time.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

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

You stake the reputation of your store when you offer your customers a vacuum tube. RCA stakes its reputation, its resources and its skill on every RCA Radiotron that leaves its factory-laboratories. That is why you are safe in recommending RCA Radiotrons for every socket in the receiving sets you supply. The complete line of RCA Radiotrons offers a tested tube for every purpose.



RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

An important message to RCA Radiola Dealers

Two out of three families in your market are still without radio in their homes. Most of them are now debating what will be their first radio set.

That is a big market for you.

Nine out of ten families in your market already owning radio sets are still fussing with batteries or with obsolete receivers and speakers, and would like to trade in their old sets for modern A.C. operated instruments.

That is another big market for you.

Radio is sold on prestige, performance and price.

Radiolas are the biggest and easiest sellers because of their outstanding prestige, their acknowledged superior performance, and their big value.

They are the recognized standard of the industry.

Radiola sales this year have set new records. The fall demand for Radiolas from new buyers will be the greatest in the history of the industry—and the "trade-in" market should be even larger.



*This sign marks
the leading dealer
in every community*

RCA factory production schedules and sales promotion plans for the next few months are on a scale to give RCA Radiola Dealers full opportunity to cash in on the biggest market ever seen in radio.

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

To help you get your full share of the big fall market

No merchandise sells itself—no matter how good it may be.

It has to have behind it—every day—aggressive sales promotion by the manufacturer and the dealer.

The Radio Corporation of America is backing its dealers with the kind of sales promotion that makes sales easy for the aggressive dealer, with a bigger volume than ever before.

Here are some of the big things that are on the schedule:

NATIONAL MAGAZINE ADVERTISING

Color pages and black-and-white in the "best sellers", including the four great weeklies—*Collier's*, *Liberty*, *Literary Digest* and *Saturday Evening Post*.

FARM JOURNAL ADVERTISING

Special color and black-and-white pages in farm papers featuring RCA merchandise specially adapted for best results in unwired homes.

NEWSPAPER ADVERTISING

City dailies all over the country will carry still more of the big RCA copy that has been the sensation of radio advertising.

RCA BROADCASTING

Two big hours on the air over the National Broadcasting Company network:

1. The Friday morning RCA-Damrosch Hour of Music for the schools, beginning in October.
2. The Saturday afternoon RCA Demonstration Hour — every week, to provide the best music for RCA Radiola dealer demonstrations.

DEALER SALES HELPS

Sales-pulling Window Displays for every-day merchandising and special sales drives.

Direct-by-Mail campaigns to bring in new customers and keep old ones on the books for replacements and "trade-ins."

Illustrated booklets to be used as mail "stuffers" and counter "pick-ups."

Advertising mats for use in home-town papers with dealer's own signature

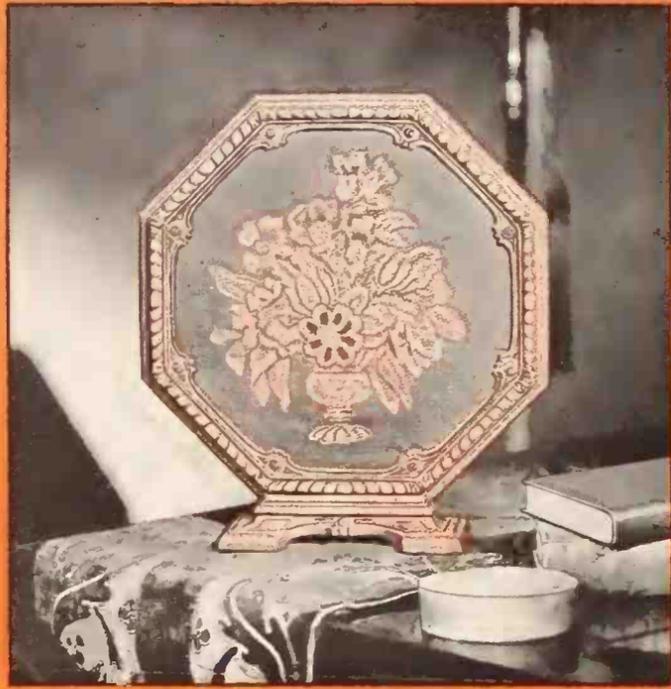
RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RCA LOUDSPEAKERS set the pace

Product of RCA, Westinghouse and General Electric, these reproducing instruments are the achievement of the world's leading electrical and acoustical engineers. They are the standard of comparison in the industry.



RCA LOUDSPEAKER 103

A new model of the famous 100A. Specially designed case, with rich tapestry cover—a beautiful ornament for the home as well as a superb instrument. \$37.50



RCA DE LUXE LOUDSPEAKER 105

All the world's knowledge of radio acoustics is embodied in this wonderful reproducing instrument. Operates on 110 volt, 50-60 cycle A. C. Will supply "B" and "C" potentials for receiver. \$350



RCA LOUDSPEAKER 100A

Known the country over for its rich, mellow tone, and faithful reproduction of music. \$29

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

Analyzes Display Cost

Cost of Window Display Circulation Based on Extensive Survey Outlined by W. L. Stensgaard

A SURVEY made in seventy-three cities of the United States shows that the average cost of window display circulation is \$1.11 per 1,000. A report on the findings of the study was read at the convention of the International Association of Display Men in Toronto recently by W. L. Stensgaard, president of the Association, and display manager of the Montgomery Ward & Co. stores.

"In determining the cost of circulation we have taken actual counts during various times of day between 8 a. m. and 11 p. m.," Mr. Stensgaard continued. "Comparative counts were also made on week-days and Saturdays. The average increase of circulation was about 45 per cent on Saturdays. This should indicate that Saturday window circulation compares favorably with that of Sunday newspaper circulation. It also means that we are justified in giving greater attention to the power of displays for Saturday's circulation.

"We have included in the cost of 'display' the expenditures for display equipment, settings, materials, salaries, lighting, and a fair rental for the space occupied by the display window. This has been computed at the rate of annual expenditure, and when we consider that the circulation count was taken at perhaps the year's lowest average (the month of January) our cost of circulation would be considerably less could

we determine the average circulation during the entire year.

"If our budget for display window operation were determined by the cost per 1,000 of display window circulation, using \$1.11 per 1,000 as a basic figure, the retailer's business throughout the country would prosper by a sound bankable investment, and this amount would be sufficient to allow much increased interest in his display.

"Take, for example, a city of 169,000 population. The average daily circulation was found to be more than 22,000, with the average Saturday circulation over 32,000. This would mean an approximate annual circulation of 8,550,000. Basing the value of circulation at \$1.11 per 1,000, the annual expenditures on display would amount to \$9,490.

"Considering that this circulation count was taken in January, we can easily estimate that the average annual circulation will be at least 25 per cent higher, this taking into consideration the holiday season and the many months in the year when display window shopping is much more comfortable than it is in January. This would allow us an additional amount of \$2,375, making a total window display budget of \$11,865.

"In this amount would be included decoratives, display fixtures, salaries of display department chargeable directly to windows. To the

above figures should be added any income secured by the display department through the resale of used fixtures or materials.

"When the display appropriation is determined through circulation, we believe it really is more accurate and justified, because many times the gross volume of the store is below par by reason that merchandise displays and advertising are not producing. When this is the case, we usually find that the merchant is not making the proper investment to create his merchandise presentations, and usually his business is ailing because he is not able to analyze the reason for his non-success.

"Usually a store doing in the neighborhood of a \$1,000,000 volume cannot expect efficient displays in, say, 100-foot front for less than two per cent. Usually the store doing the \$1,000,000 volume would be located in a smaller town. The decoratives for a 100-foot front in the small town will cost exactly the same as they would for the same store in a large city doing perhaps many times this amount of business, but occupying no more space.

"The store doing in the neighborhood of \$25,000,000 can usually operate windows around an entire block for one-half of one per cent. When we arrive at a reasonable appropriation based on circulation we come nearer to doing justice to both the small and large store."

Effect on Retail Sales of Store Arrangement

Daniels & Fishers Store in Denver Boosted Sales by Improving Interior Store Display

By Willis Parker

The phonograph and record demonstration booths of the phonograph department of the Daniels & Fishers Store, Denver, Colo., are much larger than the average booths, and the heavy carpets so commonly used have been replaced with beautiful tile-patterned linoleum. Several reasons are given by Manager W. T. Marsh for using linoleum. The first is that in his opinion, and in the opinion of others, the music from the phonograph sounds much better than it does when the floors are deadened with heavy carpet. Carpet seems to absorb some of the sound waves, he avers, and there isn't as much resonance as would be otherwise. An exaggerated example of the sound-deadening qualities of carpet and heavy fabrics is contained in the furnishings of a radio broadcasting studio where carpets and draperies galore are used to break the resonance so that there will not be so many echoes and re-echoes to interfere with the transmission of the music over the microphone.

The linoleum contains some sound-deadening qualities and prevents disturbing echoes, but not so much as heavy carpet. It is better, however, than wooden floors, for there the sound waves rebound with greater velocity and strength on account of the hard surface.

"Another reason for the linoleum," continued Mr. Marsh, "is the wearing quality. We found that the carpets we were using did not remain

in good appearance for more than five years, although it was expensive material. We expect this linoleum to last fifteen or twenty years. It will be easier to clean, also, and by keeping it waxed and polished it should always present a good appearance.

"A third reason is that many of our customers like dance music, buy dance records and frequently desire to test out the rhythm of the music by dancing a few steps to the music. The waxed linoleum permits this much more than carpet does."

Turning to other features in the department—features that have more to do with merchandising than beauty and comfort—we find two kinds of record racks being used. One is constructed for the better display of the latest records and the other is for the presentation of bargains in recordings.

The first is a sloping rack set upon a table that is four and a half feet long and 27 inches deep. The rack slopes upward and backward so that the rear is 24 inches higher than the top of the table. The records stand on edge with the face outward and they slope a trifle at the top so that they are not in danger of falling off. One record overlaps the one next to it about three inches, which permits a larger number of records to be displayed in each row, but not enough overlap to interfere with reading the titles of the selections. There are four

rows of records on each rack, and two racks (two tables). In the drawers of the tables are accessories, such as phonograph needles.

"We find that by displaying the latest musical hits in this manner," said Mr. Marsh, "we increase our sales, because the sight of the new records and their titles is more effective than to list the titles on a long sheet of paper and hang the list conveniently in the sales-room or record demonstrating booth."

In each record booth, and placed conspicuously on the wall, is a long rack in which three or four records may be placed with all of the records in view. Over the rack is a neatly printed card informing the reader that here is a bargain—three records for a dollar.

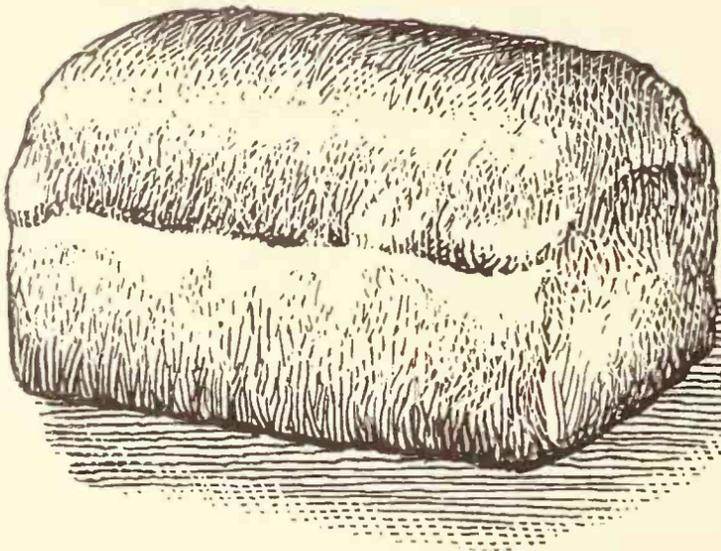
"This plan helps us sell many of our slow moving records and cleans up our old stock," explained Mr. Marsh. "People frequently will buy three records for a dollar, regardless of the popularity of the titles, because the bargain idea appeals to them. Also, many people like to hear the old numbers and will pick them up in this manner. These sales are generally in addition to the sales of newer numbers which the customer came in to hear."

Wm. R. McElroy Co. Moves

The Wm. R. McElroy Co., district manager for the Steinite Radio Co., covering western Pennsylvania and West Virginia, with headquarters in Pittsburgh, Pa., has moved from its former location at 631 Penn avenue to new quarters in the Chamber of Commerce Building, Suite 604.

Local singing contests in this year's radio audition of the Atwater Kent Foundation have already been held in several States, and from early reports it would seem that this year's audition would result in bringing before the public another group of remarkable voices among the younger generation for radio and concert work.

"Half a Loaf Is Better Than None"



but,

AUDACHROME

The Chromatic Reproducer

Gives You

*Cabinet or
Portable—
Any Machine
Equipped With an
AUDAK Reproducer
Is a High
Grade Machine*

WHY should any dealer be content with such record sales as come of themselves, without effort, when the addition of AUDACHROME to the sales force widens the record market to include ALL his customers? Stop and figure. If record business really is profitable—and no one denies that—isn't it logical to try to produce as much record business as possible? To be satisfied with such sales as "happen" simply because people come in and buy of their own accord, is really being satisfied with half a loaf, when you can have a whole loaf!

Consider for a moment. AUDACHROME performs as no reproducer ever did before. Faithful to the echo, it interprets music and speech with astonishing realism. It catches and gives back every chromatic shade of the performance, im-

ACCEPT NO IMITATIONS

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



The AUDAK

565 Fifth Avenue,

"Makers of High Grade Electrical and



AUDACHROME

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

the Whole Loaf!

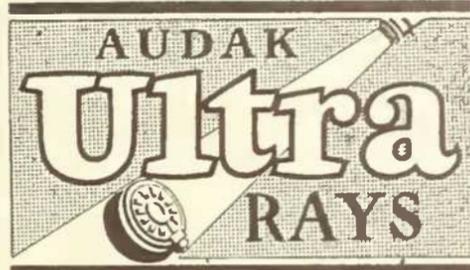
parting a naturalness that delights the ear and makes the hearer appreciate good music. This is how AUDACHROME makes it possible for you to get the whole loaf!

Everyone who hears AUDACHROME reproduction marvels at it. Therefore, let everyone who enters your store hear AUDACHROME! No matter why they have come, your idea is to see that they leave with a higher appreciation of good music in their souls and AUDACHROME and more of your new electrical records under their arms. It's a good trick—and any dealer can perform it. Make up your mind that you will not be content with half a loaf—that you will have the whole loaf—that AUDACHROME shall help you to vastly bigger sales and profits, on records, on AUDACHROME, and—later—on new type talking machines, substantially priced!

COMPANY

New York

Acoustical Apparatus for More Than 10 Years'



Consolation prizes . . . all right in their way, but they don't weigh enough. We don't know who thought up the famous maxim quoted at the left, but we certainly do not like it for an aggressive business, as well as the "whole loaf" idea. Do you?

. . .

A sprinter who takes the bronze medal for third place will hide his chagrin at not having won the gold medal for first place . . . but you may be sure he fought like fury for the higher honor and only accepts the "consolation" because he did not succeed in doing better.

. . .

Business is so much like sport that way. It's all right for a dealer to be satisfied with less than his quota of sales if he has really tried hard to get more of them without success. But the weak thing to do is to be satisfied with what comes your way automatically, without making an intelligent effort for more . . . being contented with "half a loaf" when you are entitled to much more if you'd try a bit harder.

. . .

See things as they are. All your customers who own talking machines should be buying records of you regularly. To those who don't own a talking machine, you should be selling the idea of buying one—and AUDACHROME will help you there, too.

. . .

Your sales possibilities are a big circle, within which lies the smaller circle of your actual sales. The relative size of the two circles depends entirely upon YOU and your methods.

. . .

Half a loaf is better than none . . . but who wouldn't rather have the whole loaf?

. . .

And you can get it!

. . .

As others are doing.

. . .

That is why AUDACHROME means so much to the music trade!

Maximilian Peif

1928-29 Consumption to Reach Total of 2,500,000 Receiving Sets

G. Clayton Irwin, Jr., General Manager, Fifth Annual Radio World's Fair, Makes an Interesting Analysis of the Radio Market in the United States

"Contemplation of the radio market in the United States based on present-day knowledge of the field presents a picture that is truly an inspiration to any man in the radio business," stated G. Clayton Irwin, Jr., general manager of the Fifth Annual Radio World's Fair, which is to be held in Madison Square Garden, September 17 to 22, inclusive. An estimate of 2,500,000 sets for 1928-29 is made by Mr. Irwin, who points out, at the same time, that a fair sized goal to shoot at is one set for each of the 28,000,000 homes in the United States.

"At the present time there are 8,000,000 sets in the country which operate with loud speaker volume," Mr. Irwin states, "and of this number 30 per cent, or 2,400,000 are away out of date, admittedly inefficient and totally inadequate. Moreover there are between 3,000,000 and 4,000,000 sets, in addition to the 8,000,000 with loud speaker volume, which are divided among the 'one lungers', crystal sets, etc. These 3,000,000 to 4,000,000 pieces of radio apparatus are crying for replacement.

"The 2,400,000 obsolete sets which operate a loud speaker but feebly, whenever a station can be tuned, added to the 3,000,000 to 4,000,000 entirely obsolete sets, gives a replacement total of between 5,400,000 to 6,400,000 sets. To be ultra conservative, let's call it 5,500,000.

"On top of this vast replacement market is a much larger one—in homes which have never possessed radio sets. Such prospects reach the staggering total of 16,000,000 to 17,000,000, depending on whether the 3,000,000 or 4,000,000 estimate of absolutely obsolete sets is used. In

addition it is well to remember that there is another virgin field for radio sets which adds 350,000 more prospects each year. This is represented by the yearly increase in the number of homes in this country.

"Without considering foreign demand it is apparent that there are nearly 22,000,000 prospects for radio sets right this minute, and on the basis of these figures an estimate of 2,500,000 sets for the year does not seem out of line."

Here is how Mr. Irwin divides the radio market:

Increase in homes each year....	350,000
Homes without radio of any kind, at least	16,000,000
Sets needing replacement, at least	5,500,000
	21,850,000

Columbia System Adds WABC as Key Station

Public Demand Responsible for Expansion of Columbia Broadcasting System

The demand of the radio audience for more of the Columbia Broadcasting System's programs will be met through the use of Station WABC as an additional key station, and the expansion of Columbia broadcasts to include Tuesday and Thursday nights, according to a joint statement just issued by Major J. Andrew

White, president of the Columbia Broadcasting System, and Alfred H. Grebe, president of the Atlantic Broadcasting Corp. This will permit the Columbia Broadcasting System to furnish radio entertainment to its vast radio audience every night, and on Sunday afternoons, starting on September 2, 1928, according to the terms of a long-time agreement entered into by the chain and the new key station.

The facilities provided at the inception of the Columbia Broadcasting System a year ago were designed to supply the radio audience with entertainment in periods of two hours' duration on Sunday afternoons, and Sunday, Monday, Wednesday and Friday evenings. All of these programs have been broadcast on a nation-wide network, now consisting of nineteen stations. At that time it was thought that this amount of entertainment would be adequate, but popular demand has made expansion of service imperative. Early this year the Columbia Broadcasting System entered into three-year contracts with the Long Lines Department of the American Telephone and Telegraph Co., whereby wire lines are ready to carry Columbia programs for sixteen hours a day every day in the week. The added key station and expanded studio facilities provided by WABC complete the arrangements.

Stewart-Warner Earnings

Stewart-Warner Speedometer Corp. and subsidiaries report for the quarter ended on June 30 net profit of \$2,226,050 after depreciation and Federal taxes, equivalent to \$3.71 a share earned on 599,990 shares of no par stock. This compares with \$1,387,284, or \$2.31 a share, in the preceding quarter, and \$1,508,878, or \$2.51 a share, in the second quarter of 1927. Net profit for the first half of 1928 totaled \$3,613,334 after the same charges, equal to \$6.02 a share, against \$2,570,926, or \$4.28 a share, in the first half of last year.

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

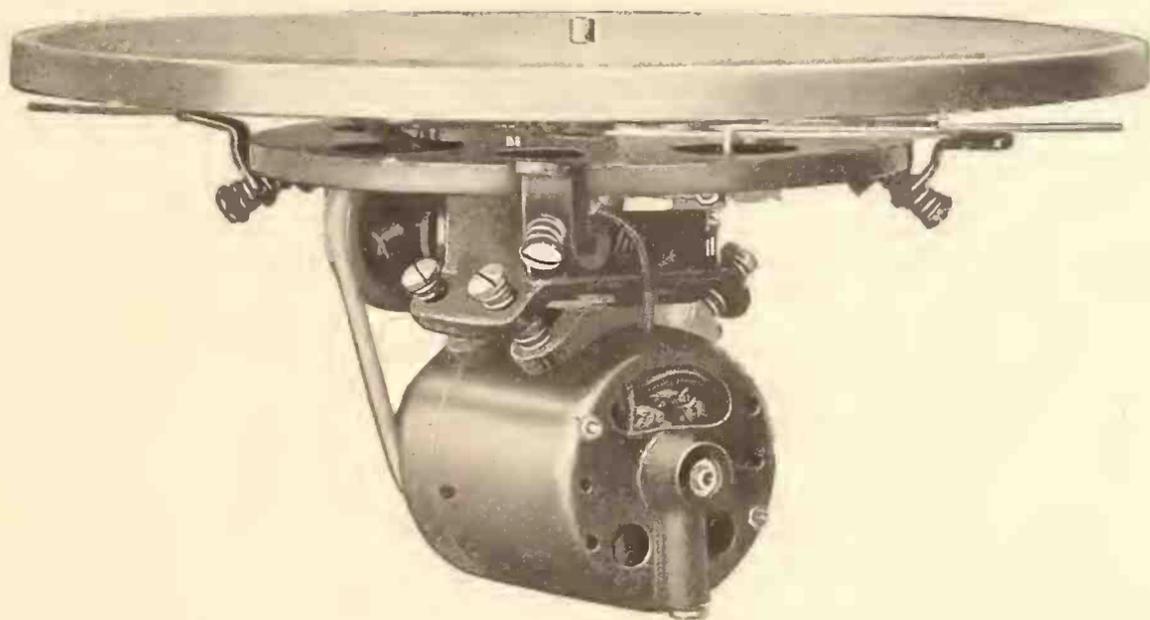
NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York

B R U S H L E S S , H U M - M - L E S S

Induction Type THE MOTOR OF TOMORROW



Again Gordon triumphs with this *induction electric* phonograph motor

Truly a motor-marvel is this new achievement in the phonograph field.

It eliminates noise. Brushless, it is so quiet that a physician's stethoscope would be required to hear it running, once it is installed.

It obliterates interference. Of *induction-type* in accordance with the recommendations of the A. I. E. E., any pick up in radio or power amplifier is absolutely impossible.

Spring drive, it smoothly starts itself, attains full speed within two turns of the turntable. Then maintains that speed constantly and evenly regardless of the fluctuations in line voltage.

Designed to operate on 110 volt. A. C., a transformer, supplied at slight additional cost, adapts it for 220 volt A. C.

Thus the Gordon *Induction* Electric Phonograph Motor solves every previous difficulty, adds many desired advantages, supplies the superb answer for the radio and phonograph needs.

It is a workmanship-like motor in every particular. The finest materials are used for every part no matter how inconsequential. Splendidly engineered.

Manufacturers are invited to write for prices on this motor of tomorrow.

L. S. GORDON COMPANY
1805 MONTROSE AVENUE, CHICAGO, ILL.

STUDNER BROS., Inc., *National Sales Agents*, 67 West 44th Street, New York City
Export Agents, Ad. Auriema, Inc., 116 Broad Street, New York City • *Cable Address*, Auriema, New York

NEWLAND GROWS

by being CONSISTENT

Continual Sales Drive—
Training of Salesmen
—Other Profit Ideas

By Roy George

The Newland Music Co., Phoenix, Ariz., is one of the best organized phonograph shops in the state, and Fred L. Newland, founder and manager of the business, in eight years of continuous service has succeeded in gaining for the firm a place of real distinction. A quick turnover, an artistic salesroom and an aggressive sales force outside make this experienced dealer in Edison and Columbia machines an example whose business methods contain the story of his success.

Steady Drive for Sales

Mr. Newland never gets excited over trade conditions and never lets up on his steady campaign for new customers. His business has an air of stability and he plans his sales campaigns and drills his salesmen with the same enthusiasm that he applied when the phonograph was a novelty. Every Monday morning he meets his sales force and lays before them the outline of a week's work. Lists of prospects are given to each one on the force, the routes to be covered are mapped out and the sales points that are particularly seasonal are very carefully gone over.

Concentrating Sales Effort

From time to time an attack is made on certain groups of prospects. The farmers of the Salt River Valley are canvassed according to the crops that are being harvested, such as the lettuce farmers, the cotton growers, and the cantaloupe shippers; during the months of May and June of the present year the lists were made up from the names of workmen engaged on several big building projects that are under way in the city of Phoenix; the payroll of the Coolidge dam project furnished prospects for a complete canvass earlier in the year; and for eight years this has been the constant policy of the house. It has been the steady business builder and Mr. Newland has never wavered in his intention to completely cover his field and keep it covered. "Go where the money is," says Mr. Newland. "You'll get your share of the business."

Limiting the Line

Lines other than phonographs have been carried at times by this concern, and in radios especially Mr. Newland has been successful in getting a large proportion of his business over the counter. When radios were new, he instructed his salesmen in the line he carried and he helped them to sell radios, but he never threw the reins to the customers in this business. Free demonstrations are made on occasion and a certain amount of legitimate servicing is done on the radios sold, but there is never any wild scramble on the part of the firm to crowd out other dealers who are over-

anxious to promise prospects the impossible from the standpoint of good business.

"I make it a rule to have every prospect come into the store and let me talk with him before sending out a radio on free demonstration," says Mr. Newland. "I have no fixed rule as to what I will do, but talking with the customer gives me the chance to work out a plan that will be satisfactory to him and at the same time not be ruinous to me."

Selling Records

The case for holding records is notable in the Newland Shop. One entire side of the store is taken up with a big, well-organized, open-shelf case, and in this are displayed as fine an assortment of records as is usually stocked in only the largest stores.

"Records constitute 15 per cent of the volume of our business," says Mr. Newland, "and I have worked out a plan that has proved satisfactory in handling it. No trade-ins are made and no records are sent out on approval. We sell records for cash only. But we do take every occasion to let it be known that our stock of records is kept complete and readily available.

Uses Live Mailing List

"Our mailing list includes every customer who has ever bought a machine of us, and, once a month, he receives the bulletin of new records through the mail with the suggestion that he keep these for reference later and that he come in and hear those played that seem likely to appeal to his tastes. Our record business is steady and leads to a large percentage of our replacement orders on machines. It is remarkable how many customers, when they hear a record played on a new phonograph, are open to the suggestion that the old machine at home be traded in for a new one. My particular business is to gather prospects for my salesmen, and the performance-rooms here in my store develop a surprising number of such prospects.

"To me, anyone who is interested in hearing a record played is a possible prospect for a new machine. Instead of taking it for granted that the customer has a machine with which he is entirely satisfied, I make inquiry to find out the exact state of the instrument he has at home. The fine new types of machine can be made to make their own appeal to any music lover who is without one. That is the theory on which I meet every inquirer for a record."

Consistent Advertising

Mr. Newland leaves it to his salesmen to sell the customer and contents himself with gathering prospects. His attitude toward advertising is most conservative and he watches the results most jealously. "The best adver-

tising," he says, "is that which ties my name up with a name known nationally and constantly advertised, like the name of 'Edison,' and I always make it a point to feature the prominent name in my local advertising so as to gain the advantage of cumulative publicity. When hundreds of thousands are spent in national advertising of the thing I have to sell, I count it better business to use my copy merely to 'point up' that national advertising than to attempt to make a spread of the Newland Music Co.

"Direct mail has proved to get me better results than any other form of advertising that I have tried. For sixty dollars I can put 500 mail letters such as are sent out by the manufacturer into the hands of 500 known prospects, and repeat it for twelve months. And it gets far more than a casual glance, as my experience in this type of publicity shows."

Mr. Newland has used newspaper space advantageously in tying up his firm name in the public mind with some particularly popular record that is being widely talked about. This was the case with the "Two Black Crows" records, of which he sold an enormous number in proportion to his other business. "I sold a great many of the records, but I was trying only to break even. I was using that record, with its repeated popularity in the different numbers of the series, to tie up the public mind with the fact that this is a phonograph shop and that our record department is something exceptional. I try to make it so, and I try to make my publicity count."

Appointed New England Kellogg Representative

Thomas H. Owen has joined the radio sales staff of the Kellogg Switchboard & Supply Co. and he has been assigned to the New England territory. Mr. Owen has been spending several weeks at the Kellogg plant in Chicago, where he has been observing manufacturing methods and attending sales meetings.

Artists Featured in Window

The Associated Music Publishers, of 140 West Forty-second street, New York City, featured the pictures of twenty Columbia artists in their window of the week of July 16, attracting large crowds. The window also displayed a Columbia-Kolster phonograph, model 901, the new Columbia portable in its handsome pale blue leather case, Paul Whiteman records and Masterworks Albums.

VAN VEEN SOUND-PROOF BOOTHS and **MUSIC STORE EQUIPMENT**

Write **VAN VEEN & COMPANY, Inc.**, :-: :-:

313-315 East 31st Street, New York City

30 New Models

Zenith for 1928-29 is the most complete line of radio offered to the public. 30 New Models—A. C., Direct Current and 25 Cycle Models—3 different circuits—6, 8 and 10 tubes—with loop or antenna, dynamic speaker or cone speaker. Also models equipped with Zenith Automatic Tuning, the sensation of the year in radio. The “sales appeal” of Zenith Radio this year is tremendous. With prices ranging from \$100 to \$2,500 the Zenith dealer can satisfy every radio purse and taste.

ZENITH RADIO CORPORATION
3620 Iron Street . . . CHICAGO



30 Models—3 different circuits—6, 8 and 10 Tubes including De Luxe, Automatic and Phonograph Models—with or without loop or antenna—battery or fully electric—\$100 to \$2,500

Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

Selling Costly Radio Sets

"Sponsorship Plan" of Merchandising Radio Sets Proves Winner for Hale Bros. of San Francisco

(The following article is reprinted from the Retail Ledger, of Philadelphia, because it deals with a new phase of radio merchandising that has proved successful, and it should interest every dealer.—Editor.)

FOLLOWING the line of least resistance is a common human failing that for a long time caused radio sales in the higher-priced ranges to suffer in the big radio department of Hale Brothers, Inc., San Francisco, Cal. But a "sponsorship plan" making each salesman responsible for the sales and promotion of a certain line has made the path to bigger sales so exceedingly interesting that the volume in more expensive models has been stepped up to a marked degree.

Line of Least Resistance

Before the introduction of the sponsorship plan, Hales' particular problem was this: the department featured its own house radio, built to its own specifications and offered complete and installed for \$98.50. It was an excellent instrument at the price and with the name of the store behind it just about sold itself. That was the trouble. The set was intended by Hales' to meet the needs of many of their customers who wanted a satisfactory radio and couldn't pay more. But it sold so easily that salesmen didn't exert themselves in pushing other better lines with patrons who could just as well have afforded them.

A Changed Situation

"The sponsorship plan has changed this situation radically. It has just about tripled enthusiasm for the sale of more expensive radios. At the same time it has created a spirit of friendly and helpful rivalry among salesmen that was somehow lacking before," explains Arnold G. Maguire, radio sales manager. "The result has been that while lower-priced sales have kept up, those of costlier instruments have gone far and away ahead of former figures."

The sponsorship plan works out in this manner: Each of the four salesmen in the department "sponsors" a particular make of radio in a way that in many respects makes him a department manager as far as that radio is concerned. In addition to the house set, four other lines of radio are carried, so responsibility is not shared on any make. When a salesman sells a radio in his own particular line he receives the full amount of commission allowed on that radio. When he sells another make,

other than the house set, he receives 70 per cent of the usual commission; the regular sponsor for that radio receiving 30 per cent. Only half the usual rate of commission allowed on other instruments is given on the house set, which is every salesman's territory as far as sales are concerned.

Salesmen on Commission

Salesmen in Hales' radio department work entirely on a commission basis and the sponsorship plan has proved thoroughly satisfactory both from the store's and the salesmen's viewpoint, for both are making more money. Many of the unsatisfactory points of the straight commission plan in a department store have been eliminated by Hales' pro-rating feature. When a customer comes into the department and asks to be shown a certain make, unless the sponsor of that instrument is busy he is usually turned over to him. But if the customer doesn't happen to be particularly interested in any special make, the sponsor naturally tries to sell his own radio. If he finally selects another, however, the salesman's effort does not go unrewarded, though he doesn't receive as much as if it had been his own instrument. At the same time the sponsor of that instrument comes in for a share of the commission.

Salesmen Responsible for Details

"The apportioned commission plan makes it especially worth while for the sponsor to 'step on it hard' in selling his own line," states Mr. Maguire. "It is also fair to the other sponsor whose radio he may finally sell, for this sponsor has also done a definite amount of work in promoting that sale. That is true because each salesman, beside selling, does the buying in his line after conferring with the sales manager. With him, he decides what numbers will be carried. He is responsible for the advertising of his particular radio and he co-operates with the display department in featuring window showings in his line. He must keep stocks filled in and in good condition. The plan relieves the department management of a tremendous burden of responsibility for details and leaves it free for general promotion effort."

Every instrument is featured in a separate booth with the name of the instrument prominently indicated over the door. Since the store set is common property, this instrument

also is shown in each booth for convenient demonstrations.

Beside his general floor sales and promotion work each salesman is also responsible for a definite amount of follow-up work and must spend one morning each week outside the department. Mr. Maguire, whose time is not limited, works on big installations in hotels, restaurants and other public places.

After closing a sale, the salesman attends to the details of writing up the contract, takes the customer to the credit department and arranges the delivery date. The work of the installation men is carefully routed and they report to the department by telephone three times a day. In this way delivery schedules are followed closely. Unless some credit problem arises, sets are installed within twenty-four hours after purchasing. Ninety per cent of the sets sold are installed within this time limit.

When the contract is signed, the customer is given a booklet outlining important points about radio reception and telling exactly what he may expect to receive in the way of servicing. For the first thirty days unlimited free service is given. After that, except where the trouble is due to a fault in construction, servicing is charged for at the rate of \$1.50 an hour. Special pains are taken to see that the purchaser gets started off on the right foot, not only in learning how to operate the instrument but to get the best possible results.

Insuring Customer Satisfaction

During the busy season when there is a tendency, even with the best of intentions, to cut down on the amount of time given to instructing the customer along these lines, a special service man follows up each installation within three days, calling on the customer to thoroughly test the installation and seeing that the purchaser is perfectly happy with his new instrument. Hales' are now featuring a special twelve months' service contract which offers for a radio what corresponds to a monthly oiling, greasing and inspection for automobiles. This service is offered at \$12 a year, with twelve monthly inspections, and is being contracted for by a large percentage of customers.

Home-Demonstration Plan

Hales' permit home demonstrations, but on an unusual plan. The customer must pay in advance 10 per cent of the value of the radio he is having sent out, the same amount he would have to in purchasing an instrument on extended payments. If he is not really satisfied, he may return it within forty-eight hours and his money will be refunded, minus any labor charges, including the installation of an aerial if that was necessary. This method meets with no objection on the part of the prospective purchaser who is acting in good faith and at the same time eliminates the "joy-riding demonstration-hound" who wants free entertainment at the dealer's expense.

Orchestra Scores in Concert

The W. P. Fowler Music Co., of Duncan, Okla., is one of a large number of dealers who have been featuring to very fine advantage the merits of the New Orchestra made by the Capehart Automatic Phonograph Co., Huntington, Ind. At a concert given recently by the Fowler Co. with this instrument as the entertainer, crowds of people proclaimed the Orchestra the latest in phonographs, not only in automatic operation but in sound reproduction. This instrument automatically plays both sides of twenty-eight records and replays them indefinitely as required.

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

"Magic

Columbia

Notes"

Columbia

Overshadows All

in exclusive Artists of Outstanding Merit



To the GREAT GALAXY of Exclusive Columbia Stars, PAUL WHITEMAN brings new lustre . . . His Columbia Recordings released to date are:

Record No. 50070-D 12 inch \$1.00
La Paloma La Golondrina
Record No. 50069-D 12 inch \$1.00
The Merry Widow . . . My Hero (from
"The Chocolate Soldier") (Vocal Refrain)
Waltzes.

Record No. 50068-D 12 inch \$1.00
The Man I Love (Vocal Refrain)
My Melancholy Baby (Vocal Refrain).

Record No. 1465-D 10 inch 75c
Pickin' Cotton . . . American Tunes (Vocal
Refrains) Fox Trots.

Record No. 1401-D 10 inch 75c
Last Night I Dreamed You Kissed Me
(Vocal Refrain) . . . Evening Star (Help
Me Find My Man) (Vocal Refrain) Fox Trots.

Record No. 1402-D 10 inch 75c
C-O-N-S-T-A-N-T-I-N-O-P-L-E (Vocal Re-
frain) . . . Get Out and Get Under the
Moon (Vocal Refrain) Fox Trots.

Record No. 1441-D 10 inch 75c
Just Like a Melody Out of the Sky (Vocal
Refrain) . . . Because My Baby Don't Mean
"Maybe" Now! (Vocal Refrain) Fox Trots.

Record No. 1444-D 10 inch 75c
That's My Weakness Now (Vocal Refrain
by Rhythm Boys) . . . "Taint So, Honey,
"Taint So (Vocal Refrain) Fox Trots.

Record No. 1448-D 10 inch 75c
Come Back CHIQUITA (Vocal Refrain)
Waltz . . . Lonesome in the Moonlight
Fox Trot.

Record No. 1464-D 10 inch 75c
I'm on the Crest of a Wave . . . What
D'ya Say (Vocal Refrains) Fox Trots.

Ask for a Columbia Record

Columbia "New Process" Records — Made the New Way — Electrically — Viva-tonal Recording — The Records without Scratch
Reg. U. S. Pat. Off.


Columbia

Columbia
Overshadows All

in Portable Phonograph Values:

**COLUMBIA-HARMONY
PORTABLE JUNIOR**

List Price—\$15.00

*"The Little Giant of Portable
Phonographs."*



**COLUMBIA-HARMONY
PORTABLE MODEL NO. 2**

List Price—\$25.00

*Famous for its sturdy compact
size and artistic appearance
combining exceptional value.*



**THE VIVA-TONAL
COLUMBIA PORTABLE**

"like life itself"

MODEL NO. 130

List Price—\$30.00

*A portable light in weight yet sturdy in
construction. Beautifully finished in
blue and red, this instrument has a
charm as appealing as music itself.
Marvelous-tonal brilliance and volume.*



**THE VIVA-TONAL
COLUMBIA PORTABLE**

"like life itself"

MODEL NO. 161

List Price—\$50.00

*The performance of this Viva-tonal
Columbia Portable is comparable —
both in tone and volume — to the more
expensive cabinet phonographs. Fin-*

*ished in a Baby Alligator
Fabricoid, constructed
throughout of the finest
material, this portable is
a finished piece of crafts-
manship — a companion
of which its owner may
well be proud.*



The BUYER of a portable, buys records. His purpose in buying a portable is to play records. Sell both—he's a double customer when he comes in—and he's a continuous customer.

Columbia



Columbia

Overshadows All

in the Field of Popular Vocalists



LEE MORSE



KILLE O'CONNOR



RUTH ETTING



JAMES MELTON



VAN & SCHENCK



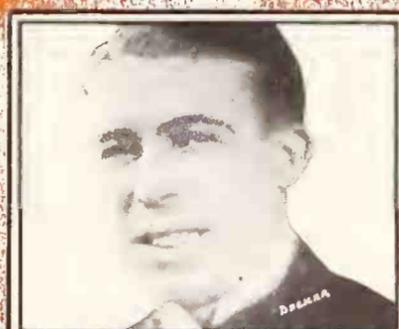
UNCLE IKE (Cliff Edwards)



ART GILHAM



OSCAR BROWN



ROY EVANS



FORD AND GLENN

These renowned artists record exclusively for Columbia. Your customers can be sold all their records, because every one is exactly "like life itself."

Columbia

Overshadows All in Electric Reproducing Phonographs and Radio Combinations



Columbia Electric Viva-tonal
and
Kolster Radio Combination

—like life itself—

Model 960 — List Price \$600.00



Columbia-Kolster Viva-tonal
The Electric Reproducing Phonograph

—like life itself—

Model 930 — List Price \$175.00



Columbia-Kolster Viva-tonal
The Electric Reproducing Phonograph

—like life itself—

Model 901 — List Price \$175.00

*“like life
itself”*

These Columbia instruments give your customers the last word
in record playing and radio reception—as modern as tomorrow.

COLUMBIA PHONOGRAPH COMPANY ✓ ✓ ✓ 1819 BROADWAY, NEW YORK CITY
CANADA ✓ ✓ ✓ COLUMBIA PHONOGRAPH COMPANY, LTD. ✓ ✓ ✓ TORONTO

Schubert Centennial-Organized by Columbia Phonograph Company

*All Trade Marks Reg. U.S. Pat. Off.
M. S. M. Reg. Nos. 18423 & 18426
Agenda 1927, 1928 de Y. de Agosto 1927
M. S. M. Reg. Nos. 18423 & 18426

Frank J. Coupe in Newly Formed Co.

Widely Known Executive Becomes a Partner in Redfield-Coupe, Inc., Advertising Agency—Headquarters in New York

Frank J. Coupe, one of the most widely known merchandising and advertising executives in the music-radio industry, who for several



Frank J. Coupe

years has been vice-president of the advertising agency of Dorrance-Sullivan & Co., New York, has announced his resignation to become a partner in the newly formed company of Redfield-Coupe, Inc., formerly the Redfield Advertising Agency, with headquarters in New York.

Mr. Coupe brings to his new organization a

wealth of advertising and merchandising experience of more than twenty years. At that time he organized the advertising agency of Coupe & Wilcox, and later became associated with C. Snowden Redfield in the Redfield Advertising Agency, to which he has now returned as a partner. He then became vice-president of the Sonora Phonograph Co. in charge of advertising and sales, a post which he resigned to become vice-president of Dorrance-Sullivan & Co.

J. C. Stanley Again With Federal Corp.

J. C. Stanley has returned to the sales staff of the Federal Radio Corp., Buffalo, N. Y., manufacturer of Federal Ortho-sonic receiving sets, covering the Northwest territory with headquarters in Minneapolis. Included in this territory are Minnesota, Wisconsin, North and South Dakota, Iowa, Nebraska and Colorado, and Mr. Stanley will visit practically the same wholesalers as he did when he was formerly associated with Federal.

F. J. Fox Farrand Co. Chief Engineer

Florian J. Fox has been appointed chief engineer of the Farrand Mfg. Co., Long Island City. Holding a Bachelor of Science degree from Yale University, Mr. Fox has had considerable experience in the design of audio amplifiers, power amplifiers, electric pick-ups and loud speakers, and is the inventor of several patented improvements. Mr. Fox was formerly connected with the Bell Telephone Laboratories in New York, and until recently was with the audio department of the American Bosch Magneto Corp.

Kellogg Co. Appoints Four Distributors

Kelvinator-Cleveland Co., Fobes Electrical Supply Co., Collins Electric Co. and Sickels & Preston Co. to Feature Line

Recently the Kellogg Switchboard & Supply Co., Chicago, announced the following four new distributors of Kellogg radio products. The Kelvinator-Cleveland Co., Cleveland, O., will provide outlets for Kellogg radio products in north central and northeastern Ohio. This concern is a large distributor of Kelvinator electric refrigerators and has a fine following of dealers who are able to merchandise radio, and A. E. Bottenfield, the general manager of this firm, is enthusiastic about the possibilities of Kellogg radio receivers in Ohio.

The Fobes Electrical Supply Co., San Francisco, Cal., will distribute Kellogg radio products in northern California and western Nevada. This old-established electrical supply house has branches in Portland, Ore., Seattle and Spokane, Wash. The Collins Electric Co., Des Moines, Ia., will represent Kellogg in central Iowa. The Collins Co. has a large dealer following in the electrical supply field, and the firm has been in business for over twenty years. Sickels & Preston Hardware Co., Davenport, Ia., will feature Kellogg in part of northwestern Illinois and eastern Iowa. This firm has been in the wholesale hardware business for many years, and is one of the oldest in Iowa, having been established in 1851.

The Cayce Yost Co., Nashville, Tenn., held a preseasonal showing of Atwater Kent radio on July 25 to 27, which was largely attended. Special invitations were sent out and the entire affair was handled in a thorough way. Enthusiasm marked the event.

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.

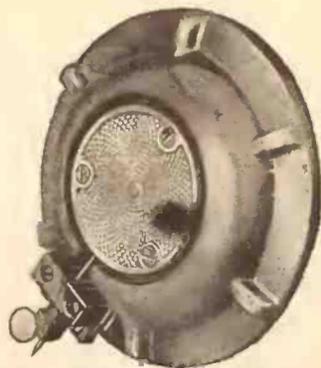
LOW LOSS Symphonic PHONOGRAPH REPRODUCER

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.

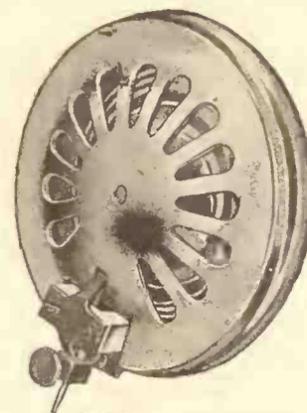
Overture PHONOGRAPH REPRODUCER MADE BY SYMPHONIC

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.

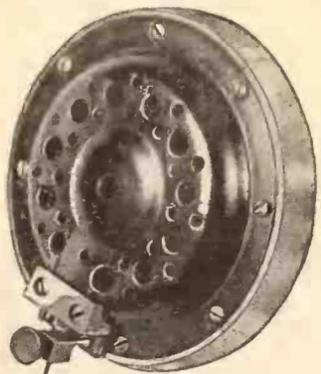
Symphonic PHONOGRAPH REPRODUCER

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. NEW YORK

Pioneers and Leaders
 in the Independent
 Reproducer Industry

Balkite is patterned

The Balkite line of AC receivers for 1928-9 is patterned after no existing receiver. It is unique in the field. And scarcely a month after its introduction, Balkite Radio is an acknowledged major factor in the radio market. This is due to:

1. **A Higher Unit of Sale.** Balkite Radio has been built in the belief that the crying need of the dealer is not for lower-priced radio, but for radio with fewer service calls.

2. **Balkite Merchandising.** Balkite



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

has always believed that the trade must make money on its products. The Balkite policy of restricted distribution insures a good profit to every Balkite outlet.

3. **Balkite Advertising.** Balkite has always been one of the two or three most consistent advertisers in radio. As a manufacturer of radio sets it means to maintain its advertising position.

4. **Balkite Service.** Balkite has already one of the most elaborate service organizations in the field. No Balkite

FANSTEEL
Balkite Radio
Cabinets by Berkey & Gay

after no existing receiver

product is ever more than a few days from service. 16 Balkite Service Stations are today in existence. More are planned.

5. **Balkite Reliability.** Balkite has always been one of the most scrupulous manufacturers in radio. In Balkite Radio even the usual Balkite standards have been surpassed. There has simply never been radio like this before.

Balkite Radio meets the trend of the market. It is made by one of the best known and



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

liked of all radio manufacturers. It will sell in large volume. Sell Balkite and you'll make money.

See our jobber. Fansteel Products Company, Inc., North Chicago, Illinois.

HAVE YOU
SEEN
THE
BALKITE
SYMPHION



*It is the
finest instrument
in music*

FANSTEEL
Balkite Radio
Cabinets by Berkey & Gay

H. C. Grubbs in Important Victor Post

Appointed Commercial Vice-President of the Victor Talking Machine Co.—Formerly With Office Equipment Industry

An important addition to the executive personnel of the Victor Talking Machine Co. was made recently by the appointment of Harry C. Grubbs to the newly created office of com-



H. C. Grubbs

mercial vice-president. Mr. Grubbs has for twenty-four years been connected with office equipment industry and comes to Victor from Remington Rand Business Service, Inc., of which organization he was general sales manager of the mechanical division.

Born on a farm in southwestern Missouri, Mr. Grubbs began his business career in 1904, when he entered the factory of the Universal Adding Machine Co., at St. Louis. In December of that year he joined the Dalton Adding Machine Co. (then called the Adding Typewriter Co.) and worked through practically all the departments of the factory up to the position of foreman of the assembling department. In 1909 he went to the company's San Francisco branch as repair man, where, being anxious to try his hand at saleswork, he paid for an assistant repair man out of his own meager salary and devoted part of his time to selling. The record he made was so successful that he was offered a sales agency in Richmond, Va. He opened his office there in 1912 and began the task of opening up new territory in Virginia and West Virginia, since this was the first Dalton agency in that section of the country.

In 1915 Mr. Grubbs went to Pittsburgh as supervisor of agencies for the Eastern district, comprising Pennsylvania, Maryland, Delaware, New Jersey, West Virginia and Virginia. In 1916 New York State and all of the New England district were added to his territory and his headquarters were established in New York, where he also took charge of the metropolitan office of the Dalton Co. As head of this territory, which had, formerly been three separate sales districts, he built up a strong sales organization with twenty-five agencies actively functioning in the interests of Dalton.

In the Fall of 1920 he was made vice-president of the Dalton Adding Machine Co., director of foreign and domestic sales, and a member of the board of directors. When the Dalton Co. was merged into the Remington Rand organization in 1927 Mr. Grubbs became general sales manager of the mechanical division, in which were included the Remington typewriter, Powers tabulation, Line-a-Time and adding machine divisions. He remained in this position until he resigned in May to join the Victor Talking Machine Co.

Mr. Grubbs' first contact with Victor was made several years ago when he visited the purchasing department at the Camden plant to close a sale of Dalton adding machines to the

company. His demonstration of the service possibilities of the Dalton machine and his intensive and effective sales methods so impressed the assistant to E. E. Shumaker, at that time the purchasing agent, that he introduced Mr. Grubbs to his chief. Mr. Shumaker was at once interested, and later, after he had become president of the Victor Co., he took occasion to learn more of the abilities and achievements of Mr. Grubbs. Mr. Grubbs is already known to a part of the talking machine trade, for since joining Victor he has made a tour of the East and Middle West, visiting the principal markets and studying prevailing conditions throughout this territory at first hand.

L. H. Ragsdale With the Showers Bros. Co.

Well-known Executive in the Radio Cabinet Field Appointed Representative for the Central Western Territory

L. H. Ragsdale, a pioneer in the radio cabinet business, has been appointed by Showers Bros. as its representative in the Central Western territory. The Showers Bros. Co., one of the largest furniture and cabinet manufacturers in the country, has factories in Bloomington, Ind.; Burlington, Ia., and Bloomfield, Ind., and its radio cabinets have become nationally popular with the music-radio trade.

Mr. Ragsdale formerly served as sales manager of the H. T. Roberts Co., of Chicago, and



L. H. Ragsdale

his activities have taken him over the entire country. His six years of selling radio cabinets have brought him in contact with leaders in the industry from coast to coast and he understands thoroughly every phase of the radio cabinet business.

New RCA Booklet

A new booklet in full color entitled "Getting the Most Out of Radio" is being offered by the Radio Corp. of America to all RCA Authorized Dealers for distribution in the Fall to their public. The front cover, back cover and two inside covers are for the individual dealers' own advertising messages. Throughout the booklet full-color illustrations appear showing RCA Radiolas and speakers in attractive settings. This piece of co-operative sales promotion is available at a cost of \$2.50 per hundred, including envelopes, in lots of not less than five hundred. It is a practical sales aid.

The Forbes-Meagher Music Co., of Madison, Wis., is enjoying a great demand for portables and doing especially well with the new Victor portable styles.

J. A. Prestele With Cross-Brennan, Inc.

Will Cover Westchester, Rockland and Orange Counties for Stromberg-Carlson Radio Distributing Organization

J. A. Prestele is the latest addition to the organization of Cross-Brennan, Inc., distributor of Stromberg-Carlson radio products, with headquarters in New York City. Mr. Prestele,



J. A. Prestele

who was formerly connected with the Atwater Kent Mfg. Co., has a thorough knowledge of the radio field, and according to H. A. Brennan, of the firm, his acquisition, together with the recent appointment of Lloyd Spencer as sales manager, will strengthen the organization and pave the way for a record year in the distribution and sale of the Stromberg-Carlson line of radio receiving sets.

Dubilier Opens Two New Branch Offices

New Offices Opened in Philadelphia and Chicago—G. E. Palmer, of Dubilier Corp., Is Optimistic Over Outlook

The Dubilier Condenser Corp., New York City, has announced the opening of two new branch offices, one in Chicago and the other in Philadelphia. The Chicago office, located at 330 South Wells street, is managed by Fred Damarin, well known in radio circles in the Middle West. A complete stock of Dubilier products will be carried to meet the urgent requirements of manufacturers and jobbers in the territory.

The Philadelphia office at 1524 Chestnut street is in charge of Joseph H. Myers, who has been in close touch with this territory for some time and is well fitted to serve the radio trade in this field.

George E. Palmer, general sales manager of the Dubilier Condenser Corp., has just returned from an extensive trip throughout the East and a large part of the Middle West.

"Things look good to me," states Mr. Palmer. "The best proof I can offer in substantiating that statement is that the large manufacturers of high-class receivers have practically doubled their original commitments for condensers by now. Also, delivery schedules have been advanced about 30 days by certain radio set manufacturers, indicating that they are speeding up their production in anticipation of early resumption of brisk trade. Release for condensers has come through from companies in the East and Middle West at least three weeks before we expected them."

The Greenstone Talking Machine Shop, Inc., Chicago, Ill., has changed its name to the Emerald Radio Shop, Inc.

They have an entirely



Portable Victrola Model Two-fifty-five
List price, \$35

PEOPLE used to think of portables as something to take along on the vacation trip. Then these two new Victor Portables came along and upset tradition.

These were no summer toys. Here were two *real* Victrolas that provided first-class entertainment all year round. At a price which everybody could afford.

They made life-size music—not merely the photograph of a dance orchestra, but the orchestra *itself*. No bigger than a traveling-bag, they have more conveniences than any portable ever built.

VICTOR TALKING
CAMDEN, NEW



Opened up New Market

The rest is talking-machine history. People living in tiny apartments, modest homes, or on small farms, saw in these instruments the ideal models for their homes. A tidal wave of sales swept the country.

Yet this new field has been barely touched. In your own neighborhood, you can think of dozens of small homes who are potential buyers. Get these people into your store. Better still, take the portable to their homes and find out how easy it is to sell this remarkable instrument.



*Portable Victrola Model Two-thirty-five
List price, \$25*

MACHINE COMPANY
JERSEY, U. S. A.

Profit Winning Sales Wrinkles

Selling Sets "Stripped" Brings Up the Sales Total—Theme Songs of Feature Films Afford Opportunities for Record Tie-ups—Photos of Recording Artists Attract Attention to Window—Other Ideas

Following the practice of the automobile dealer who sells automobiles without many of the accessories which are essential to the greatest utility and attractiveness, the radio department of the Jones Store, Kansas City, Mo., has found that by selling radio receivers "stripped" and allowing the customers to purchase the accessories one at a time the average price of a transaction is greater than if the set was sold complete, "ready to operate." The manner in which this works is somewhat along these lines: The customer enters the store determined to pay no more than, say, \$125; he examines a "stripped set" that retails for about \$100 and after hearing it demonstrated decides to buy it. He learns that for about \$50 more he can purchase the necessary equipment, but the accessories, although efficient, are not as high grade or attractive as numerous other models that can be seen about the department and of which he inquires. The upshot is that nine times out of ten the customer "sells himself" on accessories which bring the total cost of the sale to almost double what he had intended to buy whereas if the cost of the set complete at the same figure had been offered him when he first entered the store he would have regarded it as far too much.

Theme Songs

During the past year or two the musical score accompanying feature motion picture films has taken a more important part in making the presentation successful. The theme song of the score has been particularly of vital interest and as with "Charmaine" as an integral part of "The Big Parade," "Diane" occupying a similar part with "What Price Glory," countless other songs have been identified with major film presentations. So successful has been the part played by these songs in aiding a film to prove profitable that at the present time no Broadway presentation is featured without arrangements having been made to popularize the subject matter of the film through song: witness "Ramona" and "Laugh, Clown, Laugh," the themes of the films of the same titles. It scarcely seems necessary to point out to dealers the opportunities that await them in effect-

ing tie-ups with such moving pictures to stimulate record and sheet music sales but the following letters recently sent to their dealers by the Philadelphia Victor Distributors relating to this matter are timely and merit reprinting. The first reads:

"You know from past experiences that the musical theme of the big feature photoplays on Victor records have always sold well and especially when the picture was showing near you. 'Ramona' affords a wonderful opportunity

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.

for a dealer-theatre tie-up and as the picture will be shown at the theatre in on we suggest that you embrace the opportunity and make the most of it.

"Get in touch with the theatre manager for window display material and urge him to play 'Ramona' by Dolores Del Rio, who is the feature star of the picture, on the stage as a prologue, having a spotlight thrown on the Victrola.

"Look over this list of 'Ramona' recordings and use as many as possible in your publicity.

LIST OF RAMONA RECORDINGS

"Use every means at your disposal for directing attention to 'Ramona.' We can supply the records and if there is any other way in which we can help you, do not hesitate to call on us."

A similar letter with window display suggestions was sent out regarding "Laugh, Clown, Laugh," reading:

"Laugh, Clown, Laugh," the latest Lon Chaney feature photoplay, will be shown at the theatre in on

"As 'Laugh, Clown, Laugh' is a story of circus life, a unique window display can be arranged as a tie-up with

the picture. Use sawdust on the floor of window and make a window valance from white paper conforming with circus tenting, to give the window trim a circus effect. Get from the theatre manager a 3-sheet picture of a clown, mount it and build the balance of your window around it. We have available balloons featuring 'Laugh, Clown, Laugh, on one side and on the other the records by Waring's PennsylvaniansCooper Lawley.

"The cost of these balloons is \$2.25 per 100 and there are many ways in which they can work for you. Of course, you can use some in your window, blowing them about with an electric fan. You might also use barrel hoops covered with plain paper and broken in center with 'Laugh, Clown, Laugh' Victor records showing through.

"Don't stop with a window trim. Get the theatre to play the records and use every medium at your command to feature 'Laugh, Clown, Laugh'."

Feature Artists

An unusual and interesting display which attracted much attention and resulted in greatly stimulated records sales occupied the window of the Bloomingdale Music Rooms on Fulton street, Brooklyn, N. Y., during the period of that store's second anniversary the latter part of June. Small photographs of seventy-five Victor artists were pasted on the window in artistic arrangement; ribbon streamers attached to the window ran back to the rear of the window space where an enlarged reproduction of a Victor record reposed behind the new model portable Victrola. The display was exceedingly effective. It had the quality of arousing attention, for one could see passers-by glance at the imposing list of artists and then walk along the length of the window perusing the names of the songbirds and entertainers.

Clever Display

The Ray Nunnallee Furniture Co., Van Alstyne, Tex., recently featured a window picturization of a Columbia record release entitled "A Corn Licker Still in Georgia." The record describes vocally the process of operating a still, and the Nunnallee window showed it visually, including a log cabin and barn, enclosed by an extensive rail fence of the snake pattern, with barnyard fowl pecking at grain, and Georgia mountaineers working the still.

Nat Greene a Benedict

Nat Greene, vice-president of the Polymet Mfg. Co., New York, was recently married to Dr. Esther Tuttle of Boston. Following a honeymoon at Lake Placid in the Adirondack's, the bridal couple will reside in New York City.

The Bennab Music Co. & Sport Shop, New York, has been incorporated with a capital stock of \$10,000. S. Loewy, 2 Lafayette street, is named as sole incorporator.



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.

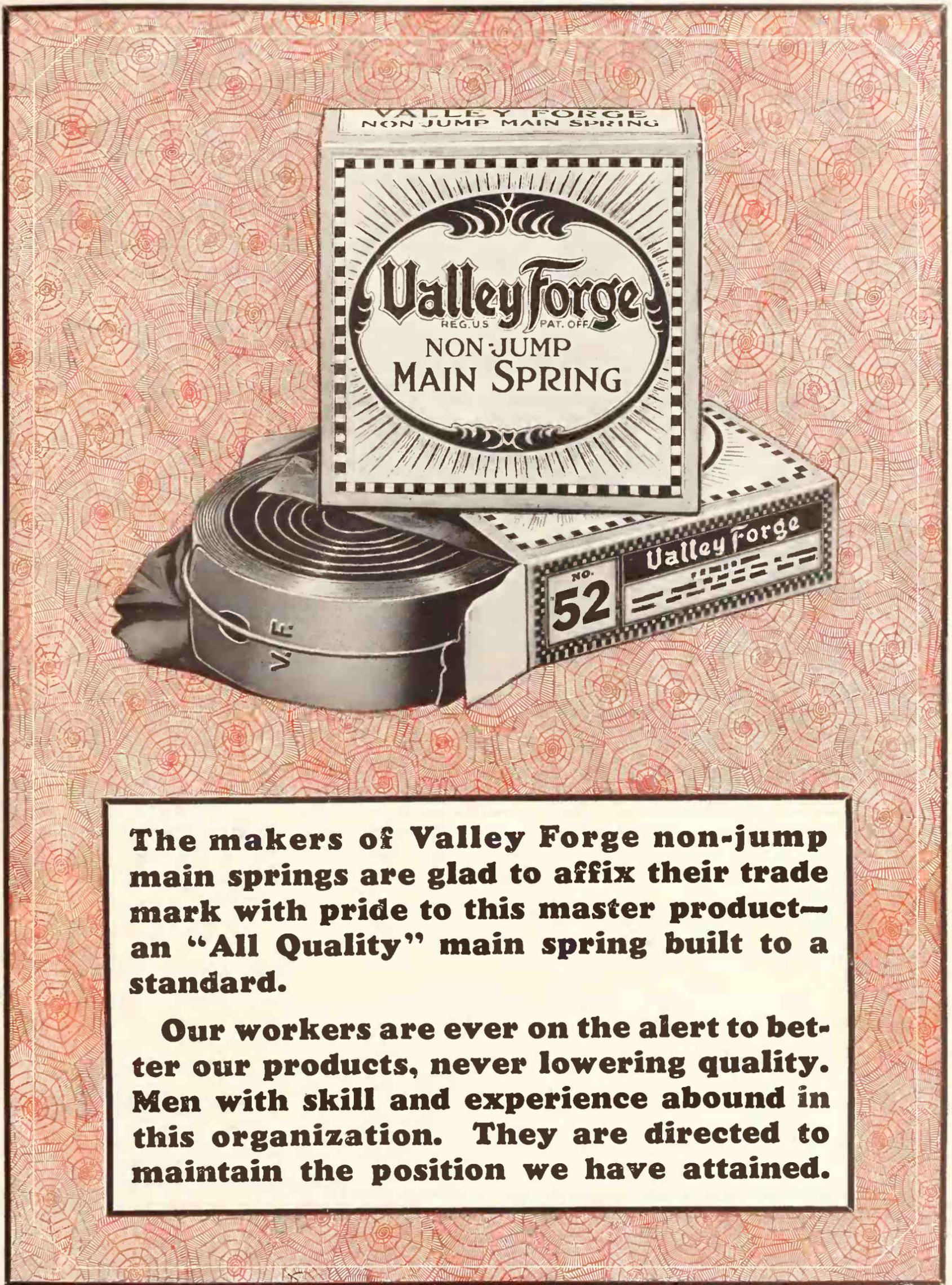
Cabinet work of true Excello quality.

Catalogue of complete line on request. Write today.



Model R 44
Open

EXCELLO PRODUCTS CORP. 4824 W. 16th St., Cicero, Ill.
(Suburb of Chicago)



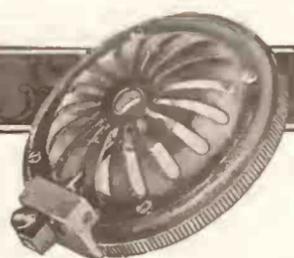
The makers of Valley Forge non-jump main springs are glad to affix their trade mark with pride to this master product—an “All Quality” main spring built to a standard.

Our workers are ever on the alert to better our products, never lowering quality. Men with skill and experience abound in this organization. They are directed to maintain the position we have attained.



J.A.FISCHER COMPANY

PHILADELPHIA · U.S.A.



THE BEST SELLING PORTABLE OF THE DAY

The most important consideration for you in selling portable phonographs—just as in selling any other merchandise is to sell plenty of them—to sell at a profit—and to satisfy your customers!

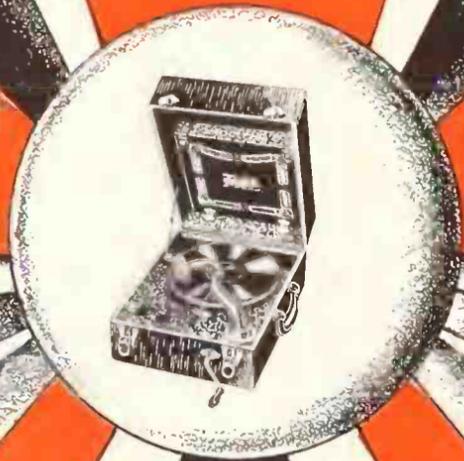
For eight years PALS have been doing just that for PAL dealers throughout the country—they have stood the test of time! However, PALS are not resting on past laurels. Every new improvement in acoustical design has been applied to them, and the PALS of today have tone quality equal to large cabinet models.

PAL Supreme pictured here is the greatest achievement in the portable industry. There are also five other models ranging in price from \$10 list to \$10 list that you can sell to great advantage.

Send for samples to your nearest jobber or write direct to us for Jobber's address.

A CABINET PHONOGRAPH
OF THE NEWEST TYPE
COMPRESSED INTO THE
SMALL SIZE OF A
PORTABLE

FIVE OTHER PALS
EACH A LEADER IN
ITS PRICE CLASS



PLAZA MUSIC CO.

PAL Supreme - \$30⁰⁰ List

(Slightly Higher in the West)

"Supreme in Every Sense of the Word"

Description

The beauty, depth, and volume of Pal Supreme's tone is remarkable. Two spring Thorens motor, "S" throw-back tone arm, built-in tone chamber, Audak Revelation Reproducer.

COLORS Black, Blue, Brown, and Red.

SIZE 8 x 12¹/₂ x 16

WEIGHT 17¹/₄ lbs.



It Weighs Only 17¹/₄ lbs.

You have not heard real beauty of tone reproduction unless you have heard Pal Supreme. Don't compare it with an ordinary portable phonograph. Compare it with expensive cabinet model phonographs of the newest type.

PAL always leads

Its Appearance Pleases—

Its Tone Quality Amazes—

Its Low Price Produces Business!

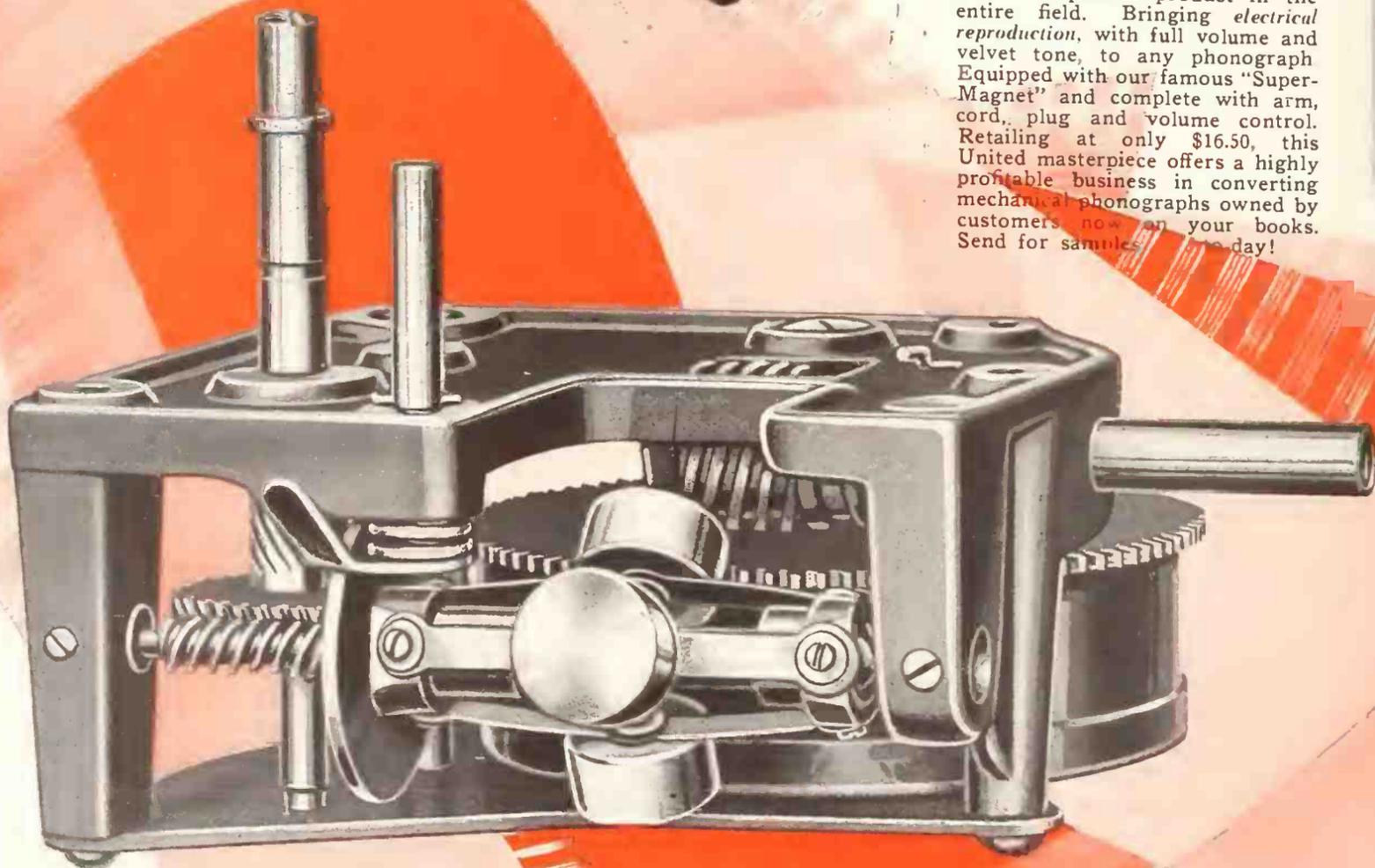
Never before has a portable phonograph been as "quietly" successful as PAL Supreme. Without "shouting from the housetops" jobbers and dealers have been doing a tremendous business on this "wonder" phonograph. The demand has not been forced. It came as the result of sheer merit.

10 W. 20th ST. NEW YORK

MORE POWER

to the

The United Pick-Up . . . The most exceptional product in the entire field. Bringing *electrical reproduction*, with full volume and velvet tone, to any phonograph. Equipped with our famous "Super-Magnet" and complete with arm, cord, plug and volume control. Retailing at only \$16.50, this United masterpiece offers a highly profitable business in converting mechanical phonographs owned by customers *now* on your books. Send for samples *today!*



The United No. 2—a motor that is to-day supreme in the portable field. Includes all the exclusive United features which aid your selling so greatly. A sturdy, silent, durable unit that compares favorably with the more expensive cabinet motors. Strong-pulling, even-running and equipped with noiseless worm-gear wind, the United No. 2 is accepted everywhere by Dealers as the most modern of portable phonograph motors.

UNITED



(PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY

portable with this MOTOR



The famous United No. 5 motor for cabinet machines. Efficient, silent, smooth-running—a quality product at a most reasonable price. More than 150,000 cabinet phonographs were equipped during 1927 with this superior motor.

PORTABLES that are United-equipped now have a motor which is not only the most efficient—but even stronger pulling than ever before. A larger spring barrel and stronger spring give increased capacity and absolutely true running speed . . . Perfect performance to guarantee the trade!

With United, your customer knows that the heart of the portable will never miss a beat. He is assured more value for his money—complete satisfaction . . . Manufacturers tell us it is a great sales help for the Dealer to be able to say—“The motor in this portable is *made by United*. It gives you sturdy, sure, silent, lasting power at even-running speed.”

For cabinet phonographs, the famous United No. 5 is supreme in the field . . . A quality motor that was used in over 150,000 phonographs during 1927 alone!

Samples and quotations gladly sent to recognized Manufacturers and Jobbers, so that they may actually see how United Motors give the utmost in reliability for their Dealers. Write . . . to-day!

Skilled workmen, specialists in phonograph equipment, design and build United Motors in this modern plant.



MOTORS

Export Offices: 163 W. Washington St., Chicago, Ill.

9705 Cottage Grove Avenue, Chicago, Illinois

Hook up with these



All-Electric A. C. Combination

This combination of Model 801-A Receiver with Model 435-A Reproducer attached to the cover is a completely self-contained radio. Six receiving tubes. One rectifier tube. FOUR tuned circuits. ONE dial control. Calibrated wavelength dial, illuminated. Built-in light socket aerial. Price of set, \$94.50, attachable speaker, \$16.50. Price of combination,

\$110.50

without tubes

\$113.50

West of the Rockies

STEWART-WARNER AC All Electric RADIO

NOW starts the greatest radio year. Stewart-Warner invites you, Mr. Dealer, to make it YOUR best and biggest in sales and profits.

Here's the line that will win for you. The marvelous "800" series. This new wonder radio, bringing unmatched realism of tone reproduction, has sensational

features distinctive and outstanding.

Model 801-A with its commanding beauty and many advanced features, is more than merely a new set. It's a new and better type of radio, opening new rich fields of money-making, trade-building opportunity for every Stewart-Warner dealer.

3 winners



Model 801—Same as 801-A, but not equipped for attachable reproducer.

\$94.50 Without tubes \$97.00 West of Rockies

Model 806—Same style as 801, but operated by battery or battery eliminator.

\$67.50 Without tubes \$69.50 West of Rockies



Model 435—Stewart-Warner Reproducer

\$16.50 \$17.25 West of Rockies

New type magnetic cone speaker with new tone depth and beauty.



Realism *that spells* Profit!

THESE sets are perfected by the exclusive Stewart-Warner "Electric Ear" test, which records minutest sound vibrations of music as broadcast and of the same music re-created by the radio set. Comparing the records, our engineers make adjustments which insure for Stewart-Warner sets an unmatched realism of tone—startling in its trueness.

Tone Realism, beauty, simplicity, super-selectivity; low prices through manufacturing

economies. These qualities in the "800" series give greater selling advantages to Stewart-Warner dealers.

Learn about the New Stewart-Warner Nation-wide Acceptance Plan for Retail Sales. It will help you win new business, with every sale virtually a cash sale for you.

Complete line of approved Console cabinets, made exclusively for Stewart-Warner, by Buckeye Manufacturing Co., of Springfield, Ohio.

Learn about our Franchise. One of the most valuable assets a dealer can own. Don't miss this opportunity. 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

Ready for RCA RADIOLA 60



Model 101 Radio Table
Genuine walnut veneer, height 32";
width 34 $\frac{1}{4}$ "; depth 17".



Model 201
Maple overlays on genuine walnut ve-
neer, height 44 $\frac{1}{4}$ "; width 34 $\frac{1}{4}$ "; depth
17 1-8"; panel overall size 30"; wide 10".



Model 12
Genuine walnut veneer, height 44 $\frac{1}{4}$ ";
width 34 $\frac{1}{4}$ "; depth 17 1-8"; panel overall
size 30"; wide 10".

These models truly exem-
plify the finest in radio cabinet
design.

Exquisitely finished to show
the full beauty of the wood
grain.

Built to accommodate both
Radiola 18 and Radiola 60.

Equipped with RCA 100-A,
Peerless or Peerless Dynamic
Speakers, mounted scientif-
ically and acoustically to
enhance the tone of these
remarkable speaker units.

Increased manufacturing
facilities enable us to make
prompt deliveries.

SUPERIOR CABINET CORP.

206 BROADWAY, N. Y.



Sales to Employes' Friends Increase Radio Sales Volume

Employes of Herman Straus & Sons Co. Solicited Radio Business From Their Relatives and Friends and Sold Seventy-seven Sets in One Week's Time

Employes of the Herman Straus & Sons Co., Atwater Kent dealers in Louisville, asked their friends "Have you a radio?" and sold seventy-seven sets in one week.

This firm wanted to find out what would happen when employe interest was centered on radio. So it was decided to have an Employes' Radio Week and divide the employes under two "generals," each of whom subdivided their teams under captains and lieutenants.

The program for the week was explained to employes at a mass meeting. A daily news sheet, "Aerial News," giving the standings of the teams and brief sales messages, was distributed each morning at the employes' entrance. Frequent sales meetings were addressed by officials of the firm. Each employe wore a badge reading "Employes' Radio Week," and had a sheet giving his quota and the rules of the contest. Quotas were based upon selling or non-selling classification.

It was suggested that each employe approach his family and other relatives and friends with the simple question "Have you a radio?" A five per cent commission was awarded on every set sold. Employes buying sets for themselves got the regular store discount.

The week was started with a half-page ad-

vertisement in Sunday newspapers telling the public what the store was doing. Stickers were used on all carry and delivered packages. Each employe submitted a list of prospects, and from this list the employes were checked daily as to the progress they were making.

"The results more than justified our efforts," says Charles J. Murray, sales promotion manager of the Herman Straus & Sons Co. "At the close of the contest seventy-seven sets had been definitely placed in the homes of Louisville, and seventy-five additional names furnished by employes to our radio department are now being used. We have a selling organization now, better attuned to selling in their own department, better salesmen of their own merchandise, more loyal to the store, more eager to demonstrate their helpfulness to customers, and we have made of March a month comparable to any month of the year in radio sales."

A feature of the week was a window display showing the interior of a modern dining-room and a family listening through the Atwater Kent 37. Comments on the display were heard many days after Employes' Radio Week came to an end. These extra sales have brought sales volume up to a satisfactory point.

Trade News From the Akron-Canton Field

Dealers Looking Forward to Busy Fall Season—W. E. Pyle in New Post—New Stores Opened—Other News

AKRON-CANTON, O., August 7.—Outlook for the talking machine and radio in this section of the State seems good for Fall, as industrial conditions are somewhat improved and money is easier than it has been for some time.

The A. B. Smith Piano Co., one of the largest of Akron music stores, will move soon after September 1 to a new location.

W. E. Pyle, many years manager of the talking machine and radio departments of the William R. Zollinger Co., Canton department store, has resigned and has taken a position in the radio department of the Canton Hardware Co.

in this city. He has a large local following.

Radio dealers of Canton plan their annual radio show to be held in the City Auditorium about the middle of September. No dates have been fixed for the annual exposition and it is not known who will promote the show this year, although news is eagerly awaited.

Fifty Akron and Summit County radio dealers met here last week. Harry Bevington, of the North American Radio Sales Co., spoke on "Radio Merchandising."

Radio dealers of the Youngstown area met July 9 to form an association. More than forty dealers plan to enroll in the new organization, which will hold meetings monthly. The annual radio show will be held some time in September. Plans already are under way for

the exposition, which will be held in the Rayen-Wood auditorium.

The George S. Dales Co., Akron music store, has been moving its newest record releases by placing a young lady in the lobby of the store with a machine for demonstration purposes.

Added space will be available for talking machines and records when alterations now in progress have been completed to the store of the Kratz Piano Co., South Howard street, one of the oldest of Akron's music stores.

Al Waltamat, one of the best-known talking machine and piano salesmen in the Canton area, long identified with the Alford & Fryar Piano Co., has left this firm to do special sale promotion for the W. F. Frederick Piano Co., at Pittsburgh.

O. F. Deal, long head of the O. F. Deal Hardware Co., Canton, has sold his interest in this store and has opened a sporting goods and radio store in North Cleveland avenue. Deal will feature the RCA line of radio receiving sets and accessories.

Catterall, Inc., is the name of a new radio store opened in Canton recently in W Tuscarawas street. John B. Catterall, many years with the O. F. Deal Hardware Co., is head of the new concern. Mr. Catterall is a well known and popular business man.

Important Super-heterodyne Patent

Major E. H. Armstrong Gets Patent Covering Simplification of Super-heterodyne Type of Radio Receiving Sets

A new patent covering the simplification of the super-heterodyne type of radio receiver has been issued to Major Edwin H. Armstrong, of Yonkers, N. Y., and by him assigned to the Westinghouse Electric & Mfg. Co. This latest patent of Major Armstrong covers a three-tube super-heterodyne receiver instead of the usual six, seven, eight or more vacuum tubes. In this modified super-heterodyne the incoming wave of a high frequency value is converted to the intermediate frequency by means of one tube instead of the customary two. It is claimed that this frequency conversion is effected with such efficiency that it is possible to eliminate one or more of the amplifying tubes after they have been transformed to the intermediate frequencies.

THE INSIDE BACK COVER

OF

This issue of
The WORLD

has a very important
message for phonograph
manufacturers and
dealers.

Read it
Carefully

Here is a Counter Tube Checker Which Requires No Batteries

Operates
direct
from the
A.C. Light
Socket



or any other
A. C.—60 cycle
—90 to 130
volt source of
supply

Model 533

WILL TEST EVERY TYPE OF TUBE
(A. C. or D. C.—having filament voltages of 1.5, 2.5, 3.3, 5 or 7.5 volts, including filament type rectifying tubes)

Proper Voltage Regulation
is quickly obtained by means of the Voltage Adjusting
Dial and the Voltage Indicator.

Check Tubes at the Time of Sale
It prevents comebacks and makes satisfied customers.

Your jobber will supply you, or write direct to:

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

WESTON RADIO INSTRUMENTS

“Radio’s Greatest



SPARTON

Forward Stride Since A. C. Reception” The EQUASONNE

“The biggest thing in Radio since the transition from battery to light-socket operation” is the verdict of radio experts. “The most impressive instruments of the year” say dealers everywhere. Absolutely new—entirely different—the New Sparton *EQUASONNE*—is a year ahead in sales and profit possibilities as well as in engineering development.

Think what the *EQUASONNE* means to you as a dealer. When a customer walks into your store, you explore for him the amazing field of stations on the lower part of the dial; explaining that for the first time the low wave lengths are just as clear as the favored higher ones.

Then you listen to his comments on the amazing purity and richness of tone. You explain to him the *EQUASONNE* “wave band

filter”, that *PRE-TUNES* the incoming signals, filters interference and outside noises *before* amplification. You tell him about the reception of musical overtones—upon which fullness and resonance depend. These, too, are absolutely new.

Let him look inside of the *EQUASONNE*. Show him its clean-cut simplicity. Tell him how it is only a matter of three minutes to render any necessary service.

Finally, then, there is the biggest sales point of all—Price. Starting at \$149.50, *including tubes*, Sparton offers the *EQUASONNE* in an exquisitely beautiful line of cabinets for every home and every purse. We believe that the values Sparton offers in this New *EQUASONNE* line have never been approached. We invite you to write for the interesting details.

THE SPARKS-WITHINGTON CO., JACKSON, MICH., U. S. A.
Pioneers of Electric Radio without batteries of any kind

(234)

RADIO

Corrugated Box Maker Lays Down Rules for Packing Radio Sets

Hinde & Dauch Paper Co. Points Out Improvements in Shipping Methods—Result of Experimentation—Unit Shipments Introduced by Corrugated Box Industry

When the radio industry sprang up a few years ago and developed almost overnight into gigantic proportions it discovered that its packaging problems had been largely anticipated and solved. This was because the corrugated fibre box industry already had evolved a modern package for phonographs and electrical goods. The principles developed were readily applied to the packaging needs of manufacturers of radio sets.

Few radio manufacturers are aware, perhaps, that they fell heir to the benefits of a quarter century of experimentation and intensive study conducted by box engineering specialists. It

would be difficult for the manufacturers to appreciate these developments fully without having experienced the inconvenience and losses imposed by cumbersome boxes stuffed with straw, excelsior and other highly inflammable interior packing materials.

The principle of "unit" shipment was introduced by the corrugated box industry. It was made possible through containers designed especially to meet the requirements of varied manufactures in the electrical goods industry. A particular product was measured and fitted with a special container with the same care that a man is measured and fitted with clothes.

The vacuum cleaner illustrates the point. It once was the practice to ship two or three heads in one box, several handles in another, and a third contained various parts. Obviously the system was a great inconvenience to the dealer, as he was compelled to unpack the shipment, sort and count the parts to verify the invoice, and then assemble the machines. Box engineering specialists eliminated all of this unnecessary expense and inconvenience and the radio manufacturer found the principle ready to hand.

The Hinde & Dauch Paper Co., of Sandusky, O., one of the nation's largest corrugated box concerns, lays down these general rules for packing radio sets as a unit;

First: The contents must be so anchored in the box that they cannot be shifted in handling.

Second: No two separate articles are allowed to touch each other.

Third: No highly finished, fragile or protruding parts are permitted to come in contact with the box walls.

For the shipment of small radio sets staunch, double-faced board is used. There are cushions at the bottom, ends and top which anchor the contents an inch from all sides of the container. When the lids are folded over and sealed the radio set is anchored as solidly as if it were a part of the box. At the same time the cushions are resilient enough to absorb shocks.

Cabinet radios also are shipped in corrugated containers, the body in one container and legs and frame in another. The body is anchored about two inches from the sides of the box with cushions similar to those used for the small sets.

Benefits shippers derive from corrugated containers are twofold. First, a substantial reduction in shipping room costs which runs as high as 50 per cent. Second, good will is created. The receiver's freight costs are lowered, he can take invoice readily, store the goods in dustproof packages, or deliver sets to purchasers in the original containers. Protection from damage in transit is a feature which benefits all concerned.

Eveready Battery Prices Are Reduced

Increased Demand for Layerbilt Batteries
Made Possible Price Cut by National Carbon Co., Inc.

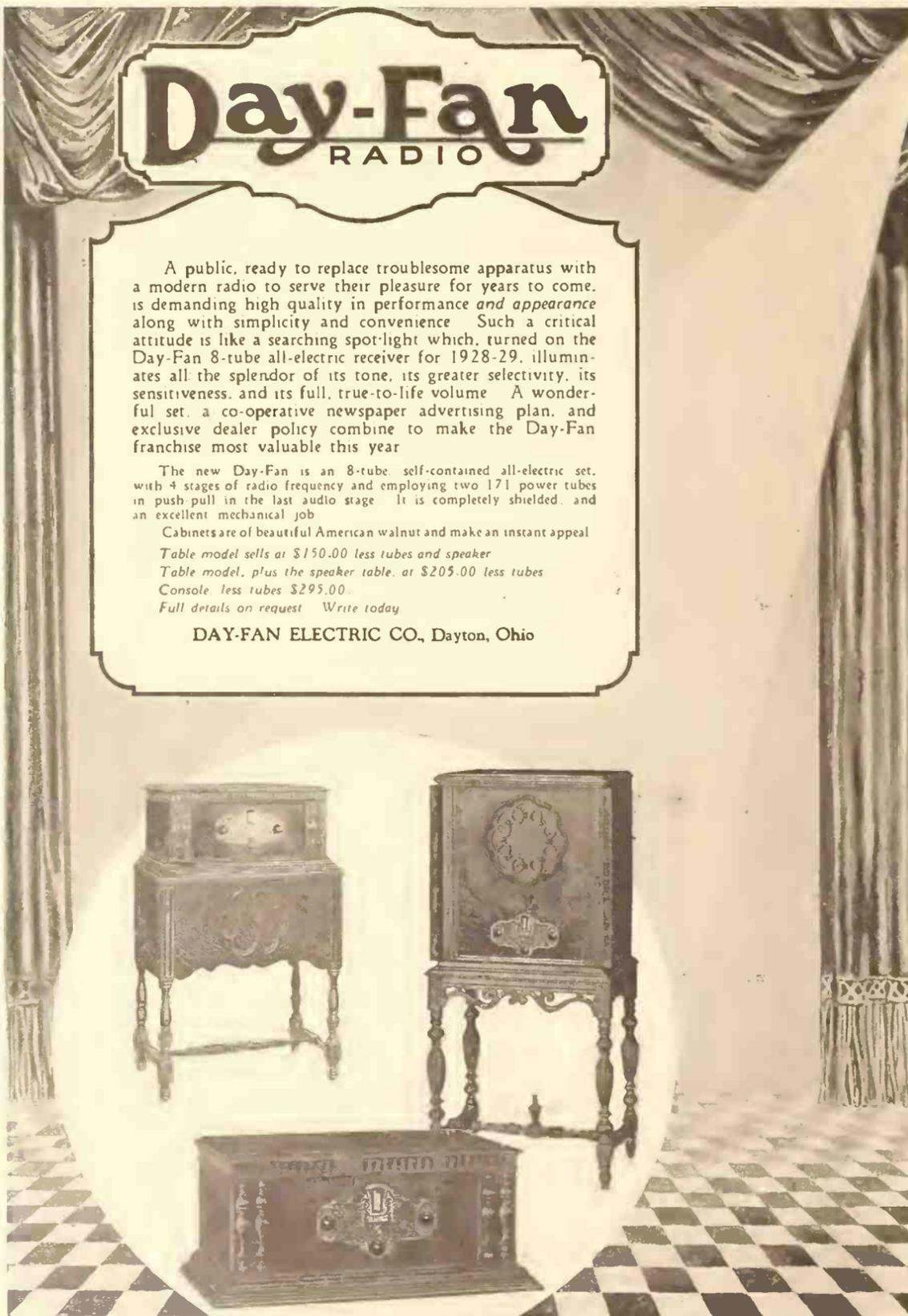
Reductions in the prices of its two Eveready Layerbilt batteries have been announced by the National Carbon Co., Inc., New York. The company states that a greatly increased demand for Layerbilts with the new flat cell construction makes possible these reductions.

Prices on No. 485 and No. 485 Layerbilt are reduced 75 cents and 55 cents respectively, with dealer prices lower in proportion. The new list prices of No. 485 is \$2.95 instead of \$3.50, and No. 486 is \$4.25 instead of \$5. Announcement has also been made of the addition to the Eveready line of a small 45-volt battery, No. 762, which is expected to be very popular.

Dealers were notified of these changes in a letter from H. S. Schott, general sales manager of the National Carbon Co.

R. T. Stanton Honored

R. T. Stanton, who heads the retail and wholesale sheet music departments at Lyon & Healy's, Chicago, has been elected to the board of directors of the Music Industries Chamber of Commerce. Mr. Stanton is one of the best known and most widely experienced men in the sheet music trade. He was also elected to the presidency of the National Association of Sheet Music Dealers at the New York Convention in June.



Day-Fan
RADIO

A public, ready to replace troublesome apparatus with a modern radio to serve their pleasure for years to come, is demanding high quality in performance and appearance along with simplicity and convenience. Such a critical attitude is like a searching spot-light which, turned on the Day-Fan 8-tube all-electric receiver for 1928-29, illuminates all the splendor of its tone, its greater selectivity, its sensitiveness, and its full, true-to-life volume. A wonderful set, a co-operative newspaper advertising plan, and exclusive dealer policy combine to make the Day-Fan franchise most valuable this year.

The new Day-Fan is an 8-tube, self-contained all-electric set, with 4 stages of radio frequency and employing two 171 power tubes in push-pull in the last audio stage. It is completely shielded, and an excellent mechanical job.

Cabinets are of beautiful American walnut and make an instant appeal.

Table model sells at \$150.00 less tubes and speaker
Table model, plus the speaker table, at \$205.00 less tubes
Console, less tubes \$295.00

Full details on request Write today

DAY-FAN ELECTRIC CO., Dayton, Ohio

Peerless Scores Again



This time with the only portable equipped with a double spring motor listing at **\$20.**

This TRX-two-spring motor was formerly used in a nationally advertised machine listing at \$35 and \$50.

Plays three records with one winding.

Highly decorated record box in colors.

Full size piano hinge.

S shaped tone-arm and Add-A-Tone reproducer.

Strong nickel plated hardware.

Heavy DuPont Fabrikoid with contrasting border effects.

DEALERS AND JOBBERS: Our trade discount on the Peerless Champion will surprise you. Write for samples and quotations.

Our complete line includes the Peerless Vanity in four colors, \$12.50 list; Peerless Junior \$15 list; Peerless Master-Phonic \$25 list.

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

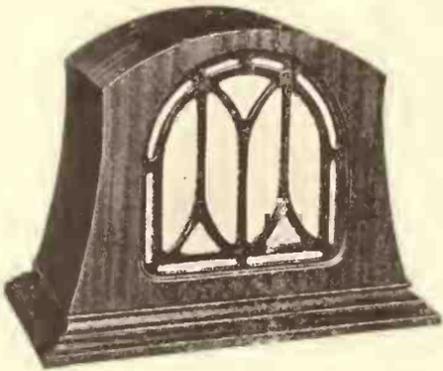


UTAH



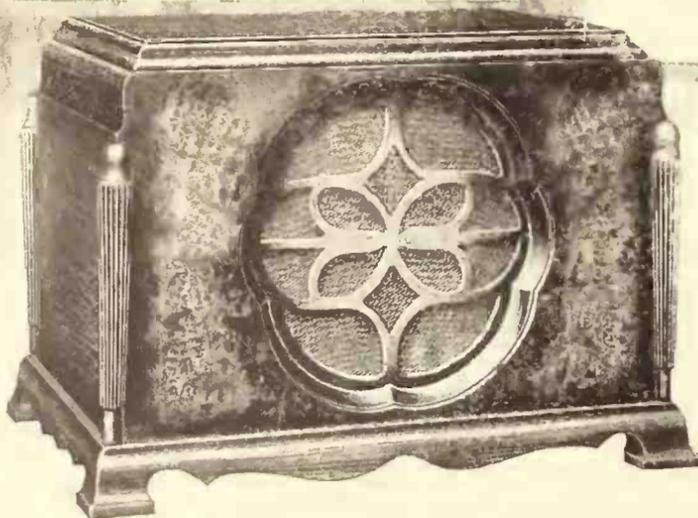
Type X26 — \$26⁰⁰

The new Italian Renaissance mahogany carved wood cabinet speaker equipped with UTAH Power Motor.



Type X30 — \$30⁰⁰

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



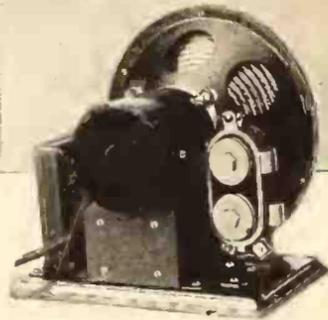
Utah Dynola Cabinet made of 5 ply walnut with genuine Burl walnut front finished in antique brown. This Cabinet is of nondirectional design having same grille and appearance both front and back. Dimensions: 12½" high, 15½" wide and 12½" deep. Packed one to a wood crate.

Utah Dynola Speaker

equipped with "A 100" \$75.00

equipped with "R 300" \$60.00

equipped with "D 200" \$65.00



110 volt alternating current light socket supply for field excitation using Westinghouse dry rectifier. 9" high, 9½" wide and 7½" deep.

...answering present demand in price and quality

PRIDE of ownership has long been an established fact with Utah owners. Now, with a new and *complete* line of improved models, Utah Speakers will win even greater customer approval.

To specialize on the full Utah line is to insure for yourself lasting profits and customer satisfaction. Prepare today for the growing trade-tide that will pass your door—unless you are amply stocked with Utahs!

Full information to responsible dealers upon request

UTAH RADIO PRODUCTS COMPANY
1615 South Michigan Avenue
Chicago, Illinois

WE ARE MANUFACTURERS, NOT ASSEMBLERS



PERFORMANCE, GRACE *and* BEAUTY
have won for Utah leadership among radio speakers

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

Selling the Music Lovers

IN an advertisement which has recently appeared in the columns of trade papers the Columbia interests urge dealers to push the sale of Masterworks sets "because they sell." With change of names the argument applies equally well to the Victor Musical Masterpiece series or to any other fine album sets of high-class records. All of them do sell.

Now this is already a well-established fact. I do not mean to say, indeed, that dealers will find these sets selling as easily as single records by some favorite dance orchestras, but what I do say is that the habit of buying a set costing from four to twelve or fifteen dollars is a habit which can be, and actually is being, created among an ever-growing and already large number of persons.

Facts vs. Fancies

Let me be perfectly candid in talking about this matter. It is always easy to become "inspirational," as the detestable phrase has it, and to spout nonsense which has not the slightest relation to fact. Thus, for commercial purposes, chambers of commerce will declare that Podunk, say, is to-day the world's musical center. But when they say that the chambers of commerce are not stating facts. They are engaged in selling Podunk, which is quite a different thing. Jazz may be, and often is, extraordinarily ingenious. In some of its most elaborate forms jazz is a remarkable example of musical craftsmanship; and it does apparently express the ideas of this age with some directness. But to say that therefore it is beautiful or aesthetically satisfying would be as absurd as to say that the belly-room of a piano factory at pin-filing time is as beautiful as Schubert's Rosamunde Impromptu for the piano. In fact, the analogy is closer even than appears on the surface. Jazz may be, jazz is, the musical pabulum of the majority; yet, curiously enough, there is actually less satisfaction and less profit in filling the carelessly chosen needs of the majority than the carefully thought-out wishes of the minority. What is popular is always cheap, what is cheap always sells easily, what sells easily everybody tries to sell, what everybody tries to sell brings the minimum of profit to each individual trying to do the selling. And there you are.

Now note this: the only objection ever seriously put forward by a dealer against putting effort into fine records ran somewhat like this: "A man or woman who wants a dance record

or the 'Two Black Crows' comes in, asks for it, pays for it and walks out. The whole operation consumes five minutes of the time of one clerk. On the other hand, when a customer comes in who is interested in this so-called artistic music he or she wants to fuss around and hear a dozen records before buying one. The time consumed is an hour of the time of, not any, but the one clerk in the store who knows the difference between symphony and sympathy and who does not think, when the customer mentions Bach, that he or she is talking about what the dog does when strangers come to the door."

And the Answer

The argument is not frivolous. Yet it is fallacious. Let us grant, though it is granting too much, that all customers who want dance records know exactly what they want. Buyers of this class nevertheless buy records one at a time. They do not buy in sets, and their preference is for the cheapest record they can get which will fill the bill. One may be able to sell them occasionally some well-known name of a dance orchestra leader, but the effort to do so is as great as to sell one against another interpretation of a piece of good music.

On the other hand, the argument about the buyer of high-class records is worth nothing save in the case of buyers who have no idea what they want. Now such buyers are not more frequent in the case of good than of bad music. Of course if the customer is disposed to lounge away an afternoon in a hearing room, and if the clerk is ignorant and careless, without any ability to suggest records, to help along, or to accelerate the sale, then of course much time may be wasted; but does not the same chance apply in the other class of music also? And now that album sets have appeared, now that it is possible to get a set of records in an album containing all of a celebrated piece of music played by a celebrated soloist or ensemble, without cuts and with a fidelity once deemed impossible, there is no more difficulty in selling a set of four or six than a set of one. It is all a question of attracting to the store the type of person who is interested in that sort of thing. For to such a person the name and the music of, not one but of several, whole works will certainly be familiar. It is as easy to sell the five or six records of Schubert's B flat trio as to sell the records of one movement of it. Another thing: the album

sets are now being put out in such a way that a single record does not usually contain all even of one movement or section of an extended work. In order to save space one movement will be brought to an end and the next one will be begun on the same face of one record; and so on. Thus the album set becomes a set to be bought complete, if at all; and the task of the salesman becomes that much easier.

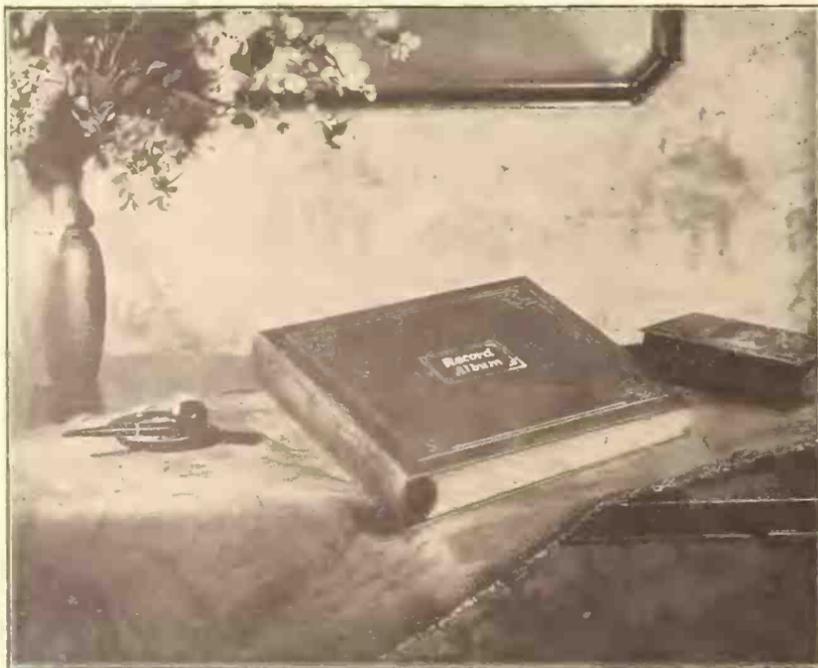
The Ultimate Question

Ultimately of course the whole thing comes down to the question of attracting the right kind of buyer to the store. Can it be done? Of course, it can be done! Is it worth it? Just in so far as it is better to sell from four to six records at \$1.50 apiece to one person than to sell one record at \$1.00, so is it worth while to go after the buyers of high-class records, who are the music lovers of the community.

But this much has to be remembered, in fact everlastingly kept in front of the mind. Public taste is a queer thing and the collective taste of that part of the public which enjoys fine music is even queerer. To that part of the public the phonograph is still little understood, for the absorption of the majority in jazz has done a very great deal to obscure the achievements of the phonograph in the reproduction of fine music. How many of the members of the leading woman's music club in any community of, say, 50,000 inhabitants really have heard the Philadelphia Symphony Orchestra's playing of Schubert's Unfinished Symphony on a fine Orthophonic or electric pick-up phonograph of the latest type?

Of course we are not going to turn America overnight into a musically cultivated land. Would that we could do it; but we cannot, and there is no use in pretending that we can. Yet the great fact remains that there is a music-conscious minority which is steadily growing in numbers with the growth of symphony orchestras, of choral societies, of bands and orchestras in high schools, of piano-playing contests and so on. This minority is ready to be sold; but this minority remains in great part ignorant of what the modern phonograph and the modern record are. The dealer then has before him a virgin field.

The Music Electric Co., Walla Walla, Wash., recently held a formal opening. Kolster radio and Columbia phonographs are handled.



Fall Trade Will Bring Increased Demands for Records. Sell Albums to Protect Them.

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

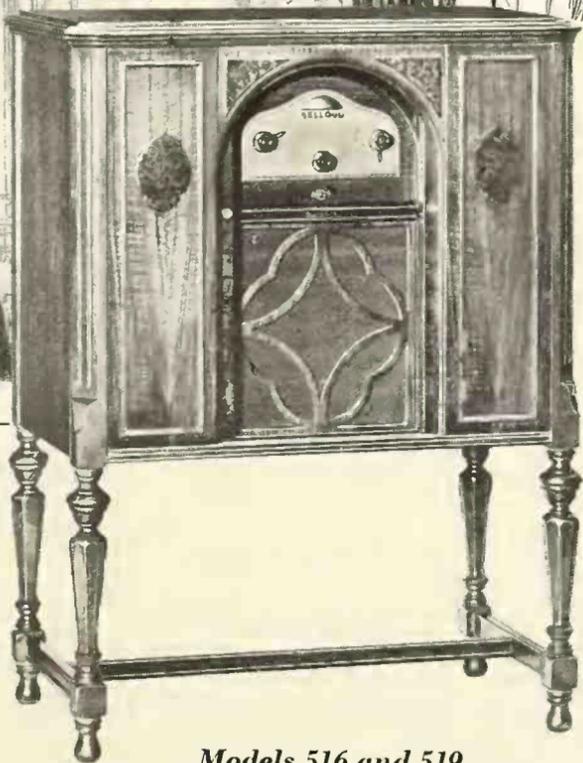
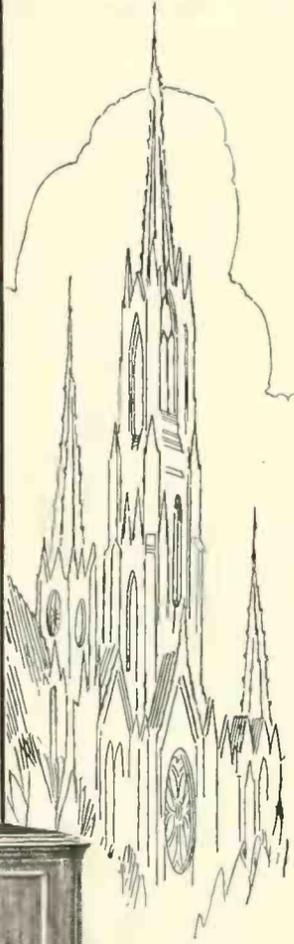
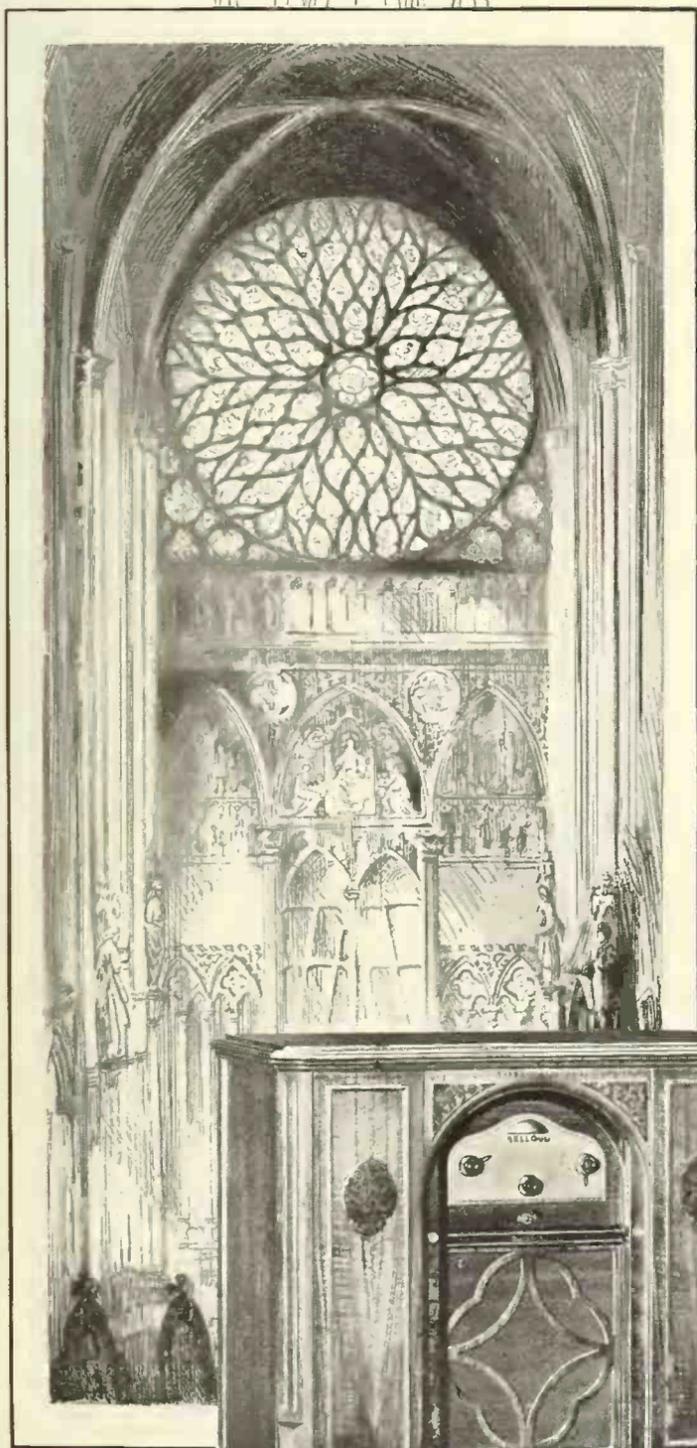
KELLOGG

The RADIO

with the

Cathedral Tone

**Are You
TONE-
Conscious?**



Models 516 and 519

FOR the first time since the inception of radio an advertising campaign has been built around an idea that will make people stop and think. The above question "Are You Tone-Conscious?" is the theme of a powerful national newspaper campaign appearing this Fall in all the large distributing centers of the country.

This preliminary announcement of Kellogg's sales producing advertising for Fall is made possible through the enthusiastic co-operation of Kellogg distributors. Dealers seeking the trade of the best people of their communities should write the nearest Kellogg jobber for more information.

KELLOGG'S *Supreme* *Quality* Built into All Models throughout the Wide Price Range of **\$169.50 to \$775.00**



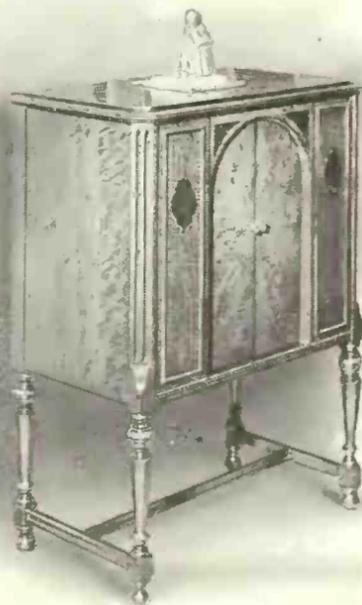
Model 518—Walnut Console, \$225
 [West of Rockies, \$240]



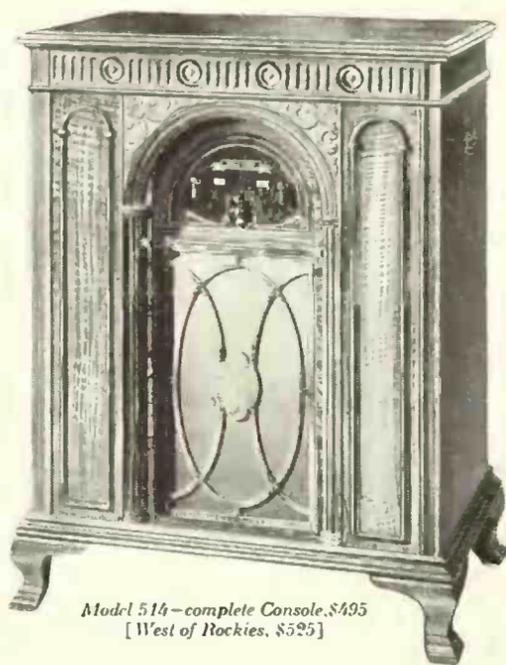
Model 517—Deluxe Console, \$775
 [West of Rockies, \$805]



Table Model 515—\$169.50
 [West of Rockies, \$178.50]



Model 519—complete Console, \$275
 [West of Rockies, \$295]



Model 514—complete Console, \$495
 [West of Rockies, \$525]



Model 516—complete Console, \$375
 [West of Rockies, \$400]

IN spite of its wide price range, the Kellogg line offers one uniform, high standard of quality. All models are built with the same circuits, the same precision, and are given the same rigid inspection. The claims you make for Kellogg performance will apply to whatever set may meet the price ideas of your customer.

As fine furniture, Kellogg cabinets leave nothing to be desired. The designs shown here speak for themselves. In selection of woods; in workmanship; in finish, each cabinet, from the Model 518 to the \$775 Model 517, the quality is that of the finest furniture—a quality full worthy of the name—**KELLOGG.**

This announcement is made through the cooperation of the Distributors forming the Kellogg family.

Any dealer desiring details of the Kellogg franchise should write or wire the Distributor serving the territory in which he is located.

If you are interested—and do *not* have a Kellogg distributor already operating in your locality, we invite you to write direct to us. We will gladly serve you direct until such time as a distributor may be appointed.

Distribution in Illinois and Indiana

The northern parts of these two states are our own "front yard". To be able to use them as a "proving ground"—to develop new plans for the benefit of our distributors in general, we cover them direct from the factory.

To retail dealers in this section, we urge immediate action if you are interested in a Kellogg franchise. If your territory is open, we will welcome a chance to show you all that we have to offer; not only a splendid line, but an advertising and merchandising plan that will insure the sale of a real volume of Kellogg sets.

KELLOGG SWITCHBOARD & SUPPLY CO., Chicago

ARE YOU "TONE - CONSCIOUS"?

How Much of the
Orchestra
Do You Really Hear?

Model 514, \$495



Model 516, \$375
Model 519, \$275



A GREAT orchestra is playing! The bass viols, the heavy brass, the kettle drums—the bird-like notes of the flutes and piccolos—all play their vital part in creating the ensemble that is great music.

But how much of this colorful variety is your radio able to reproduce for you? It is all in the air—but to capture it *all*, your radio plus your speaker, must reproduce in true proportions *every* tone—the very high—the very low—the middle tones and *all* the overtones that give each instrument its individuality.

If you are not getting all this, then you are missing the finest thing

in radio. You are being deprived of the real beauty—the very soul of music.

If you are "Tone-Conscious"—and who is not?—and if you would realize the infinitely beautiful possibilities of a GREAT radio—seize your first chance to hear some great orchestra reproduced by the Kellogg Radio.

You get it all with the
KELLOGG!

Kellogg Switchboard & Supply Co.
Chicago



Model 518, \$225
Complete with Tubes

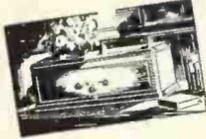


Table
Model 515
\$169.50
Complete with
tubes

KELLOGG
with the
The RADIO Cathedral Tone

**KELLOGG
RADIO**

KELLOGG RADIO and this advertising back of it are "made to order" for the trade in this section.

As new comers into the Kellogg Family, we find ourselves crowded to capacity appointing new dealers. As the season is almost upon us, we suggest that dealers who are interested will do well to write or wire us. A representative will call promptly to explain in full the Kellogg plans.



Kellogg Radio
Distributed
Exclusively in this
Territory by

Atlantic Radio & Marine Co.
20 Brookline Ave., Boston

WE take pleasure in presenting this exceptional advertising campaign to our many loyal Kellogg dealers in the Metropolitan District

The few localities where we still desire to place Kellogg dealerships are being rapidly closed up. Phone us if you wish to hear the details of the attractive Kellogg franchise we are prepared to offer.



Kellogg Radio
Distributed Exclusively
in this Territory by

The Boley-Oliver Co.,

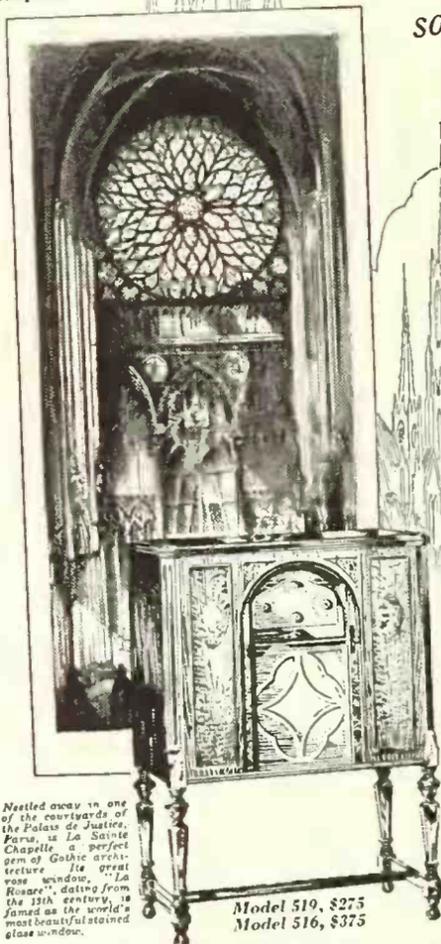
1440 Broadway, New York

ARE YOU 'TONE-CONSCIOUS'?

KELLOGG

The RADIO
with the
Cathedral Tone

The Great Rose Window La Sainte Chapelle, Paris



Transmits the very soul of music . . .

Nestled away in one of the courtyards of the Palais de Justice, Paris, is La Sainte Chapelle a perfect gem of Gothic architecture. Its great rose window, "La Rose", dating from the 13th century, is famed as the world's most beautiful stained glass window.

Model 519, \$275
Model 516, \$375

It reminds you of the soft and clear and sweetly blended chimes — exultant notes of a deep, resonant organ — tones of golden-voiced choristers — evening sunlight shining through rose windows. The Kellogg is majestic.

Once you hear the new Kellogg Radio, you will find its perfection, its thrilling inspiration lingering . . . unforgettable.

Those endowed with a sensitive ear for tone have hitherto used the radio more for entertainment and information. Radio, they felt, lacked truthness, fidelity to the infinite variety of notes and instruments. But now — every sound which comes from the new Kellogg — is just as it is rendered — pure, unalloyed music.

Kellogg Switchboard & Supply Co., Chicago

To hear music over the radio is the common lot of millions.

To be deeply moved and thrilled by the very SOUL of some musical masterpiece is a joy reserved only for those who possess a great radio!

Sweet, hushed melody or rich, sonorous burst of harmony — every note distinct, true — every instrument brought out clearly and unmistakably — that's music as it is brought to you by the new Kellogg Radio.



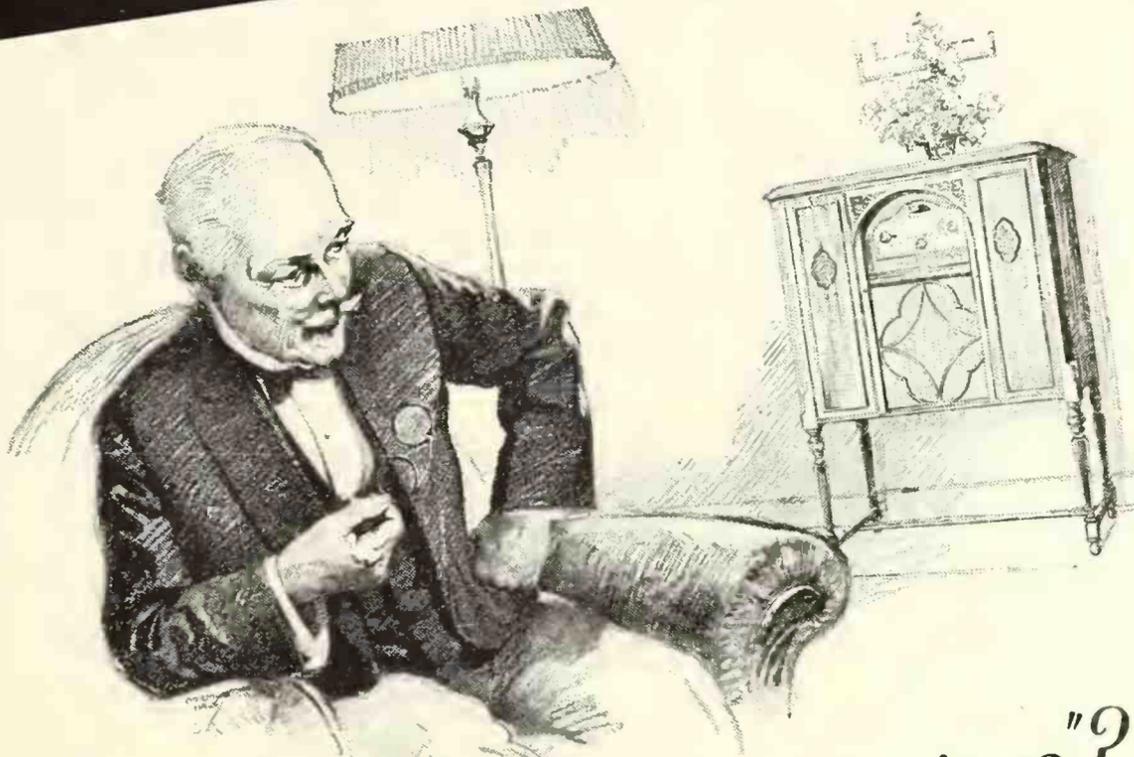
Model No. 515
\$169.50



Model No. 518
\$225



Model No. 514
\$495



**KELLOGG
RADIO**

Are You "Tone-Conscious"?

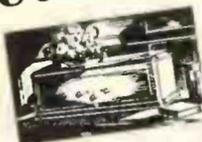
IF SO, and if you would realize the hitherto undreamed of possibilities of radio reception, tune the **KELLOGG** in on some great orchestra playing the full, rich harmonies of a master. Then you will hear music rendition of such splendor and majesty that it has the inspiration of lofty spires.

Fidelity to every note such as satisfies the most discriminating tone-conscious ear. Music with all the original beauty of mellow organ tones, of golden-voiced choristers. Pure, unalloyed music!

That's the marvelous performance of the New Kellogg Radio. Hear it and be convinced.

Every note is distinct, true, from the deep-voiced bass-viol to the bird-like flute—every instrument is itself!—clear, unmistakable. Every delicate nuance . . . every sweet, hushed melody . . . every rich, resonant, full harmony . . . comes to you with a new thrilling perfection—with a new magnificence.

KELLOGG SWITCHBOARD & SUPPLY CO., Chicago



Model No. 515
\$169.50

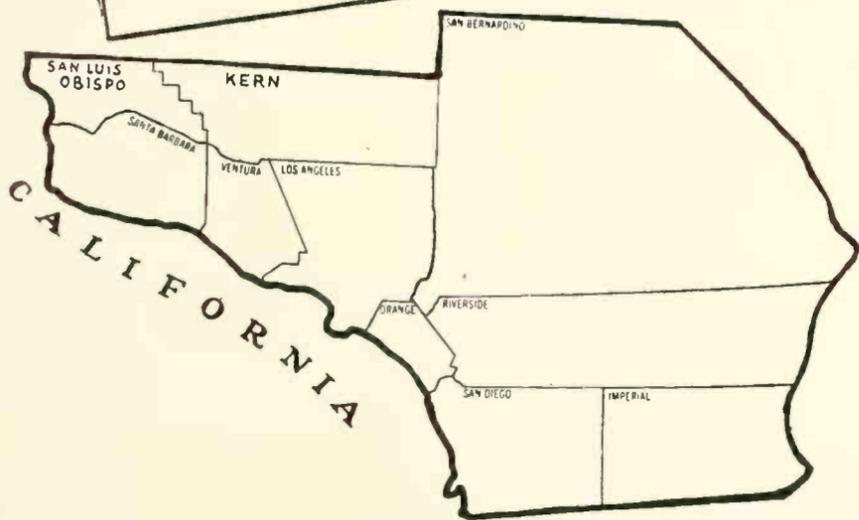


Model No. 514
\$495.00



Model No. 517
\$775.00

KELLOGG
The **RADIO**
with the
Cathedral Tone



**This is the kind
of Advertising
and the kind of
Radio especially
appealing to our
quality market**

There is real money to be made on Kellogg Radio in every "live" town in Southern California. If your locality is not yet closed, wire or phone us for details.

Kellogg Radio distributed
exclusively in this territory by

Collins-Kelvinator Co., Inc.
1414-1416 East 7th St., Los Angeles, Cal.

**Like Kellogg Radio,
we think this
advertising stands
in a class by itself**

If anything was needed to "put over" the Kellogg line for any dealer, this advertising is the thing that will do it. Wait 'til you hear all about these advertising plans. Time is growing short! Better wire us that we may come and tell you all about them.



EMMET	KOSSUTH	WINNE BAGO	WORTH	MITCHELL	HOWARD
PALO ALTO		HANCOCK	CERRO GORDO	FLOYD	CHICK ASAW
POCA HONTAS	HUMBOLDT	WRIGHT	FRANKLIN	BUTLER	BREMER
	WEBSTER				BLACK HAWK
CALHOUN		HAMILTON	HARDIN	GRUNDY	
CARROLL	GREENE	O	STORY	MARSHALL	W
		BOONE			TAMA
GUTHRIE	DALLAS	POLK	JASPER		POWESHIEK
ADAIR	MADISON	WARREN	MARION	MAHASKA	
UNION	CLARKE	LUCAS	MONROE	WAPELLO	
RINGGOLD	DECATUR	WAYNE	APPA NOOSE	DAVIS	

**Kellogg Radio
Distributed Exclusively
in this Territory by**

Collins Electric Co.

203-205 Grand Ave., Des Moines, Iowa

ARE YOU 'TONE-CONSCIOUS'?

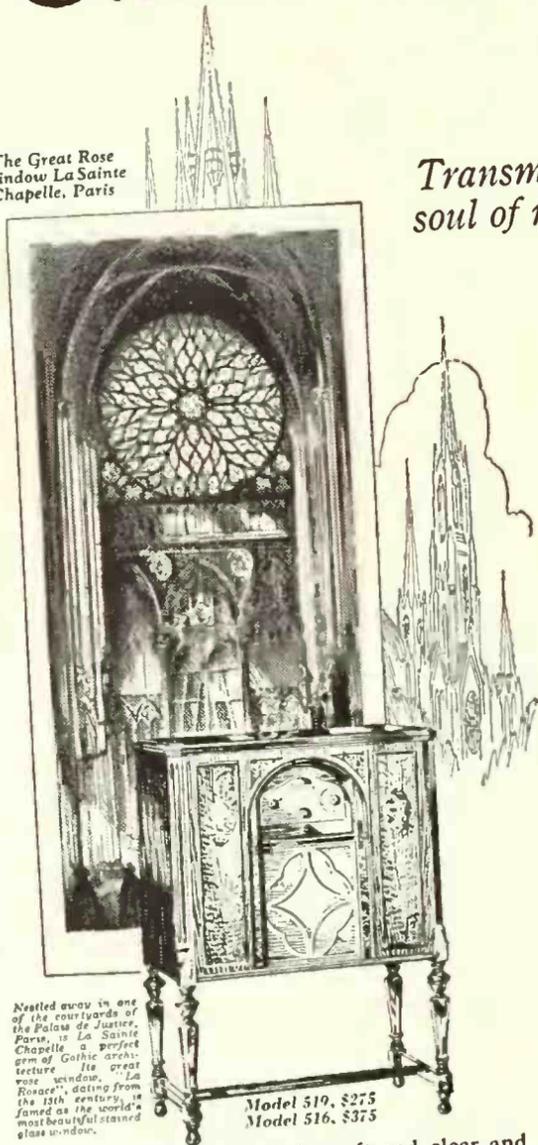
KELLOGG

The **RADIO**

with the

Cathedral Tone

The Great Rose Window La Sainte Chapelle, Paris



Transmits the very soul of music...

To hear music over the radio is the common lot of millions.

To be deeply moved and thrilled by the very SOUL of some musical masterpiece is a joy reserved only for those who possess a great radio!

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Nestled away in one of the courtyards of the Palais de Justice, Paris, is La Sainte Chapelle, a perfect gem of Gothic architecture. Its great rose window, "La Rose", dating from the 13th century, is famed as the world's most beautiful stained glass window.

Model 519, \$275
Model 516, \$375

It reminds you of the soft and clear and sweetly blended chimes—exultant notes of a deep, resonant organ—tones of golden-voiced choristers—evening sunlight shining through rose windows. The Kellogg is majestic.

Once you hear the new Kellogg Radio, you will find its perfection, its thrilling inspiration lingering... unforgettable.

Those endowed with a sensitive ear for tone have hitherto used the radio more for entertainment and information. Radio, they felt, lacked truthness, fidelity to the infinite variety of notes and instruments. But now—every sound which comes from the new Kellogg—is just as it is rendered—pure, unalloyed music.

Kellogg Switchboard & Supply Co., Chicago



Model No. 515
\$169.50



Model No. 518
\$225



Model No. 514
\$495

ARE YOU "TONE-CONSCIOUS"?

How Much of the
Orchestra
Do You Really Hear?

Model 514, \$495



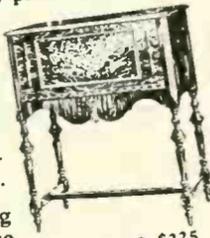
Model 516, \$375
Model 519, \$275



A GREAT orchestra is playing! The bass viols, the heavy brass, the kettle drums—the bird-like notes of the flutes and piccolos—all play their vital part in creating the ensemble that is great music.

But how much of this colorful variety is your radio able to reproduce for you? It is all in the air—but to capture it *all*, your radio plus your speaker, must reproduce in true proportions *every* tone—the very high—the very low—the middle tones and *all* the overtones that give each instrument its individuality.

If you are not getting all this, then you are missing the finest thing



Model 518, \$225
Complete with Tubes

You get it all with the
KELLOGG!

Kellogg Switchboard & Supply Co.
Chicago

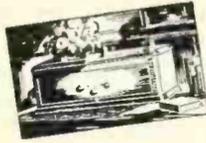


Table
Model 515
\$169.50
Complete with
tubes

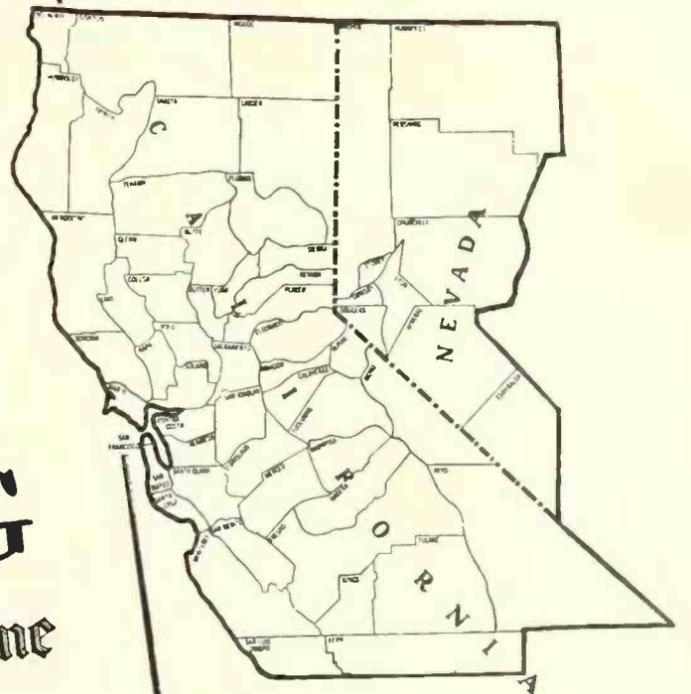
KELLOGG
with the
The RADIO Cathedral Tone

**KELLOGG
RADIO**

KELLOGG Radio

coupled with such advertising as this is an unbeatable combination.

We have a profit story to tell progressive dealers which we believe has never before been equalled on the coast. Territory is closing fast. A wire will bring you full details concerning this most valuable dealer franchise. Let us hear from you at once.



Kellogg Radio
Distributed Exclusively
in this Territory by

Fobes Supply Co.
260 Fifth St., San Francisco, Cal.

How Much of the
PIANO Does Your
Radio Reproduce?

Are You
Tone-Conscious?

Model 510, \$275
Model 516, \$375



Model 517, \$775



IMAGINE Paderewski attempting to play the Second Hungarian Rhapsody on a CLAVICHORD—that primitive piano with only four octaves instead of the modern seven!

the low notes, radio music is thin—without the high notes, it lacks color and brilliancy. The charm and true beauty of the music is gone!

Would it sound like Paderewski? Would it give you any true idea of the fire and brilliancy of the Second Hungarian Rhapsody? Of course not! There would be lacking the thunderous peal of the bass—the twinkling, sparkling notes of the treble; there would be lacking most of the contrast, color and variety of this beautiful, stirring work, played by a master.

To realize how beautiful radio music can be, you must hear the Kellogg. Then you hear every note, from the lowest to the highest. You get the harmonics and overtones that give each instrument its purity and richness—in fact, its very identity.

That illustrates what happens to good music when reproduced by a radio incapable of giving you the full range of tones. Lacking



Model 518, \$225
Complete with Tubes

"You hear it ALL with
the KELLOGG"

Kellogg Switchboard & Supply Co.
Chicago



Table
Model 515
\$169.50
Complete with
Tubes

KELLOGG
with the
The RADIO Cathedral Tone

**KELLOGG
RADIO**

Here is an advertising campaign full worthy of a line like Kellogg. It tells a quality story as it has never been told before.

When you see the Kellogg line; when you hear of the advertising and merchandising plans; then—and not 'til then can you appreciate the Kellogg Franchise. Let us lay these plans before you. Write or wire.



Kellogg Radio
Distributed Exclusively
in this territory by

GRINNELL BROS.

1447 FIRST ST.

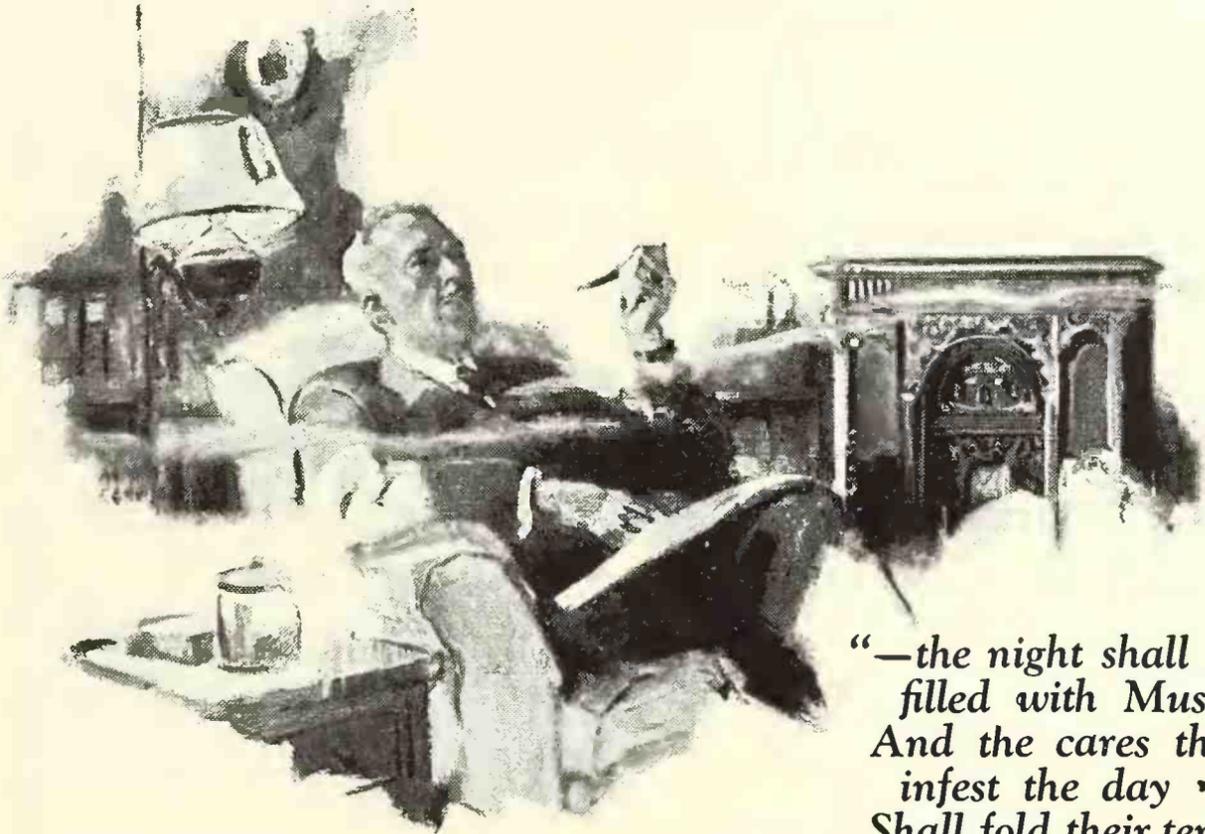
DETROIT

KELLOGG RADIO

WITH the backing of this novel and powerful advertising, we believe every Kellogg dealer is assured of a profitable business

There are some very desirable localities still open for Kellogg dealerships. If yours is one of them, wire or phone us at once for details.

ARE YOU "TONE-CONSCIOUS"?



MUSIC! Pure, unalloyed music! What blissful rest it brings to the tired mind—what soothing comfort to the weary soul—as, seated deep in your easy chair, you drink in the rich, glorious, colorful tones of some great orchestra playing the inspired music of a master! Isn't it worth while to have a really GREAT radio in your home? One that brings you the very SOUL of music?—pouring forth, with exquisite fidelity, the sweet, hushed melody, the rich, sonorous harmony, the varied tones of every instrument—blending them all with perfect beauty. Such a Radio is KELLOGG!

Kellogg Switchboard & Supply Co., Chicago

“—the night shall be filled with Music, And the cares that infest the day • • Shall fold their tents like the Arabs • • And as silently steal away • • •”

—LONGFELLOW



Model 515, \$169.50



Model 518, \$225



Model 516, \$375



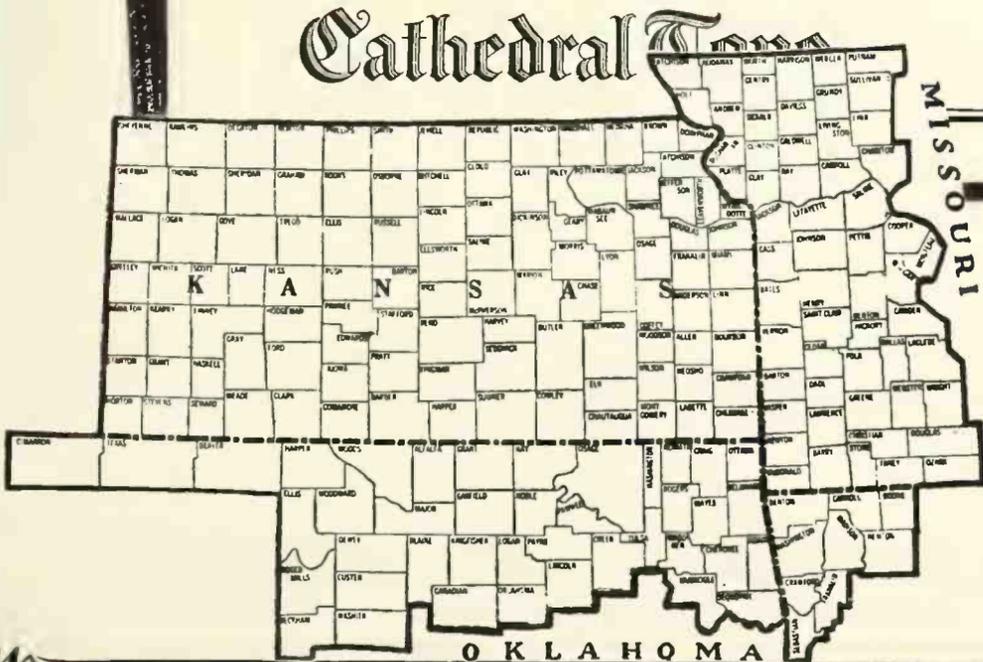
Model 514, \$495

KELLOGG

The RADIO with the

Cathedral Tone

There is a Kellogg Dealer near you, offering a full assortment of Kellogg Models for your selection. They are priced from \$169.50 to \$775.00—each one in a cabinet of good taste and splendid finish. All but the table Model and Consolette are equipped with built-in speaker, making a COMPLETE set, ready to operate when plugged into the light socket. All Models are priced complete with the famous Kellogg A-C Tubes.



Kellogg Radio Distributed Exclusively in this territory by

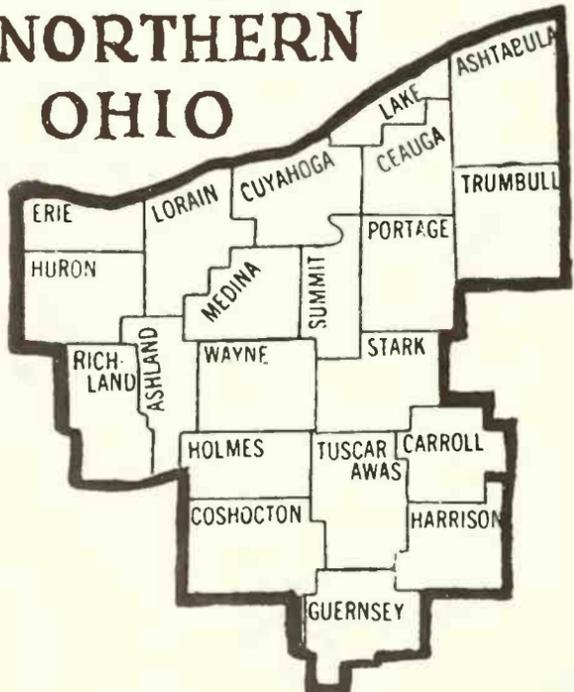
J. W. JENKINS
SONS' MUSIC CO.
Kansas City and Branches

GREAT Advertising for a GREAT product—a combination that can't help but win out for Kellogg dealers.

There are still some openings in this territory for the kind of dealers who believe in the permanent money-making opportunity in selling high quality merchandise, backed up by a strong company and aggressive advertising. Wire us if interested.



NORTHERN OHIO



Kellogg Radio Distributed Exclusively in this Territory by

KELLOGG

The RADIO with the Cathedral Tone



Are You Tone-Conscious?

"Tone-Consciousness" is not a matter of musical education. It is rather a natural ability possessed by the great majority of people to respond to pure, rich, mellow, sonorous . . . perfect tone.

To all "Tone-Conscious" people, the glorious reproduction of the Kellogg Radio will be welcomed as a distinct accomplishment in Radio development. Test it for yourself. Listen to the music. Be critical. Let your own innate "Tone-Consciousness" prove to you that the Kellogg is the radio you must have . . . to enjoy in full the pleasures that radio is capable of giving.

If you are to be thrilled and moved with a great musical masterpiece—magnificently played—you must have PERFECT radio reception. You must have such reception as you get on the New Kellogg Radio—reception, without hum and absolutely true to the rendition.

Lingering and unforgettable . . . like sweet clear carillons. Rich in majesty and splendor . . . like evening sunlight shining through rose windows. Every note, every instrument is itself!—clear, unmistakable.

That's music brought to you by the new Kellogg Radio. Kellogg Radio delights the most discriminating, tone-conscious ear.

With the new Kellogg you love radio, not alone for entertainment and information but for its masterful and loyal rendition, for its pure, unalloyed music. Music as music is when you are in the place where it is being played. For every mellow, hushed tone and every sonorous burst of harmony comes to you true—distinct.

Radio music with a new beauty . . . a new thrilling magnificence . . . that's the new Kellogg Radio.

Kellogg Switchboard & Supply Co., Chicago



Model No. 514 \$495.00



Model No. 515 \$169.50



Model No. 518 \$225.00



Model No. 516—5375
Model No. 519—5275

The Kelvinator-Cleveland Co. 2106 Euclid Ave. Cleveland, Ohio

How Much of the
PIANO Does Your
Radio Reproduce?

Are You
Tone-Conscious?

Model 519, \$275
Model 516, \$375



Model 517, \$775



IMAGINE Paderewski attempting to play the Second Hungarian Rhapsody on a CLAVICHORD—that primitive piano with only four octaves instead of the modern seven!

the low notes, radio music is thin—without the high notes, it lacks color and brilliancy. The charm and true beauty of the music is gone!

Would it sound like Paderewski? Would it give you any true idea of the fire and brilliancy of the Second Hungarian Rhapsody? Of course not! There would be lacking the thunderous peal of the bass—the twinkling, sparkling notes of the treble; there would be lacking most of the contrast, color and variety of this beautiful, stirring work, played by a master.

To realize how beautiful radio music can be, you must hear the Kellogg. Then you hear every note, from the lowest to the highest. You get the harmonics and overtones that give each instrument its purity and richness—in fact, its very identity.

That illustrates what happens to good music when reproduced by a radio incapable of giving you the full range of tones. Lacking



Model 518, \$225
Complete with Tubes



Table
Model 515
\$169.50
Complete with
Tubes

"You hear it ALL with
the KELLOGG"

Kellogg Switchboard & Supply Co.
Chicago

KELLOGG
The RADIO with the
Cathedral Tone



"Great—Simply
Great!"

That was the verdict of
all our central New York
dealers when they saw this
new Kellogg advertising!

If your territory is not yet
closed on Kellogg, wire us at
once. You will instantly ap-
preciate the value of the Kel-
logg franchise when you hear
of the splendid sales and ad-
vertising plans we have to
place at your disposal for the
sale of Kellogg Radio.

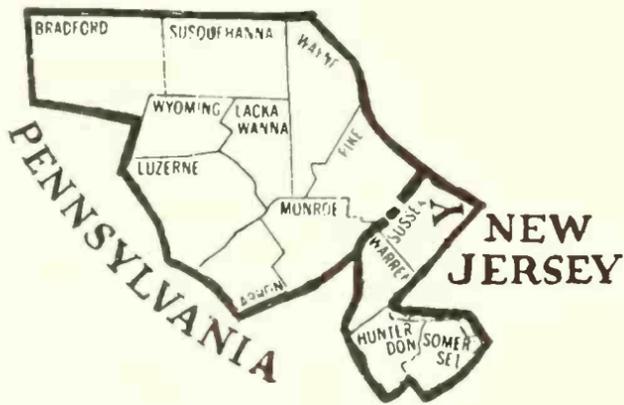


Kellogg Radio
Distributed Exclusively
in this Territory by

Morris Auto Supply Co., 25 Henry Street,
Binghamton, N. Y.

Here is the Quality Radio story told in a new and powerful way. It will sell!

With advertising like this in local newspapers; with the wide price range and unequalled appeal of the Kellogg tone and Kellogg furniture, Kellogg dealers are facing a boom season. A few dealerships are still open. Wire us that you want details.

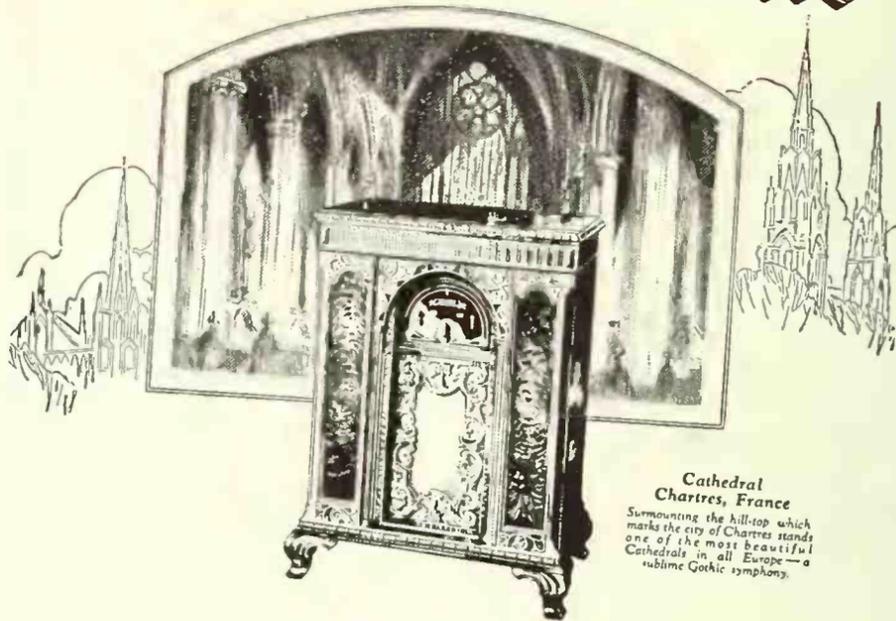


Kellogg Radio Distributed Exclusively in this Territory by

KELLOGG

The RADIO

with the Cathedral Tone



Cathedral Chartres, France
Surmounting the hill-top which marks the city of Chartres stands one of the most beautiful Cathedrals in all Europe—a sublime Gothic symphony.

Are You Tone-Conscious?

"Tone-Consciousness" is not a matter of musical education. It is rather a natural ability possessed by the great majority of people to respond to pure, rich, mellow, sonorous . . . perfect tone.

To all "Tone-Conscious" people, the glorious reproduction of the Kellogg Radio will be welcomed as a distinct accomplishment in Radio development. Test it for yourself. Listen to the music. Be critical. Let your own innate "Tone-Consciousness" prove to you that the Kellogg is the radio you must have . . . to enjoy in full the pleasures that Radio is capable of giving.

If you are to be thrilled and moved with a great musical masterpiece—magnificently played—you must have PERFECT radio reception. You must have such reception as you get on the New Kellogg Radio—reception, without hum and absolutely true to the rendition.

Lingering and unforgettable . . . like sweet clear carillons. Rich in majesty and splendor . . . like evening sunlight shining through rose windows. Every note, every instrument is itself!—clear, unmistakable.

That's music brought to you by the new Kellogg Radio. Kellogg Radio delights the most discriminating, tone-conscious ear.

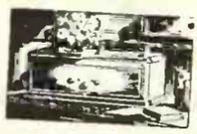
With the new Kellogg you love radio, not alone for entertainment and information but for its masterful and loyal rendition, for its pure, unalloyed music. Music as music is when you are in the place where it is being played. For every mellow, hushed tone and every sonorous burst of harmony comes to you true—distinct.

Radio music with a new beauty . . . a new thrilling magnificence . . . that's the new Kellogg Radio.

Kellogg Switchboard & Supply Co., Chicago



Model No. 514 \$495.00



Model No. 515 \$169.50

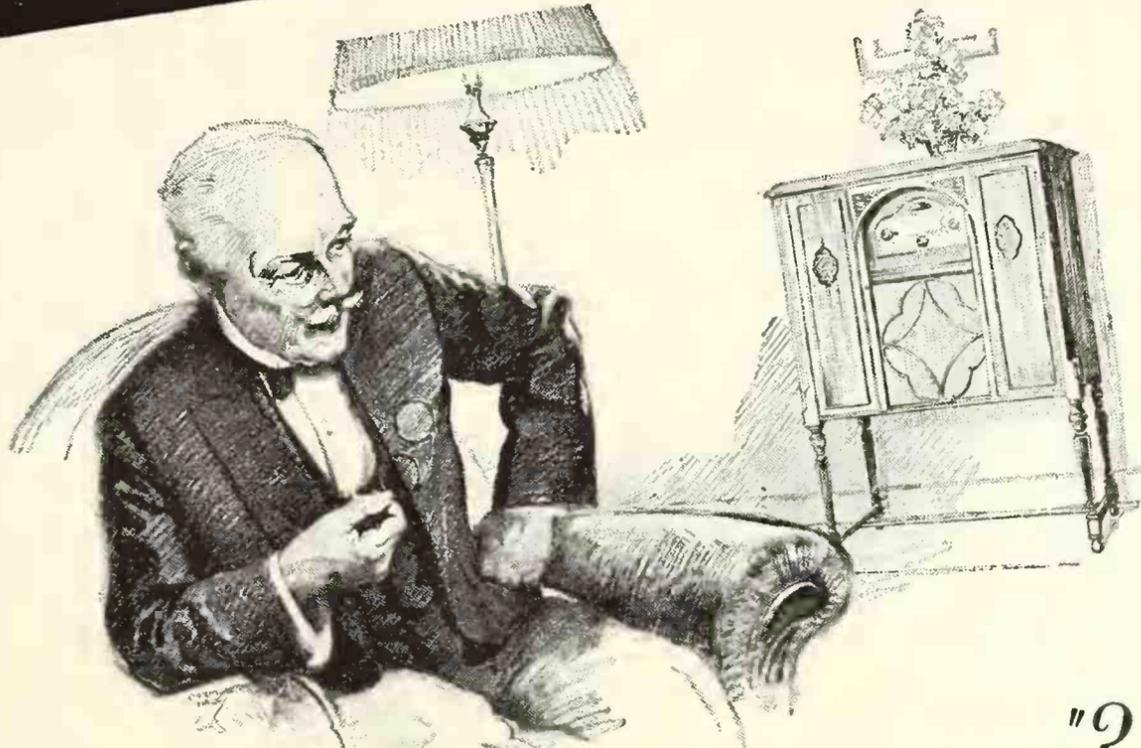


Model No. 518 \$225.00



Model No. 516-5375
Model No. 519-5275

Northeastern Radio Co., 302 Adams St. Scranton, Pa.



**KELLOGG
RADIO**

Are You "Tone-Conscious"?

IF SO, and if you would realize the hitherto undreamed of possibilities of radio reception, tune the KELLOGG in on some great orchestra playing the full, rich harmonies of a master. Then you will hear music rendition of such splendor and majesty that it has the inspiration of lofty spires.

Fidelity to every note such as satisfies the most discriminating tone-conscious ear. Music with all the original beauty of mellow organ tones, of golden-voiced choristers. Pure, unalloyed music!

That's the marvelous performance of the New Kellogg Radio. Hear it and be convinced.

Every note is distinct, true, from the deep-voiced bass-viol to the bird-like flute—every instrument is itself!—clear, unmistakable. Every delicate nuance . . . every sweet, hushed melody . . . every rich, resonant, full harmony . . . comes to you with a new thrilling perfection—with a new magnificence.

KELLOGG SWITCHBOARD & SUPPLY CO., Chicago



Model No. 515
\$169.50



Model No. 514
\$495.00



Model No. 517
\$775.00

KELLOGG

The RADIO
with the
Cathedral Tone



This Advertising in
Local Newspapers
Will Sell
Kellogg Radio
for You

*Kellogg Radio
Distributed Exclusively
in this Territory by*

We are rapidly closing up dealerships in this territory. If your territory is open, you will be interested in the profit story we have to tell you. Wire or phone us at once.

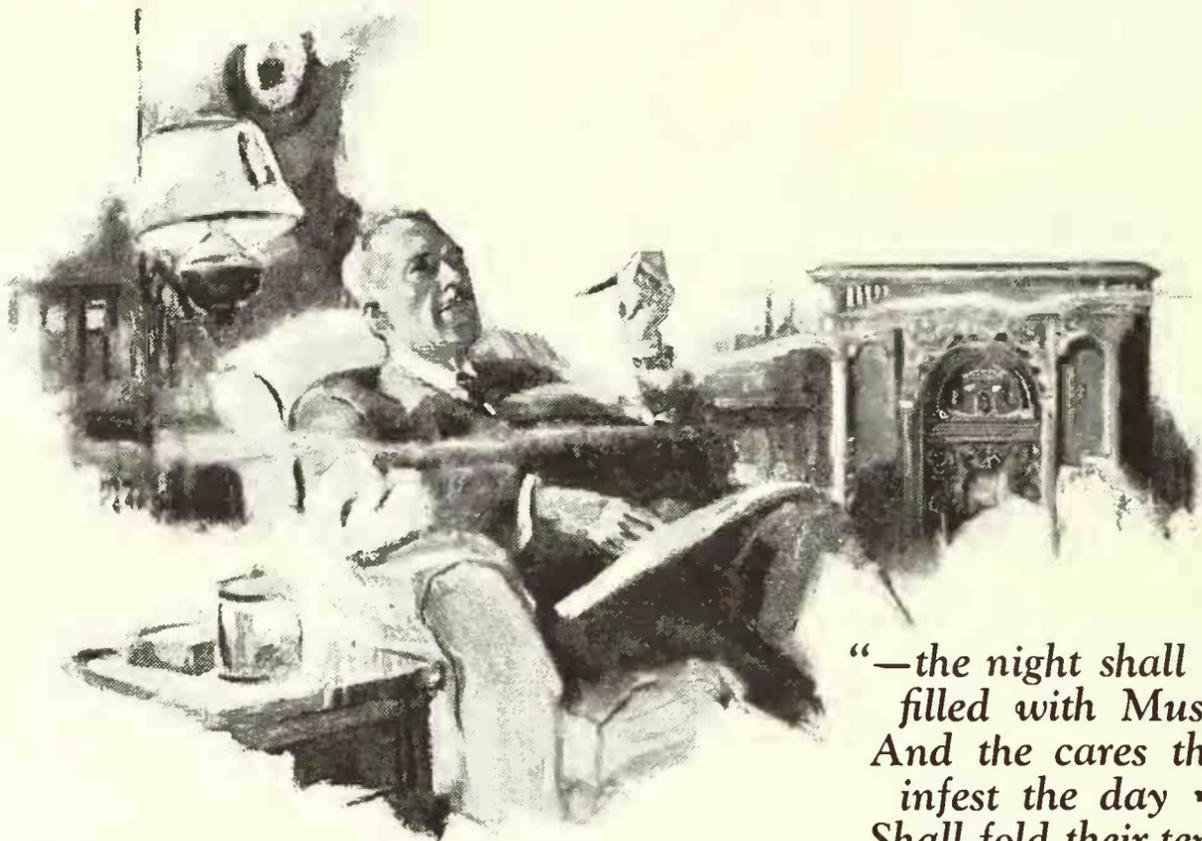
Raymond Rosen & Co. 49 No. 7th Street
Philadelphia, Pa.

KELLOGG RADIO

WHAT a proposition for an aggressive dealer!

Seldom, if ever have we seen such a combination of appealing merchandise backed by so powerful an advertising campaign. Though we are new members of the Kellogg family, we are closing up our territory quickly. If you would like full details, write or wire us at once.

ARE YOU "TONE-CONSCIOUS"?



"—the night shall be
filled with Music,
And the cares that
infest the day • •
Shall fold their tents
like the Arabs • •
And as silently
steal away • • •"

—LONGFELLOW

MUSIC! Pure, unalloyed music! What blissful rest it brings to the tired mind—what soothing comfort to the weary soul—as, seated deep in your easy chair, you drink in the rich, glorious, colorful tones of some great orchestra playing the inspired music of a master! Isn't it worth while to have a really GREAT radio in your home? One that brings you the very SOUL of music?—pouring forth, with exquisite fidelity, the sweet, hushed melody, the rich, sonorous harmony, the varied tones of every instrument—blending them all with perfect beauty. Such a Radio is **KELLOGG!**

Kellogg Switchboard & Supply Co., Chicago



Model 515, \$169.50



Model 518, \$225



Model 516, \$375

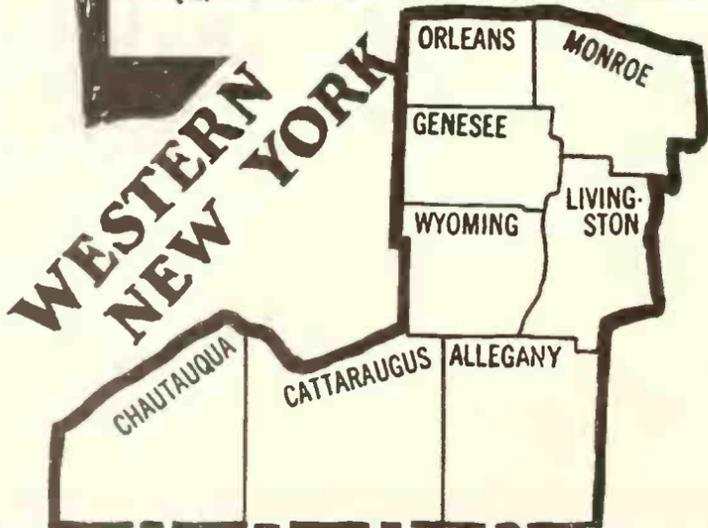


Model 514, \$495

There is a Kellogg Dealer near you, offering a full assortment of Kellogg Models for your selection. They are priced from \$169.50 to \$775.00—each one in a cabinet of good taste and splendid finish. All but the table Model and Console are equipped with built-in speaker, making a COMPLETE set, ready to operate when plugged into the light socket. All Models are priced complete with the famous Kellogg A-C Tubes.

KELLOGG

The RADIO
with the
Cathedral Tone

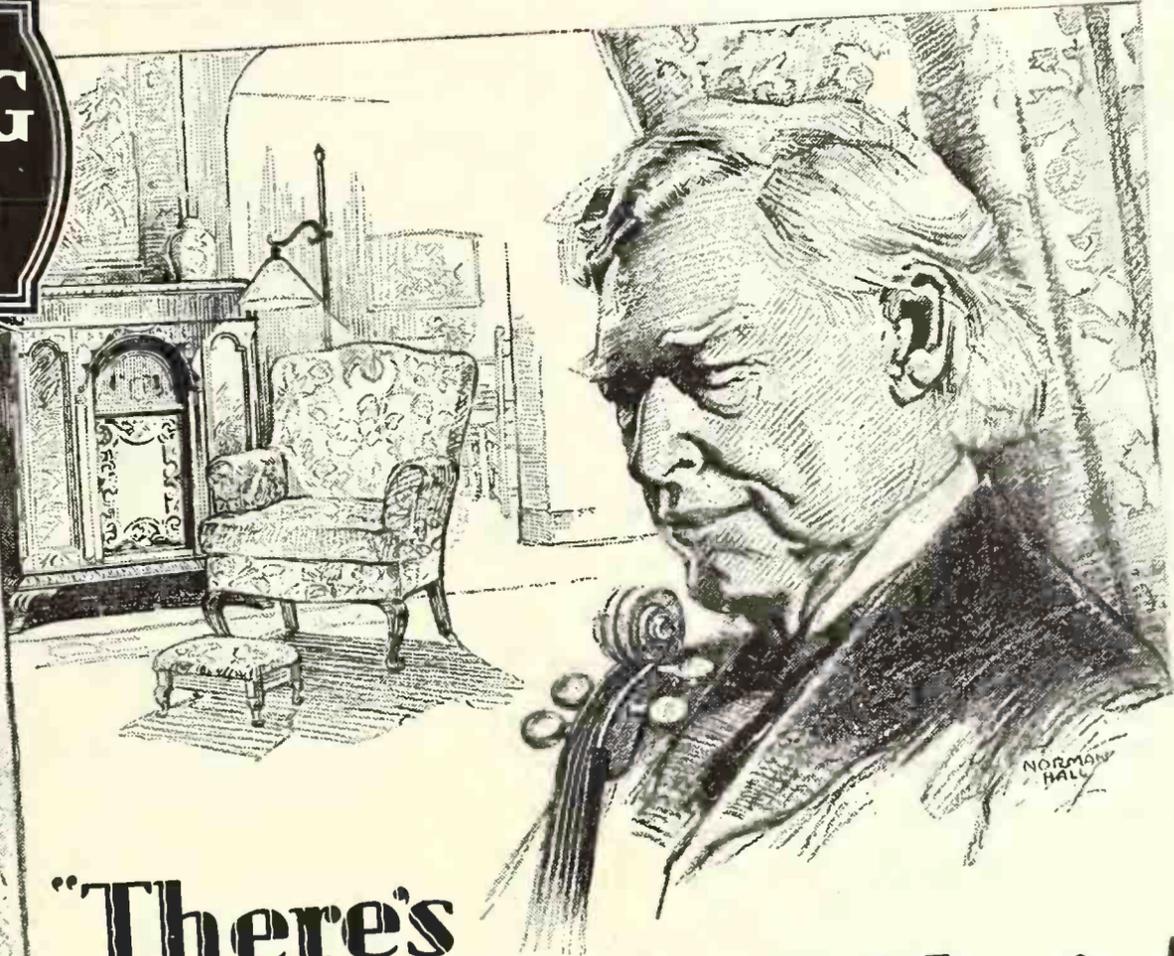


Kellogg Radio
Distributed Exclusively
in this Territory by

Henry J. Rowerdink

82 St. Paul St., Rochester, N.Y.

KELLOGG RADIO



**"There's
Music—Real Music!"**

*Are You
"Tone-Conscious?"*

KELLOGG

The RADIO

with the

Cathedral Tone

That's the verdict—spontaneous and enthusiastic—of the musician—the critic—the *man who knows*—when, for the first time, he hears the KELLOGG pouring forth the music of some great orchestra—and realizes, with his highly sensitive ear, the exquisite fidelity of the Kellogg to the characteristic tones of every instrument—from the deep toned bass viol to the bird-like flute. The purity—the richness—the sweetness—the majesty and power of Kellogg tone is a revelation! With a Kellogg in your home, you are in communion with the very soul of music!

Do you, for one moment, doubt the possibility of such perfect reception?

*Then you have never heard
the new KELLOGG!*



Model 516, \$375
Model 519, \$275



Model 518, \$225

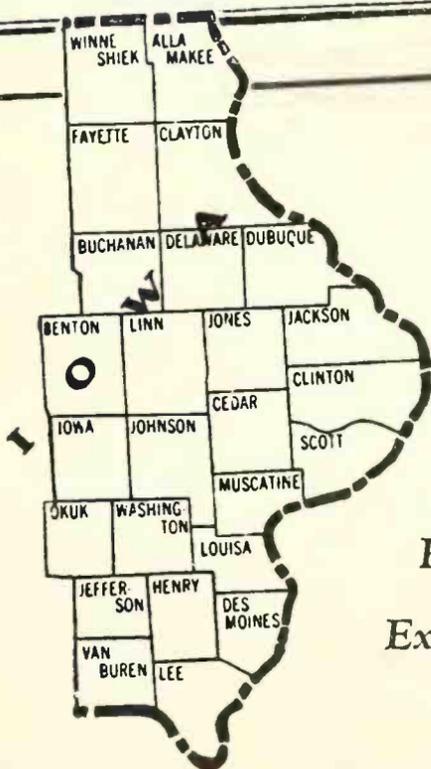


Model 515, \$169.50

This

Advertising—over your name in your Local Newspaper—is only a part of the selling plans we are ready to lay before you.

There are many things about the Kellogg dealer franchise that every aggressive dealer should know. You will be interested. You cannot help it. Let us lay these plans before you. Just wire or phone us.

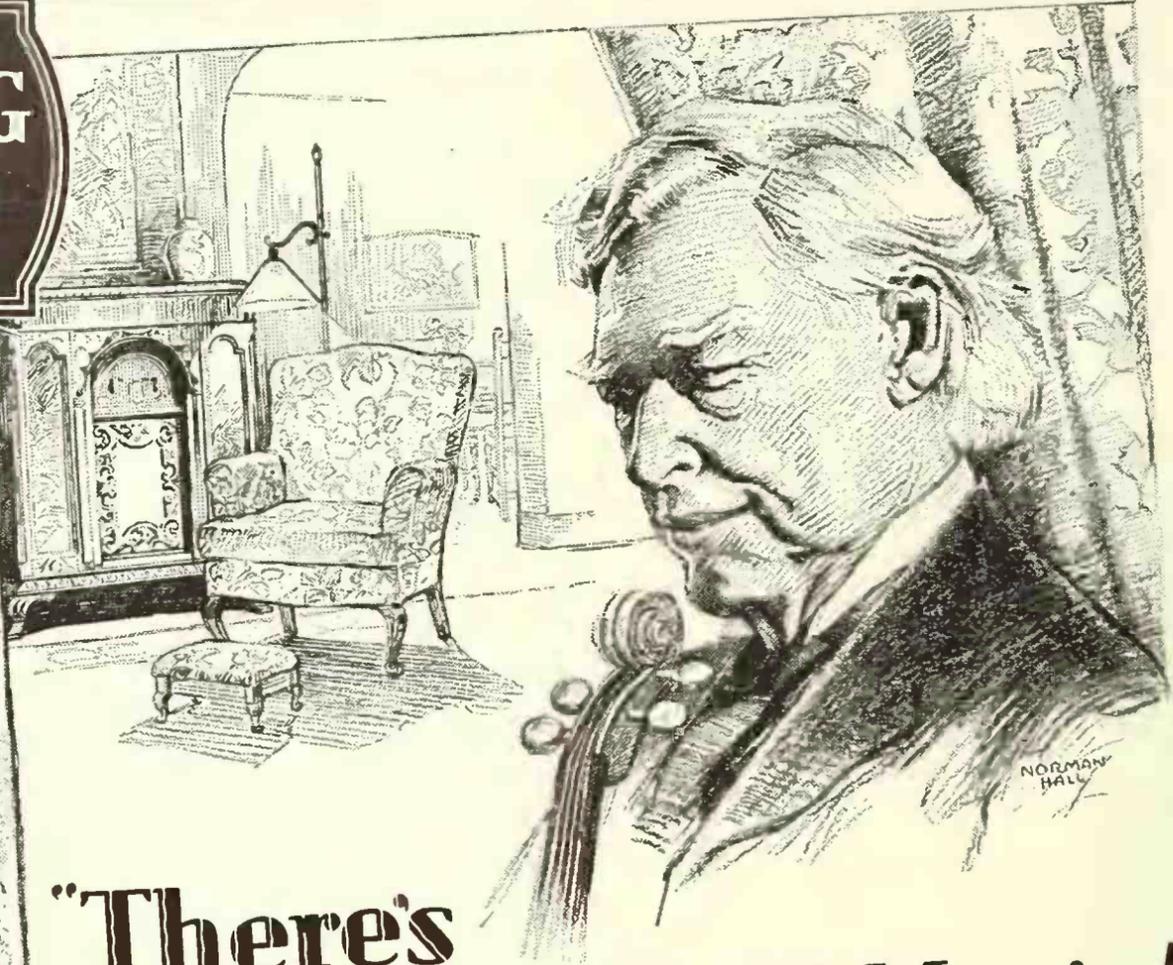


**Kellogg Radio
Distributed
Exclusively in this
Territory by**

Sickels & Preston Hdw. Co.

**Davenport,
Iowa**

KELLOGG RADIO



**"There's
Music—Real Music!"**

*(Are You
"Tone-Conscious?")*

KELLOGG
The RADIO
with the
Cathedral Tone

That's the verdict—spontaneous and enthusiastic—of the musician—the critic—the *man who knows*—when, for the first time, he hears the KELLOGG pouring forth the music of some great orchestra—and realizes, with his highly sensitive ear, the exquisite fidelity of the Kellogg to the characteristic tones of every instrument—from the deep toned bass viol to the bird-like flute. The purity—the richness—the sweetness—the majesty and power of Kellogg tone is a revelation! With a Kellogg in your home, you are in communion with the very soul of music!

Do you, for one moment, doubt the possibility of such perfect reception?

*Then you have never heard
the new KELLOGG!*



Model 516, \$375
Model 519, \$275



Model 518, \$225



Model 515, \$169.50

This

advertising tells the quality radio story as it has never been told before

As exclusive distributors of Kellogg Radio, we do far more than merely stock and deliver merchandise. We are here to help you *sell*—and will gladly assist in working out all of the many advertising and selling plans developed by the manufacturers of Kellogg Radio. Write or phone us for details of this money-making franchise.



**NORTHERN
MICHIGAN**
*Kellogg Radio
Distributed
Exclusively
in this
Territory by—*

Standard Radio Co.

150 E. Wells St., Milwaukee, Wis.

Last-Minute News of the Trade

Extensive Advertising Campaign Planned for Kellogg Radio Line

Weekly Insertions in Metropolitan Dailies and Leading Newspapers in Key Cities to Start in September—Tone of Kellogg Set Will Be Dominant Feature of Campaign

An extensive newspaper campaign, starting the first week in September, will bring to the attention of millions of readers throughout the United States the features of Kellogg radio receivers, manufactured by the Kellogg Switchboard & Supply Co., Chicago. Metropolitan dailies and leading newspapers in key cities throughout the country will be used in the campaign, which will consist of weekly insertions throughout the season. Full pages, half-pages and quarter-pages will be used, in black and white, rotogravure and color rotogravure.

In each advertisement the individual distributor's name will be given a prominent place in the copy. In addition, the Kellogg franchise includes a liberal advertising allowance plan which makes it possible for all Kellogg dealers to have this advertising appear over their own firm name in the local press.

"The Radio with the Cathedral Tone" is the keynote around which all Kellogg advertising this year is built, tone being stressed as the dominant feature. There will be three distinct

(Continued on page 109)

Sonora Swinging Into Production on Line

Manufacturing Operations of Company's Complete Line of Radio and Phonographs Largely Centered at Saginaw

"After several months of development and preparatory work, the Sonora Phonograph Co., Inc., has started production of its new line of

Four Models of Brunswick Radio Line Are Announced

Two Radio Receivers, a Combination Panatrope-radio Receiver and Cone Loud Speaker Introduced to Trade—Company Plans Intensive Drive to Launch New Models

An announcement of far-reaching importance was recently made at the Chicago headquarters of the Brunswick-Balke-Collender Co., introducing several models of the new Brunswick radio receivers. Samples of these instruments were first shown at the Music Industries Convention in New York City and at the Radio Manufacturers' Convention in Chicago, and on both occasions music dealers from all parts of the country accorded high enthusiasm to all of the models displayed by the company.

Detailed descriptions and illustrations of the two models of straight receiving sets, the Panatrope-radio combination and the Brunswick

speaker, which are the first offerings of the new line, appear in the Newest in Radio section in this issue of *The Talking Machine World*. In design and in execution the cabinets housing these instruments are representative of the artistry in fine furniture which has always been characteristic of Brunswick products. Model 5 KRO, a highboy console, is finished in American walnut and with doors that fit back flat against the sides of the cabinet, presents a pleasing harmony of simple dignity and ornamental detail with high eye-appeal. All the hardware is in antique oxidized finish. The Panatrope-radio

(Continued on page 100)

Harry Elkan Joins Symphonic Corp.

Lambert Friedl Announces Appointment of New Sales Manager—Has Been Identified With Radio for Several Years

Lambert Friedl, president of the Symphonic Sales Corp., New York, national sales representative for the radio cabinet products of the Wasmuth-Goodrich Co., Peru, Ind., and manufacturer of Symphonic sound boxes, announced this week the appointment of Harry Elkan as sales manager of the company. Mr. Elkan, who will make his headquarters at the executive offices of the company, 370 Seventh avenue, has already started on his first trip through Eastern territory and is meeting with considerable success.

Harry Elkan has been identified with the radio industry for several years, having for the past two years been associated with Stevens & Co., New York, manufacturers of loud speaker products. He is keenly enthusiastic regarding the sales possibilities for the Wasmuth-Goodrich line of cabinets which is now being marketed by representative jobbers throughout the country, and Mr. Elkan's past experience in the industry will enable him to co-operate efficiently with the wholesalers and retailers of Wasmuth-Goodrich cabinets as well as the users of Symphonic sound boxes throughout the country.

New United Portable Motor to Be Marketed

The phonograph division of the United Air Cleaner Co., Chicago, will announce in the near future a new portable phonograph motor for the larger portable models which are appearing on the market and which are enjoying increased popularity. It is understood that the new United motor will have a much larger record-playing capacity than the popular United motor No. 2 which has met with unusual success.

The new addition to the United Air Cleaner Co. plant, southeast of the original structure, has been completed and part of the machinery and a large amount of new manufacturing equipment has already been moved into the new building. The new addition contains ten thousand square feet of floor space and is of the same construction and general design as the original unit.

Thomas Logan Dead After Short Illness

Thomas Francis Logan, president of the advertising agency of Lord & Thomas and Logan, of New York, and one of the most prominent executives in the advertising world, died on August 9 at his Summer home at Ardsley-on-Hudson, N. Y., following a short illness.



Percy L. Deutsch

phonographs, radios and combination instruments that are expected to set a new standard in the industry," announced P. L. Deutsch, president of the Acoustic Products Co. and the Sonora Phonograph Co. The company's plant is working at full capacity. The line of products will be most complete and advance showings of the various instruments, all of which will be presented to the public in September, have been most enthusiastically met by dealers.

The Sonora Co. is headed by men who have been closely allied with highly successful concerns in the past and its research facilities are such that the highest type of product will be produced. The line to be manufactured for the Fall trade will include radio receiving sets, electrical and acoustical phonographs, combination radio and record-playing instruments, dynamic loud speakers, tubes and records.

Manufacturing operations will be largely centered in the Saginaw, Mich., plant, though some of the production will be in the company's plants in the East. The electrical apparatus will be manufactured at the Acoustic Products Manufacturing Co.'s plant located at Stamford, Conn.

Sonora-Sonatron Agreement Reached

The Sonora Phonograph Co. and the Sonatron Tube Co. have amicably settled the dispute involved in connection with the trade marking of "Sonatron," to which opposition was originally made by the Sonora Phonograph Co. The Sonora Phonograph Co. has withdrawn all opposition and has stipulated to permit registration of the Sonatron name and trade-mark.



(Registered in the U. S. Patent Office)

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

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

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

Telephone: Lexington 1760-71

Cable: Elbill New York

Vol. 24

AUGUST, 1928

No. 8

New Merchandise for Old

REPLACEMENT sales in radio mean increased sales volume and they also mean trouble for the dealers unless they are handled intelligently and cautiously. The dealer who is so anxious to close a single deal that he will allow for an old outfit a sum far beyond its real value and likewise far beyond any amount he will be able to realize from it, is simply fooling himself. He has increased his turnover, it is true, but has done it only by replacing new merchandise for which he has paid or must pay good money for antiquated models that are likely to find their way to the junk heap. The value of any old receiver is simply the amount it can be sold for after handling and selling costs have been added to the original allowance. Any other form of operating means cutting into the profits, which, according to the majority of dealers, are all too small under any conditions.

Cashing In On Movie Music

WHILE discussing the progress of talking movies and the coming of television, it might be well for talking machine record dealers to consider what great opportunities are offered by existing combinations of music and films for increased record sales. Hardly a feature film is released nowadays without being accompanied by some special music written around the theme of the picture, and with each showing of the picture, that particular musical selection gains just so much more publicity. Outstanding examples of music selections that have won tremendous popularity with and through motion picture features are "Ramona," and "Laugh, Clown Laugh," and there are others of like promise coming along rapidly. The dealers who have tied up intelligently with the showing of films in their own communities have realized substantially on record sales with aggregate results that are fairly impressive.

Selling the Portable—and Then

APPARENTLY it is another portable phonograph year, and no better evidence of the attractiveness of this field can be found than in the check-up of the number of concerns that have entered it within recent months. Perhaps, in a good many cases, the total sales enjoyed by some of the pioneer concerns may not measure up with those of previous years, for they are being spread among an increasing number of manufacturers, but in the aggregate the showing of machines produced and sold for 1928 will be very substantial. In the old days the sale of a table model or a portable

was regarded as providing an outlet for records, and in addition paving the way for the sale of a more elaborate instrument to the same customer at a later date. It is a viewpoint that should not be lost track of today for it still holds good if the plan is followed out consistently by the retail talking machine dealer.

Was it the Poor Fight or the Radio?

WHEN Tex Rickard realized nearly \$3,000,000 gross as a result of the Dempsey-Tunney fight in Chicago last year his success was attributed to aggressiveness and good showmanship, but when he dropped to below a million and took a substantial loss on the Tunney-Heeney fight in New York last month the radio was to blame, according to the promoters. It will take more than the wails of Rickard to convince the sporting public that it was radio rather than a second-rate fight which caused the trouble. So far as records show, radio has aided very substantially, rather than hindered any worth-while event or project. The sporting fraternity seems to feel that without the radio the Tunney-Heeney battle would have proven just as much a failure. So that's that!

Still Depends Upon Merchandising

ONE dealer complains that the discounts on phonograph and radio merchandise are too small, another that the overhead is excessive, still another that the field is crowded and yet in every case there is to be found a competitor who is doing a consistent and profitable business. In a great majority of cases it all depends upon the aggressiveness and merchandising ability of the individual. There is one fellow who does the orthodox thing in an orthodox way and gets orthodox results, while in the next block is another dealer who gets out of the ruts, uses initiative, and makes money. Merchandising is not a rule-of-thumb proposition, but still depends and will always depend, upon individual ability. The dealer who is not making a go of it would do well to analyze his personal equipment and his methods before he complains of outside influences.

Radio as a Medium for Service

OVER seventy-five per cent of radio owners, according to a recent survey, make regular use of the time signals over the radio to regulate their watches and clocks; over sixty-three per cent tune in regularly for religious services; fifty-eight per cent depend upon radio for the weather reports; twenty-seven per cent maintain regular interest in university lectures; over twenty-two per cent in talks on health; eighteen per cent on reports regarding road conditions; about eleven per cent in stock market reports and so on. For the dealer who has confined his selling talk and demonstrations to musical values alone, these many other interests should open up numerous new avenues for radio sales. If selling entertainment can produce such wonderful results, then selling radio service should lead to the establishment of new distributing records, and it does render real and essential service.

Making the Programs Better

WHATEVER may be the final results of the efforts of the Federal Radio Commission to drive numerous stations off the air, with a view to clearing up the channels for the benefit of those stations rendering service regarded as worth while and satisfactory, it is certain that the Commission's activities have had the effect of bringing about a distinct improvement in broadcast programs generally. One has but to compare this Summer's program with those of last Summer to appreciate this progress, and even further improvement is promised by various stations in the Fall.

THE official announcement of the placing on the market of Edison radio receivers and radio-phonograph combinations, made this month, has been received with wide interest by both phonograph and radio divisions of the trade as marking the entrance of the earliest of phonograph manufacturers into the radio field. The placing of the name Edison on radio has not been a matter of impulse but of careful consideration, and there is no question but that its significance will be widely appreciated because of Thos. A. Edison's prominence in the electrical and music reproducing fields. Its effect upon the public in its relation to the development of radio interest will be well worth watching.

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

Last-Minute News of the Trade

W. B. Nevin Joins Sterling Mfg. Co.

Appointed Sales Manager of Prominent Manufacturer of Radio Speakers and Accessories Located in Cleveland

CLEVELAND, O., August 7—William B. Nevin, well known throughout the radio industry, has been appointed sales manager of the Sterling Manufacturing Co., of this city, one of the foremost manufacturers of radio accessories and whose latest product is a complete line of dynamic and magnetic loud speakers. Mr. Nevin



W. B. Nevin

has been identified with the radio trade for over ten years, his sales experience dating back to 1920, when he was sales and advertising manager for John Firth & Co., of New York. The advertising which he prepared at that time for such products as Baldwin phones, Vocaloud loud speakers and similar products set a standard in radio publicity at that time for effectiveness and timeliness.

In 1922 Mr. Nevin became sales and advertising manager of the Colin B. Kennedy Corp., of St. Louis and San Francisco, and attained outstanding success in this important work. After leaving the Kennedy organization Mr. Nevin became a stockholder and officer of the Operadio Corp. of Chicago, with an office in New York in charge of Eastern sales. For over a year he has been associated with the Sterling Manufacturing Co. and a short time ago took over the sales and advertising for this well-known organization. He believes that the coming season will be the biggest in the history of radio from the standpoint of gross sales, pointing out that the average fan is now sold on electric socket operation and, moreover, the general adoption of power amplification with a corresponding improvement in tone quality will make for increased confidence in radio performance.

"Lyric" Chosen as Name for New Sets

"Lyric," according to Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., Chicago, is the name by which the new six- and eight-tube radio receivers manufactured by this firm will be known. At the annual Radio Trade Show held in Chicago in June the All-American Mohawk line was officially presented to the trade, and,

according to Mr. Frankfort, "Lyric" as the trade name for these receivers was finally decided upon a short time ago.

"Lyric" is not new to radio dealers or the public, for radio transformers manufactured by the All-American Radio Corp. under the name "Lyric" became internationally known for quality, performance and a rich, mellow tone. "Lyric" transformers, it is claimed, are the largest-selling radio transformers in the world. These transformers are used exclusively in the new All-American Mohawk six- and eight-tube receivers because of their known dependability and performance. Mr. Frankfort stated that the widespread appreciation of the importance of good transformers in accurate, clear-cut reproduction made the choice of "Lyric" as the name of the new line a simple one.

Under the personal supervision of Mr. Frankfort, an advertising campaign, conservative in language but of ample size, is virtually complete, and is scheduled for release within a short time. Newspapers will occupy an important position in bringing "Lyric" radio receivers before the public.

E. H. McCarthy Joins the Majestic Staff

Popular Radio and Phonograph Executive in Charge of Operations in Metropolitan Territory—Long Identified With Trade

E. H. McCarthy, for the past five years vice-president and general sales manager of the Symphonic Sales Corp., New York, is now in charge of metropolitan operations for the Grigsby-Grunow Co., through Herbert E. Young's office, 33 West Forty-second street, New York. Mr. McCarthy retired from the Symphonic organization on August 1, taking with him the cordial good wishes of Lambert Friedl, head of this company, and the other members of the staff.

Majestic dealers and jobbers in metropolitan territory will welcome the appointment of Mr. McCarthy, for he has been identified with the merchandising of phonograph and radio products for over ten years. He is thoroughly familiar with the retailers' sales problems as for over five years he was in charge of the Columbia Phonograph Co.'s advertising and dealer service department in Boston. He therefore brings to his new work a thorough familiarity with merchandising activities which will enable him to co-operate advantageously with Majestic wholesalers and retailers throughout the territory.

Electrical Research Labs. RCA Licensee

Electrical Research Laboratories, Chicago, have been granted a license by the Radio Corp. of America to manufacture Erla radio products under the patents of the Radio Corp., General Electric Co., Westinghouse Electric & Mfg. Co., and the American Telephone & Telegraph Co. George Pearson, president, and Fred Wellman, vice-president and general manager, of the Erla organization, were in New York recently negotiating with David Sarnoff, vice-president of the Radio Corp. of America, and the license was granted a few weeks ago. Electrical Research Laboratories manufacture six- and seven-tube radio receivers, dynamic speakers, an electrical phonograph pickup and phonograph amplifier.

RMA Convention and Trade Show 1929 Plans

Industry's Conclave to Take Place Some Time Between May 15 and June 15—Meeting Place Not Yet Decided

Announcement that the Fifth Annual Convention and Third Annual Trade Show of the Radio Manufacturers' Association would be held in the late Spring of 1929 has been made by Major Herbert Frost, president RMA.

When the Fourth Annual Convention and



Major Herbert H. Frost

Trade Show, at Chicago, last June, drew 24,657 of the country's radio dealers, jobbers and manufacturers, and thereby set an all-time record, enterprising cities with go-getting convention bureaus attached to local Chambers of Commerce become radio-conscious.

Now RMA officials are being besieged with invitations from half a hundred cities, each convinced that it has the most to offer the radio men of the country. Consequently the exact place for holding the next convention and Trade Show is undecided. It is known, however, that the officials of the radio manufacturers give due consideration to the trade in its preference for meeting somewhere near the center of the nation's population. This leads to the view that Chicago will offer some serious competition to other cities.

Some time between May 15 and June 15 (1929) is tentatively named as the bracket dates between which the convention will be held. Two other national radio associations will hold meetings of their own concurrently with the RMA. They are the Federated Radio Trade Association and the National Association of Broadcasters, which, with the RMA, compose the radio triangle. Each maintains its separate identity, attempts the solution of its own problems, but works together for the improvement and betterment of radio. The Radio World's Fair, which this year is to be held in Madison Square Garden, September 17 to 22, and the Chicago Radio Show to be held October 8 to 14, are the two public shows which the Radio Manufacturers' Association sponsors.

The Baird Television Corp., of Delaware, chartered with a capitalization of 1,000,000 shares of no par value, has absorbed the Baird Development Corp. of New York. Early in May it was announced that an American syndicate has purchased the United States, Canadian and Mexican rights of the Baird Television Development Co. of London.

OPERADIO

THE LINE COMPLETE!
Dynamic and Air Column
SPEAKERS
\$15⁰⁰~to~\$275⁰⁰



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. Air columns 30 to 84 inches.

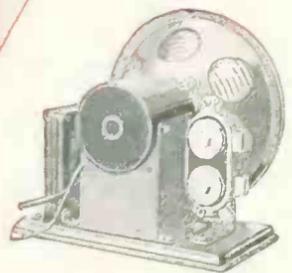


The Junior
\$15.00

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 neotroynes, superhetrodynes, etc. using the 201-A type tubes. Great volume, range and sensitivity. The Junior has a 30 inch air column, Senior a 54 inch air column.

The Senior
\$25.00

OPERADIO offers a complete 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, 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. 5 Volt D. C. \$35
 110 Volt D. C. \$40 100 Volt A. C. \$50



The WESTMINSTER

The newest and finest of the Operadio Air Column Speakers. 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 Geneva

A table model Dynamic Speaker, scientifically constructed with a sounding board giving maximum baffle effect. Beautiful in design and finished in rich walnut. Furnished with Dynamic Unit. 6 Volt D. C. \$55;
 110 Volt D. C. \$60 110 Volt A. C. \$70



The Barcelona

A very attractive speaker table of spanish design equipped with a 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

Obtainable with an 84 in. air column or Dynamic Unit, 6 Volt D. C. or 110 Volt D. C. or A. C. [with or without an Operadio 4 or 5 tube amplifier]. Amplifier may be used in combination with either air column or Dynamic Units. Price Range, \$80 to \$275
 —Pacific Coast prices slightly higher



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 D. C. \$80 110 Volt A. C. \$90

Sales Department
The ZINKE COMPANY
 1323-25 S. Michigan Ave.
 CHICAGO, ILLINOIS

Carryola

New Metal Air Column Horns Are

THESE WONDERFUL NEW PORTABLES PRODUCED by CARRYOLA, the World's largest exclusive portable Manufacturers—quality and volume production made this possible! CARRYOLA was the first to market portables at \$15.00 and \$25.00—the first to build a junior motor playing two selections and a master motor to play three! CARRYOLA has its own steel and brass foundry—motor plant—tool making—metal stamping—nickel and gold plating woodworking—cutting—embossing—air brushing and assembling departments—everything from the crude metal in the foundry to the finished product, excepting fabrikoids supplied by DuPont—CARRYOLA will continue to grow and is constantly developing new ideas for the benefit of music and radio trade.



MODEL TWENTY
(Metal Horn)

A truly outstanding value in its price class, having a long air column metal horn (as shown above) producing true tone quality and abundance of volume—nickel plated hardware—two record spring motor—metal tone arm—sensitive Duro aluminum metal diaphragm—made in three colors of genuine DuPont fabrikoid in black, blue or brown with inside linings to match—plush covered turn tables to harmonize—wood album holds 15 records. Measurements 7½ inches high, 12 inches wide and 14¾ inches long, weight 12 pounds.

Retails at \$15.00



MODEL THIRTY
(Metal Horn)

The most remarkable value in portables today. 50 inch air column metal horn (as shown above) constructed according to the exponential curve theory, a product of our own laboratory. Heavy nickel plated hardware—large motor plays three records with one winding—patented Bakelite tone arm—beautiful Bakelite reproducer with patented tripod diaphragm—special patented lock catches—exclusive DuPont fabrikoid in 5 colors black, blue, green, brown and red, with linings to match—plush covered turn tables. Measurements 8½ inches high, 12¾ inches wide and 16 inches long—weight 19 pounds.

Retails at \$25.00



THE CARRYOLA COMPANY OF AMERICA
WORLD'S LARGEST MANUFACTURERS

Portables

Greeted Enthusiastically by Trade

MUSIC AND RADIO DEALERS EVERYWHERE should acquaint themselves with the unlimited possibilities of CARRYOLAS many new models embodying both mechanical and electrical reproducing innovations. Many exclusive patented features embodied in CARRYOLA portables in the past and NOW the new exponential curve type long air column horns and electric pickup instruments capable of producing music equal to that of large and more expensive phonographs are the reason for CARRYOLAS marvelous strides in the music industry. CARRYOLAS sales organization are experienced phonograph men who know your problems, and are at your service! Dealers—write for complete information and address of your nearest distributor now!



MODEL FORTY
(Metal Horn)

A wonder portable for appearance, tone quality and volume. 60 inch air column metal horn, (as shown above) our own laboratory product made according to the exponential curve theory. Heavy gold plated hardware—special spring motor plays three records—automatic stop—Bakelite tone arm—Bakelite reproducer with patented tripod diaphragm—plush covered turn table, patented automatic album holder and lid support—lacquered wood finish inside—outside covering extra heavy fabrikoid in two colors, brown or black. Measurements 9½ inches high, 13¼ inches wide, 17¼ inches long, weight 23 pounds.

Retails at \$35.00



CARRYOLA PORTO PICKUP plays records through your Radio and loud speaker by placing cord tips to one prong of the detector tube and ground post of your Radio set. Records played through loud speaker with increased volume and rich tone. Volume control built in. Fabrikoid case. \$20.00 with spring motor; \$38.50 with electric motor; AC or DC form.



CARRYOLA ELECTRIC PICKUP can be used with any Radio set and phonograph. Simply replace the reproducer with the pickup furnished and attach cord tips to prong of the detector tube and to round post of radio set. Records reproduced electrically through Radio speaker. Volume control built in. \$7.50 list. AC or DC form.



MILWAUKEE ~ ~ ~ WISCONSIN
OF PORTABLE PHONOGRAPHS

Interesting Events of the Trade in Pictures



Left—Stewart-Warner Series "800" radio sets delivered to Indianapolis in record hop. From left to right: Pilot of the plane: L. L. Banford. Indianapolis distributor for Stewart-Warner: plane's mechanic, and V. L. Bolton, manager of the National Furniture Co.



Right—An Atwater Kent triumvirate—Ray Thomas, Southern California Atwater Kent distributor; Allen McQuhae, Irish tenor and the "largest radio in the world" which Mr. Thomas manipulated.



Left—Walter Johnson, manager of the Newark Bears and one of the greatest pitchers ever in baseball, receiving an Atwater Kent AC radio set from City Commissioner Howe on "Walter Johnson Day" at the team's stadium, Newark, N. J. The set was a gift of B. & O. Inc., Atwater Kent jobber

Right—Sales staff of the Amrad Corp. Back row—left to right: R. U. Clark, 3rd; Carl J. Main; D. A. Betts; E. H. Troan; L. B. Trefry; C. J. Smith. Front row—left to right: R. M. Lourie; James J. Nolan, Western Division Manager; W. H. Lyon, General Sales Manager; W. L. King, Eastern Division Manager, and J. A. Malott



Below—International Jury (seated) in Columbia Phonograph Co.'s Schubert Centennial Contest which awarded \$10,000 prize to Kurt Atterberg of Sweden for an original symphony. Left to right: Adolfo Salazar, Spain; Alexander Glazunov, Russia; Guido Adler, Austria; Donald Francis Torey, England; Dr. Richard Schmitz, Austrian Minister of Education, (non juror); Dr. Michael Hainisch, president of Austria, (non juror); Walter Damrosch, America, Chairman of Jury; Emil Mlynarski, Poland; Unspecified lady; Franco Alfano, Italy; Max Schillings, Germany, and Carl Nielson, Scandinavia



Above—The attractive manner in which the Sparks-Withington Co. presented its new line of Sparton Equassone radio receivers to its wholesale representatives at the jobbers' convention held at the company's plant at Jackson, Mich., recently. Similar displays are being used at the dealer meetings which are now being held throughout the country and at which company officials are explaining the features of the new line. A number of these dealer gatherings have already been held and in every instance the correspondents of The Talking Machine World report that the enthusiasm with which the trade greeted the new models cannot be stressed too much. The advertising department of the Sparks-Withington Co. has prepared a large amount of material to assist dealers in launching their campaigns on the new Equassone models

Sponsorship of Musical Activity Aids Sonora Dealer to Success

Lester Cox, President of the Ozark Motor & Supply Co., Has Had Long Experience in Music Industry—Prepares for Active Campaign on Sonora Phonograph-Radio Line

Largely as the result of continuous sponsoring of musical activities and seven years of hard work in the music industry, Lester Cox,



Lester Cox

president of the Ozark Motor & Supply Co., of Springfield, Mo., distributor for the Sonora Phonograph Co., Inc., in eastern Missouri, has become one of the most successful retail operators in the music industry.

Mr. Cox says regarding his business success, "It has been purely a question of hard

plugging and keeping on the job." Then in the next breath he adds, "I am a great believer in luck. The harder I work the more luck I seem to have." Perhaps it is luck, but with the modification he expresses it sounds more like plain intelligent hard work that has brought the success he chooses to call luck.

Mr. Cox has for years been an advocate of good music. The Boy Scout Band in Springfield, Missouri, is the largest in the United States, having approximately three hundred and sixty-five members. There are more public school students enrolled in music in Springfield than in any other city its size in the country. This interest in music is largely due to Mr. Cox's efforts. In addition to this he has sponsored the Civic Music Association, which has been responsible for the development of all the musical activities in his territory and has helped to promote the musical interests of the entire community and the country surrounding it.

Mr. Cox's ability to organize and to build up organization loyalty to a remarkable degree, either in business or out, has undoubtedly been responsible for his outstanding success. But what is more interesting to those who work for and with Mr. Cox is the fact that he has a reputation for building men, and, though young, has developed a number of successful business men.

"My main thought all the way along in selling musical merchandise," Mr. Cox is quoted as saying, "is to take it away from the old idea of selling the piece of merchandise and in turn

having a standard approach for all our men on the various articles of musical instruments, so that everyone would tell the same story, telling what it does, not how it does it."

Mr. Cox started in business in 1915 as a salesman for the Langenberg Milling Co., of St. Louis. It was not long before he became sales manager, but resigned in 1917 to enter the United States Air Service, where he made an enviable record as a pursuit pilot. When he left the army in 1919 Mr. Cox organized and managed the M. & W. Motor Co., distributor for Studebaker Motor Cars throughout southwestern Missouri, southeastern Kansas and northeastern Oklahoma. In 1921 he purchased an interest in the Martin Bros. Piano Co. of Springfield, Mo., becoming secretary and general manager of that company and vice-president of the Martin Finance Co., in which capacities he served until he purchased the controlling interest in the Ozark Motor & Supply Co. on January first of this year, and became president of the company.

This company is now laying plans for an intensive sales campaign in connection with the new line of Sonora instruments which will be on the market by September. This line will be most complete, including radio sets, electrical and acoustical phonographs and combinations, electric reproducing instruments, loud speakers, records, etc.

Declares Public Is Sold on Combination Models

Public acceptance of the combined radio and phonograph was recently stressed by R. P. VanZile, Chicago district manager of Fada radio. "The public is sold on apparatus that makes it possible to utilize the phonograph as well as the radio, particularly through electric pick-up devices," said Mr. VanZile. "From the trade viewpoint this is an exceedingly interesting development."



The name Temple and its Compelling Significance



Model 15
Temple Air Column
Speaker \$29



Model 20
Temple Air Chrome
Speaker \$35

THE name TEMPLE is recognized wherever radio exists as perfection in speaker design and construction. And herein lies a tale of an organization that has earned the name of being "Leaders in Speaker Design." An exacting standard of measurement—an organization that is unequalled anywhere for its laboratory and manufacturing facilities, that is why TEMPLE is synonymous with quality.

The Temple laboratory staff, headed by Prof. Paul G. Andres, consists of nine graduate engineers. These men are constantly at work developing reproducers worthy of the Temple name. Temple speakers, therefore, are not the result of mere ideas, but of careful and painstaking research in an electro-acoustical laboratory that is second to none in the country.

These factors account for the immediate acceptance of the two new Temple offerings—the new Model 15 Air Column and the new Model 20 Temple Air Chrome speakers. Model 15 is the well-known mathematically correct exponential Air Column made famous by TEMPLE, and now at a point of perfection never before approached. Model 20 is the sensational Temple Air Chrome—a new and startling development in the reproducer field. Its open radiator consists of two sections instead of one, driven by the powerful Temple Double Action unit, thus substantially increasing the volume and the tonal range.

DEALERS—WRITE FOR FULL PARTICULARS

TEMPLE, INC.

1915 S. Western Avenue

Chicago, U. S. A.



Here's Extra Profits for YOU -

..... a loud speaker
that does not conflict
with any line that you
now handle

THIS speaker has a different sales appeal than any other on the market and is particularly designed for use in the boudoir, sun porch, bedroom, dining room or library. It is supplementary to the main speaker.

The popularity of radio entertainment upstairs as well as downstairs is spreading throughout the entire country. The only obstacle in the past has been Milady's objection to having a large cone or dynamic speaker in the boudoir or bedroom.

Le Minilux, a beautiful imported miniature speaker, only 5½ inches in height, will grace any room in your house. There are color combinations to harmonize with any type of furnishings. It has a delightful, clear, true, soft tone, which does not blast, but will flood the room with music.

Le Minilux has so far been offered only to the New York market. Such leading stores as Wanamaker's and Stern's, Hahne's in Newark, and Frederick Loeser in Brooklyn feature them, as well as a large number of music houses. Here is a line that offers you additional avenues of profit, and in which there is absolutely no competition. Take advantage of this new offering immediately.

Petite, charming and decorative, Le Minilux is made by hand in 15 different combinations of color and design. List prices, \$20, \$22.50 and \$25. Regular dealer's and distributor's discounts. Write today for full information.



Every Radio Set
Owner Present or
Future is a Prospect
for Le Minilux

Minilux Sales

Le Minilux Speaker



Photo is actual
size of speaker

Fifteen Different
Color Combinations

Corporation

18 EAST 41 ST.
NEW YORK CITY

Minilux Sales Corp.
18 East 41st Street, New York City, N. Y.

Gentlemen:

Please send descriptive literature and full
details regarding this new speaker.

Name-----

Address-----

City-----

State-----

TMW110

At Last!

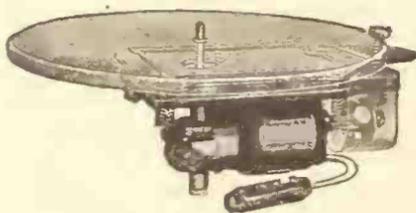
AN

ELECTRIC TURNTABLE

that cannot create noises

in

Radio-Phonograph Loudspeakers



THE Bodine Type RC-10 Electric Turntable is a high-torque spring-supported electric turntable with a reliable Bodine Induction Motor. There are no brushes or commutator to cause trouble or create crackling noises in the loudspeaker.

The surest way to eliminate noise and motor interference in electric phonographs is to use an electric turntable with an induction motor. Brushes and commutators will spark, no matter how carefully they are made.

Reliability and noiseless operation make this electric turntable ideal for phonographs and radio-phonograph combinations.

Exceptional Features of the Bodine Type RC-10 Electric Turntable

1. No brushes or commutator to cause noises in the loudspeaker.
2. Spring support absorbs any vibration.
3. Mechanically noiseless operation.
4. Accurate governor control.
5. Compact unit construction.

Mail the Coupon today!

BODINE ELECTRIC COMPANY
2270 W. Ohio Street, Chicago, Ill.

Please send me complete information and prices on the Bodine Type RC-10 Electric Turntable.

Name

Company

Address

BODINE

Peerless Announces Champion Portable

New Instrument Has a Double Spring Motor and Other Important Features—It is a Popular-Priced Product

The Peerless Album Co., New York, has announced to the trade a new portable, the Peerless Champion, which is said to be the only portable on the market with a double spring motor retailing at the popular price of \$20.

"This is a real opportunity for the dealer and the public," said Phil Ravis, president of the Peerless Album Co. "It is made possible through a fortunate purchase of the entire stock of two-spring portable motors of a leading manufacturer. This motor was formerly used in machines retailing at \$35 and \$50. The Peerless Champion plays three records in one winding, has a decorated record box in colors, full-sized piano hinge, nickel-plated hardware S-shaped tone-arm and Add-A-Tone reproducer, and is finished in heavy DuPont fabrikoid with contrasting border effects. While our purchase comprised a large number of motors, our production on the Peerless Champion will necessarily be limited to the quantity of motors in hand and it is a case of first come first served on this special buy."

Mr. Ravis stated that the Peerless factory is now operating at capacity on the regular line of portables and albums, in addition to the Champion, all of which are in demand.

Demonstrate Radio Picture Broadcast

First Showing of Cooley Rayfoto System of Transmitting and Recording Radio Pictures in the Home

The New York trade was invited to attend the first private showing and demonstration of the Cooley Rayfoto System of transmitting and recording high-speed radio pictures in the home.

The affair was held at the Hotel Mayflower on July 9 and 10 from 10 in the morning until 10 at night, and was under the personal direction of Edgar H. Felix, of the Radiovision Corp., New York, owners of the Cooley Rayfoto System and manufacturers of the Cooley Rayfoto Receiving Kit. The sending and receiving apparatus were at opposite ends of the same room and the visitors were able to witness the demonstration of the sending and receiving of the picture at one time.

Literature and signs called attention that four broadcasting stations had adopted the Cooley System for broadcasting pictures and were sending out pictures at regular intervals for owners of Cooley Kits.

Closely co-operating with the Radiovision Corp. was the Foster-Saphin Co., factory representative in the metropolitan territory. Both Byron Foster and Al Saphin were present to greet their many friends in the metropolitan trade. Both were formerly connected in radio and talking machine circles. Byron Foster, it will be remembered, was at one time president of the Brilliantone Steel Needle Co. and later was identified with the Davega-Knickerbocker interests. He is also active in the affairs of the Talking Machine & Radio Men, Inc., the Metropolitan trade association.

Demand Broadcast Time

Declaring that there is room on the air for all existing broadcasting stations the Independent Broadcasters' Association presented resolutions to the Federal Radio Commission demanding the immediate allotment of a "major portion" of the nation's radio facilities to independent community stations.

New Sonora Portable Arouses Enthusiasm

Durability, Forty-three-Inch Tone Chamber and New Type Reproducer Are Features of Latest Sonora Product

The arrival of the new Sonora portable phonograph has been marked by great enthusiasm with which dealers and buying public alike have acclaimed it. The Sonora portable is small in size and light in weight, but its steel frame insures durability. The portable is encased in



New Sonora Portable

a heavy Spanish-grain morrocoline. It has a forty-three-inch sealed air column tone chamber, air-tight from soundbox to flare. This feature, and the new bellows type Sonora reproducer, it is claimed, results in mellowness of tone and depth of reproduction. The reproducer is a bellows type soundbox specially adapted to this instrument. The motor is of the long-playing, easy-winding type. All the interior hardware is gold finished, the exterior trimmings solid brass.

An extensive dealer-help campaign has been inaugurated and will be supported by trade publication advertising. Four-color descriptive booklets and direct mail campaigns have been prepared for use by dealers. The window-display material for the Sonora portable is unique. Seven individual cut-outs, lithographed in eight colors, depict a camping scene at a lake side. The scene is realistic and arresting. In addition to this there are lithographed window streamers and other material.

The Sonora portable is the first of the new line of instruments of the Sonora Phonograph Co., Inc. Others, including radio sets, electrical and acoustical phonographs and combinations, electrical reproducing instruments, loud speakers, records, etc., will follow in rapid succession, it is announced by the company.

Fada Dealers Meet

A meeting of Fada retailers for the purpose of discussing dealer problems was recently held at Bridgeport, Conn., by Post & Lester, New England distributors for F. A. D. Andrea, Inc. Among those who attended from the Fada plant at Long Island City were R. M. Klein, general manager; C. M. Sherwood, metropolitan sales representative; F. X. Rettenmeyer, of the Fada engineering staff, and H. J. Winsten, advertising counsel.

Introduce the "Adrianola"

A company is in process of formation which will soon be incorporated for \$100,000 to manufacture the "Adrianola" automatic phonograph in Fond du Lac, Wis. Sylvester Adrian and his brother, Matthew Adrian, are interested in the enterprise, the former being the inventor. The new corporation will have its manufacturing plant at 22 East Second street, Fond du Lac, with offices in Milwaukee.

INSTANT ACCEPTANCE!

At the Crosley-Amrad Convention there was a spontaneous and enthusiastic interest in the all-electric models of the

Symphonic Series

At the Chicago Trade Show thousands of retail dealers crystallized this enthusiasm by applying for the Amrad franchise.



The Opera

Combination radio and electrical phonograph. Richly figured, hand-carved walnut. Both radio and phonograph are purely electrical, with built-in Dynamic power speaker and illuminated single dial.

Price \$875 (without tubes)



You owe it to yourself and to your customers to *see* and to *hear* this line. Each model is *all-electric*; each has a built-in Dynamic Power Speaker; each is encased in a handsome cabinet—and the prices are amazingly low for radio sets of such outstanding quality and performance.



The Sonata

Handsome console of walnut with decorative panels of satin-wood and zebra wood. The most modern, purely electrical radio and finest type built-in Dynamic power speaker. Uses eight tubes.

Price \$475 (without tubes)

SPECIAL FEATURES

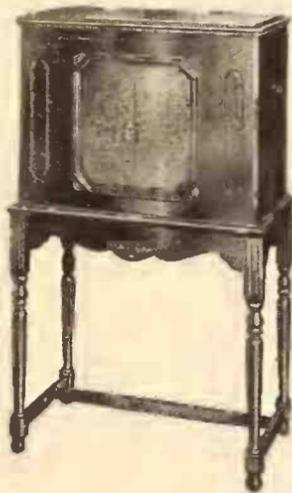
The chassis includes a tone control in the rear of the Chassis, enabling the user to adjust the tone of the receiver to suit his taste, emphasizing either the high or the low notes.

It also has an electrical phonograph pick-up attachment which becomes effective by throwing a small switch, employing the audio amplifying system and electric dynamic speaker for phonographs of any type—giving the full richness and volume of tone, even in the case of small portable phonographs. One of the outstanding features is that which permits the use of the electrical connection for the receiver (through the lamp socket) as an antenna and ground in which case neither outdoor nor indoor antenna is necessary. Best results, however, can be obtained by use of an outdoor antenna and ground wire. The principal use of the antenna plug-in is in demonstrating the receiver either in the home or in the display room.

The Nocturne

Console model in walnut, built-in Dynamic speaker. Purely electrical. Illuminated single dial control and bronze escutcheon plate enameled in color. Double shielded.

Price \$295 (without tubes)



The Concerto

Beautifully proportioned modern cabinet of American and oriental walnut. Electric Dynamic power speaker built into cabinet. Purely electrical, single dial control.

Price \$320 (without tubes)

THE AMRAD CORPORATION

MEDFORD HILLSIDE, MASS.

J. E. HAHN, President

2235 S. La Salle St., Chicago, Ill.

POWEL CROSLY, JR., Chr. of the Board



AMMUNITION!

¶ Good men make a good army but victory comes only to the army with a full supply of ammunition! ¶ Like thousands of other dealers you may be all set in a good location with the right kind of a store, but have you got the right kind of ammunition? ¶ Every radio dealer must have the ammunition of victory. ¶ Not merely new merchandise of great distinction of design and mechanical excellence but merchandise backed



by a name which is on the tongue of the nation! ¶ Advertising by word of mouth, by magazines, newspapers and by radio has rolled up a great tide of fame and demand. ¶ This is the ammunition you can use and conquer with! *And Kolster has it!* ¶ Get the new Kolster Sets, display them, demonstrate them and do the business. ¶

¶ Drop us a line today and we will send you pictures of the merchandise in a deluxe volume, together with full details of the Kolster selling and advertising plans.

Drastic Change in Policy Aids Gimbel's Business

Opening of New Music Section Brought Changes
in Merchandise and Methods—Proven Successful

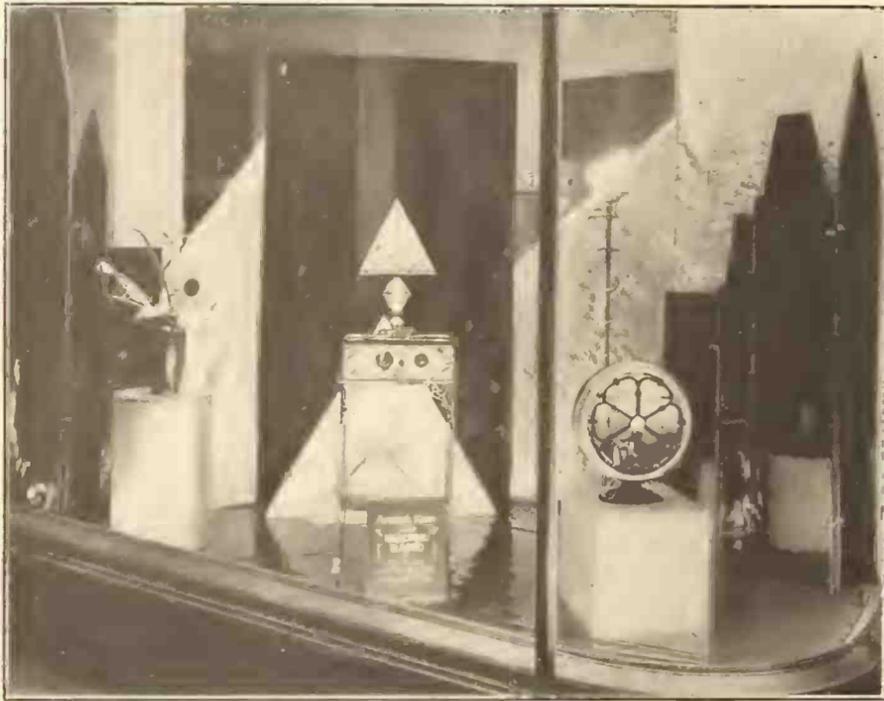
ABOUT fifteen months ago Gimbel Bros., New York department store, moved the music sections to an entirely different location, opening a street level store that extended from one block to another with a great amount of window display space facing both streets. Coincident with the move, a new manager was appointed for the talking machine and radio departments and a drastic change in the establishment's policy was decided upon.

William Schneider, who for some time past had made an enviable reputation for himself as manager and buyer of the talking machine department of Bloomingdale's, was appointed as buyer of the departments in the new store. Under his direction the music-radio sections of the Gimbel establishment has completed a most satisfactory year, considering the change in location and the more important change in policy.

Formerly the Gimbel store specialized in disposing of vast quantities of liquidated merchandise. These sales, with the utmost in price appeal as their outstanding factor, moved a great quantity of radio receivers. Terms were extremely reasonable, purchasers being called upon to make only small payments and to continue monthly payments over a period of from one year to eighteen months. The results from this type of selling were not long in making themselves apparent. Servicing charges ran high. The amount of repossessions was out of all proportion.

With the advent of the new management the policy was changed. Only standard merchandise was, and is, carried. Instalment sales are made on the basis of one-third down, balance within six months. The results of this policy, according to Mr. Schneider, are a substantial and satisfactory business, with better profits, less servicing and repossessions kept down to a minimum.

There are a number of factors responsible for the success which the Gimbel store has enjoyed for the past year. Aside from the quality of merchandise carried and the method of operation, the store's location must be awarded a



Artistic and Eye-Arresting Display Staged by Gimbel Bros.

proportion of the credit. Located between Sixth and Seventh avenues on Thirty-second and Thirty-first streets in quarters especially designed for music warerooms with ample space for display and demonstration, customers are naturally attracted. A large and varied stock of radio receivers of the four or five leading makes is always on the floor with an assortment of cabinets to please the most fastidious. The fact that the store is located on the street level has also had its effect in bringing in trade

that would not be attracted to a music section in a department store that was located on an upper floor and would necessitate visits through crowded aisles.

Consistent advertising has also played its part in sustaining business and advertisements of the Gimbel music section appear regularly in all the leading metropolitan newspapers.

In a recent interview with *The Talking Machine World* William Schneider commented upon the present trend toward the AC operated radio receivers, stating that practically every prospective customer is insistent upon direct AC operation. The combination instruments are also faring well in popular favor. During the past few months the modernistic style radio receiver has come in for a share of the public's favor and with the advent of the

Atwater Kent modernistic AC receiver, a display of which occupied the store's window for some weeks, many of these instruments were sold. The inclination toward cabinets finished in the modernistic manner has led Mr. Schneider to have special cabinets made up so that a wide variety of the models will be available to those customers who desire radio instruments to correspond to the modern furniture and draperies with which they have furnished their homes. Not

only are these cabinets modernistic in finish but they are extremely modern in that they serve the purpose, not only of housing the radio set, but of providing a secretary, a cellarette, a telephone desk and numerous other adjuncts which will give the cabinet a utilitarian value far in advance of those now in vogue.

Newspapers Test Freed-Eisemann Model 60

The Freed-Eisemann Model 60 DC receiver was recently tested by several newspapers, including the New York Herald Tribune, Boston American and Brooklyn Daily Times. Reports to the headquarters of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., stated that reception was entirely satisfactory under exacting conditions.

Dispose of Wholesale Small Goods Business

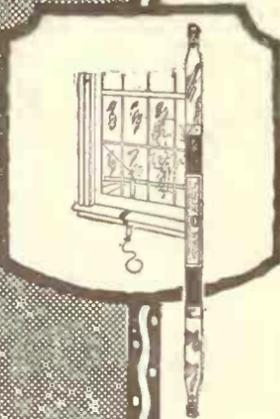
Tonk Bros. Co., Chicago, musical merchandise distributors, have purchased the wholesale small goods and piano material departments of Lyon & Healy, Chicago, with the exception of Lyon & Healy accordions and harps. For the present the wholesale department of Lyon & Healy will continue to function, but within the next two or three weeks the wholesale stock of the concern will be transferred to the Tonk warehouse at 623 South Wabash avenue, and all orders will be filled by that company.

Important British Merger

The Duophone & Unbreakable Record Co., Ltd., of England, has gained administrative control of the French and British Brunswick companies, according to arrangements just concluded, it is reported by the Duophone Co. The Brunswick Companies are licensees of the Brunswick-Balke-Collender Co., of Chicago.

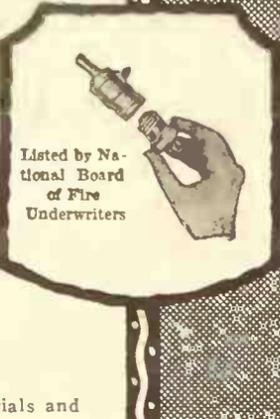
WANTED!

By Radio Fans



THE ELECTRAD LEAD-IN
For Outdoor Aerial

A really better Lead-In. Fits under locked window or doors; bends any shape. Triple-ply insulation, 10 inches long, cannot short-circuit. List 25c.



Listed by National Board of Fire Underwriters

ELECTRAD LAMP SOCKET ANTENNA

Ends the need of aeriels and lightning arresters at one stroke. Makes any electrical outlet an aerial. Reduces interference. A distance getter. Uses no current, and SAFE. List, \$1.00

Complete FREE Circulars on Request
Dept. G-8, 175 Varick Street, New York

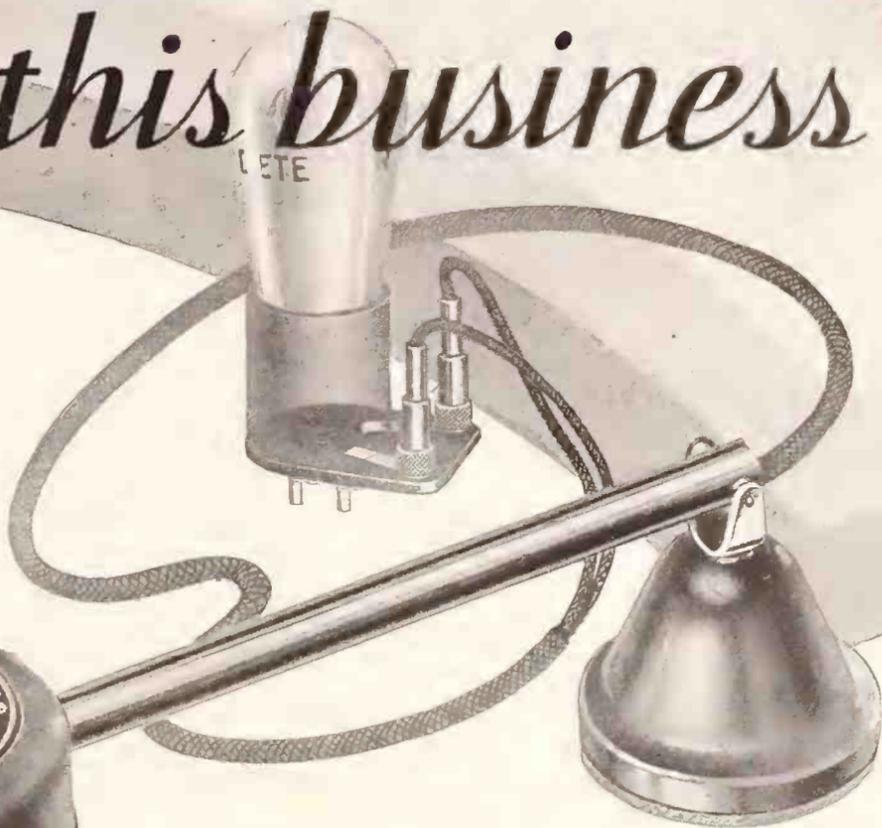
ELECTRAD INC.

FASTEST SELLING PRODUCT *ever in this business*

\$7.50

list price

Instant electrical reproduction, broadcast through your own radio, from any phonograph. Retails for only \$7.50, with a liberal profit margin for Jobbers and Dealers.



DEALERS have found that Phono-Link is already the selling sensation of the trade . . . Quick, profitable cash business and an absolutely unlimited market . . . For every phonograph and radio owner prefers electrical reproduction of his favorite selections . . . And it doesn't take the public long to recognize a new and better way of getting it.

The moment the customer sees and hears the Phono-Link, your sale is made . . . So simple to attach and operate . . . comes complete with connectors for both AC and battery-operated radios and adaptors for old-style tube sockets. Ready to instantly attach to any radio set made . . . you don't even remove a tube to change from radio to phonograph . . . The lightest pick-up ever designed (barely 2½ ounces) and therefore the least wearing on records. A real seller!

Everyone to whom you've ever sold a radio or phonograph will immediately want a Phono-Link. Can you imagine a more open and profitable market? . . . By all means wire or write your nearest jobber for Merchandising Plan and samples . . . today . . . or write us for his address and details!



**This Attractive Display
Makes Selling Easy!**

Phono-Link

PATENTS PENDING

Allen-Hough Manufacturing Co.
Racine, Wisconsin

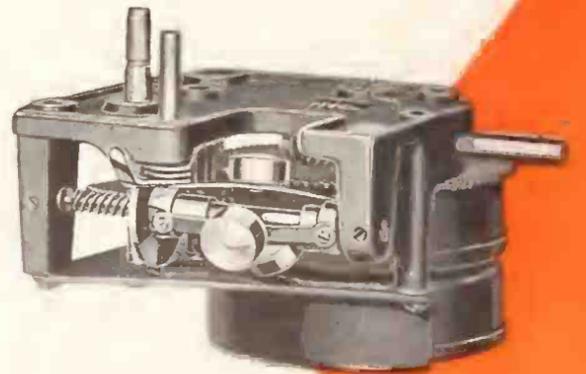
FACTORIES:
NEW YORK AND RACINE

Makers of the famous
Allen Portables

GREATER VALUES AN UNLIMITED MARKET

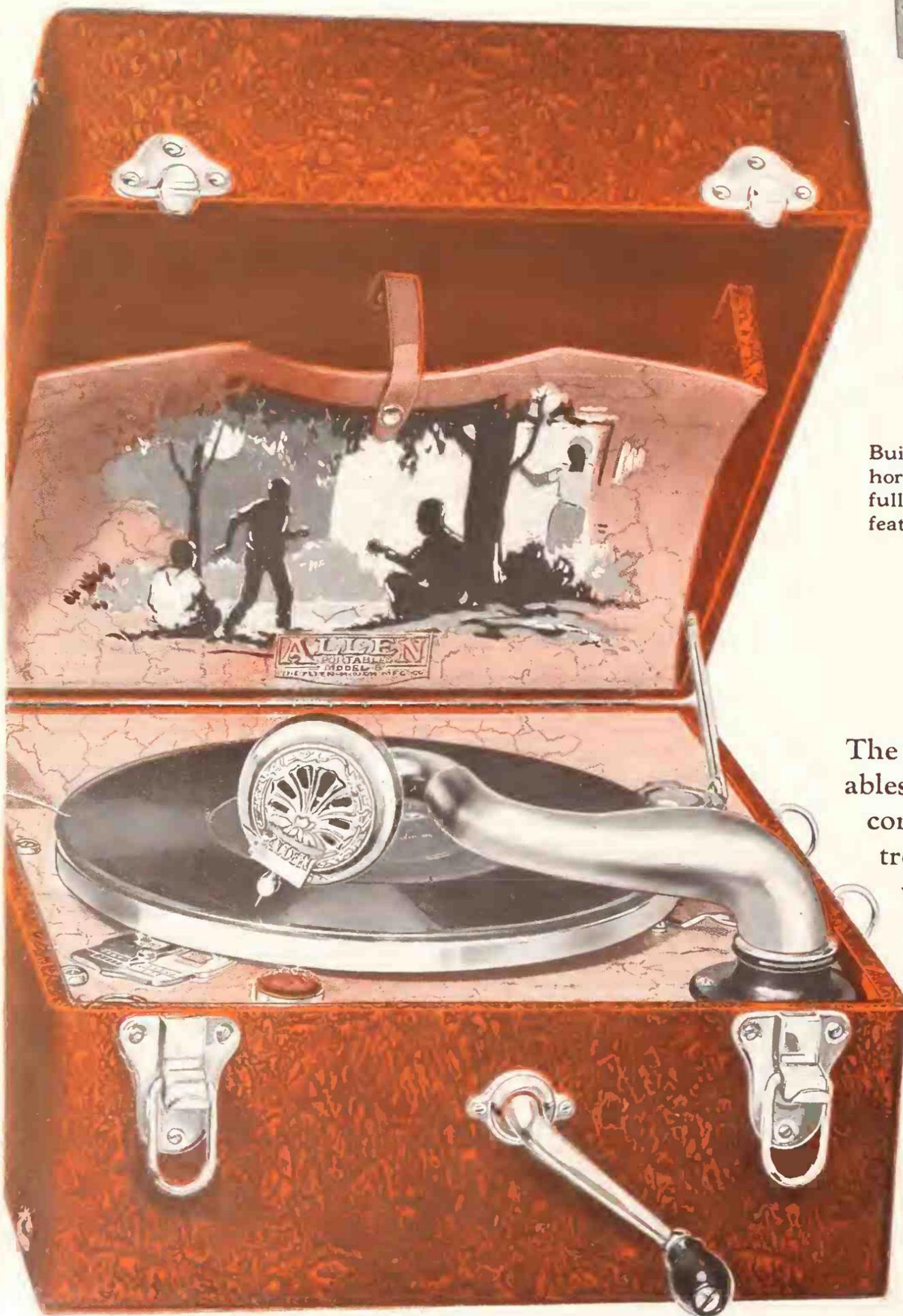
THE ALLEN PORTABLE No. 6

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 supreme achievement in portables. The one instrument which combines finest tone quality, extreme musical range and fullest volume. Equipped with long air column horn, superior reproducer, and double spring, 3-to-4-record motor. Standard Allen quality, plus exclusive selling features!

THE GREATEST PORTABLE

QUICKER PROFITS WITH ALLEN PORTABLES

THE GREATEST SELLING LINE ever offered the trade—that's what Dealers are saying of the new Allen portables. Sensational new features . . . Greater values . . . Easier sales . . . Rapid turnover that brings quicker profits!

You wanted better portables . . . And here they are—built to your demand . . . Double Spring Motor, Remarkable Reproducer, Long Air Column Horn, Beautiful Oil Painted Album (five colors), Cushioned Tops of Velvety Padding—and many other exclusive features . . . Sure sellers—something unusual to offer your trade!

Just call the Allen Distributor nearest you for samples and merchandising helps. Or write direct for complete catalog and local Jobber's address . . . Plan to do so . . . 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.

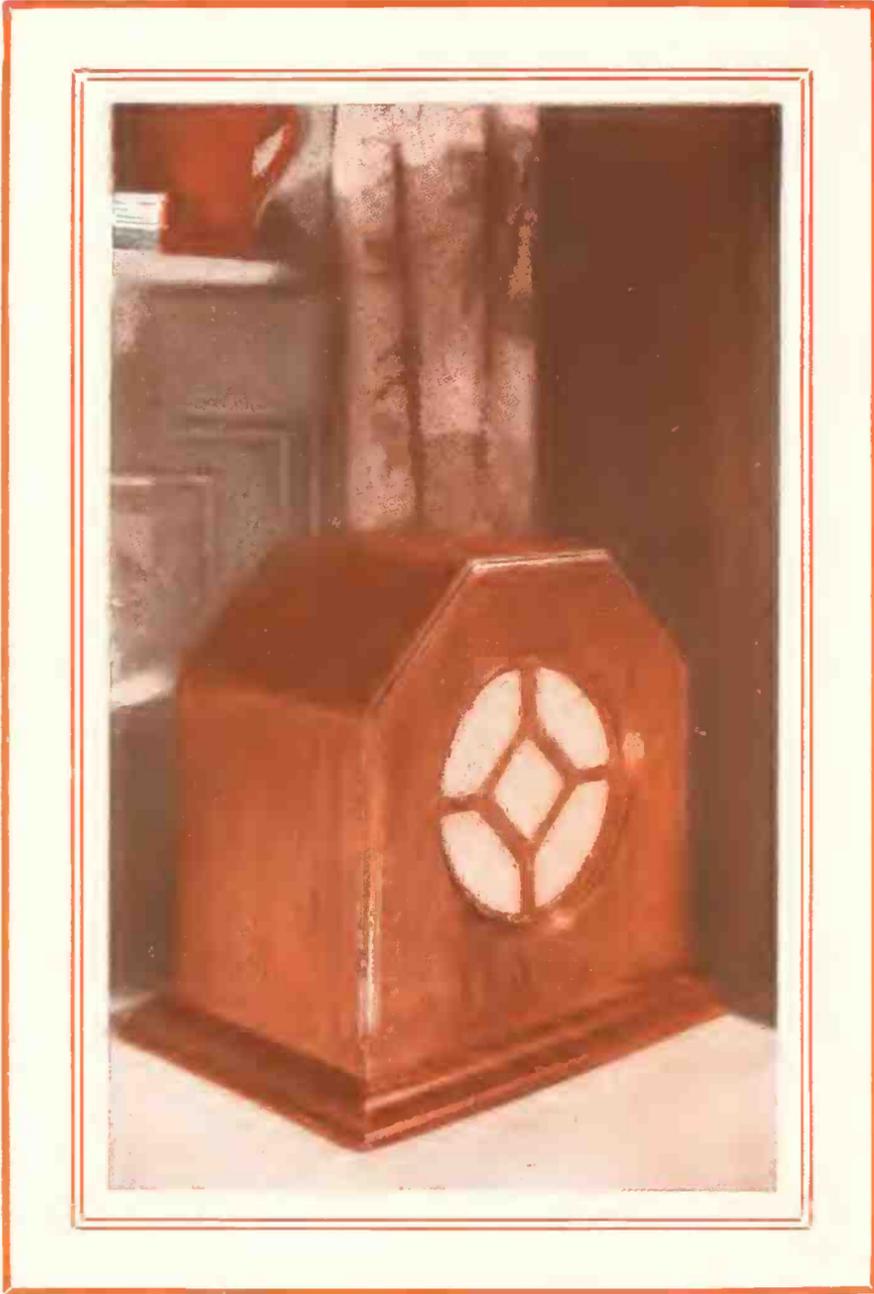


THE ALLEN PORTABLE No. 20

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



NOT just another "speaker" in the accepted sense of the word, but a new reproducer built upon the finest Dynamic Chassis known to radio science—a reproducer that is rapidly being accepted as the undisputed leader in its class—a reproducer that is finding favor with thousands who seek a rich dignity of design which reflects good taste and harmonizes with well-appointed interiors—a reproducer that is winning the endorsement of music-lovers who seek undistorted reception of the splendid programs now current among the nation's key broadcasting stations. In the MARCO DYNAMIC REPRODUCER a new leader is born that will make both friends and profits for the radio trade.

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.

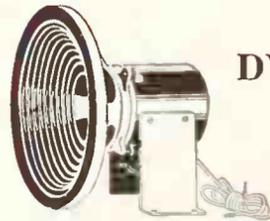
The MARCO DYNAMIC REPRODUCER

MARTIN-COPELAND CO.
PROVIDENCE, R. I.



Radio Products

ESTABLISHED 1880



The MARCO DYNAMIC CHASSIS

Type DU-110 (110-volt
-60 cycles). List - \$50

Type DU-90 (110-volt
D.C.) List - - - \$40

For radio and phonograph installation; sold without case. Type DU-6 (6-volt
D.C.) List - - - \$35

Record Reproduces Scenes With Music

**Baird Combines Electric Phonograph
With Television Principles in Disk De-
vice—Double Grooves Utilized**

A radio system which utilizes a phonograph record with two needle tracks, one of which reproduces the voice of the singer while the other reproduces the singer's features, has been perfected by John L. Baird, radio television inventor. According to a statement just made by Capt. Oliver G. Hutchinson, managing director of Baird International Television, Ltd., of London, Eng., who is at present visiting New York, the device, which is said to be small and compact, will plug into an ordinary radio set or phonograph. It can be used to entertain the owner with either broadcast television images intercepted simultaneously with the radio artist's voice or provide like entertainment entirely from two recordings on the phonograph disk. The machine is to be produced for home use as soon as feasible.

Only one televisior scanning-disk apparatus is necessary for one owner, as the radio set, phonograph and television receiver may be combined compactly in the same console. Such a combination, called "phonovision," is to be demonstrated here soon by engineers of the American-Baird Television Corp., whose offices are in New York.

"Paul Whiteman, playing his latest jazz piece on the record, will be visible leading the orchestra, as the record was actually made in the recording studio," according to Captain Hutchinson. "Baird's phonovision by gramophone records is accomplished by two needles instead of one. The image of the singer, or of whatever the record happens to be, will be reproduced, as well as the sound."

The principles of recording such a record follow: First the recording in the phonograph laboratory will be mechanical vibrations corresponding to both light and sound. Both sets of vibrations will be retained on the disk for phonovision, just as are those of sound for the ordinary record. The lights and shades reflected from the faces and forms of the singer or group before the light-sensitive photo-electric cell will be transformed into feeble electric currents, which, after great amplification, will be made to actuate a cutting tool to inscribe on the wax master-disk the vibrations corresponding to the scene. Instead of placing the vibrations mechanically on the wax disk they could be used electrically to actuate a radio transmitter and be put on the air as radio television. In the same way sound vibrations created by the entertainer or musical group before the microphone will be simultaneously changed into another set of mechanical vibrations to cut the voice groove on the record.

The reproduction of the record on a phonovision machine is just the reverse in principle. The record is run at the proper speed, the sound groove vibrations fed into an electrical amplifier and through a loud speaker are heard by the auditor as sound. The light vibrations are fed through a separate amplifier, actuate a neon tube and appear through a Nipkow or television scanning disk as impulses of light which are assembled as an image when the Nipkow disk is rotated at the proper speed.

Fada Sets Completely Tested

The Fada Radio receiver has 419 separate and distinct tests before the final test of being turned on in the home of the purchaser, in addition to dozens of visual inspections, according to Louis M. Clement, chief engineer of F. A. D. Andrea, Inc., Long Island City. These tests include 262 before assembly, 154 after assembly of the chassis and three final tests, including the air test.



PERRYMAN RADIO TUBES

Distance Without Distortion

PERRYMAN A. C. TUBES



Perryman Tubes have the patented Perryman Bridge, which keeps the elements in permanent alignment at the distance of greatest efficiency. Every Perryman Tube is unconditionally guaranteed by the Perryman Electric Company.

are being sold
as fast as we can
make them—

for two reasons

1.

No better A. C. Tubes are made by anyone at any price.

2.

Our wholesale and dealer arrangements are founded on common sense—which means mutual profit.

Wholesalers Please Note

Proof that we have an interesting proposition for wholesalers will be furnished to you on request. Not by us alone, but by Perryman Wholesalers who have been with us for years and who will write you directly, telling you of their experiences with regard to sales, profits and cooperation.

Write for 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

Radio Dealers Can Learn From Outside Competition

Methods Employed in Selling Specialties Have Proven Successful, and Dealers Might Employ Them With Profit, States Richard E. Smiley, of the Atwater Kent Co.

An interesting and informative address was given by Richard E. Smiley, assistant sales manager, Atwater Kent Mfg. Co., before the Western Music Trades Convention, held at Los Angeles, Cal., recently. He said in part:

The radio industry is going through its usual seasonal period, with its attendant rumors flying thick and fast. We hear on one side that a certain company is going to revolutionize the entire industry, and on another side that another company will absolutely dominate the market to the exclusion of many older and more familiar names. All of you music men have been through the same condition time and time again, and it seems almost ridiculous to sound a note of warning that you men study rather thoroughly and seriously any and all propositions which are offered to you. It is not my wish to detract from anyone's activities, but anyone who cares to study the situation at all cannot fail to realize that if all the present programs are carried out the radio industry will find itself considerably overproduced, with dire results. It is largely within the power of you men, in so far as the Pacific Coast is concerned, to prevent such a condition.

Is radio a specialty or a commodity? Sometimes, as I view the entire situation from coast to coast, I am inclined to believe that too many of us are forcing radio into the commodity class, which, according to my observations, is almost diametrically opposite to the way you are handling the rest of your business. You men have been raised in a school of the keenest sort of competition and it often seems that the very lessons which gave you success in the other fields are being utterly ignored in this business.

It seems to me that merchants as a whole are prone to forget one point, and that is the consumers' viewpoint. Shall we say that the millions of dollars which have been spent in placing a manufacturer's name in the minds of the public be for naught? Shall we say that the influence of millions of satisfied owners be entirely wiped out? Shall we say that the

manufacturer's good will built over a period of years will vanish as fog before the sun? No, because these things are too thoroughly entrenched in the mind of the public and are gained only after years of expensive, arduous and painful labor. If you were to ask me what is the most valuable asset in any proposition I would say that it is a combination of these three things. Yet on every hand we see merchants utterly ignoring it, casting it out of their business life without any thought as to its cost or value. And if these conditions are true and the merchant is sound in doing so, it seems to me that we are challenging the effectiveness of national advertising, both newspaper and magazine, and the part it plays in the business of a successful merchant. National advertising, in my opinion, is the Gibraltar that safeguards the average retail dealer's existence.

Constituted as it is at present, I cannot conscientiously believe that the radio business is a specialty business, because too many of the fundamentals of a specialty business are being ignored. The present policy of many dealers in handling a large variety of lines, both competing and non-competing, in so far as price is concerned, cannot last long, because, sooner or later, under such policies certain manufacturers are going to be forced to find certain retail distributing outlets that will be solid enough to withstand the varying winds of a "radio spring." There is something radically wrong with the dealers of the radio industry when almost overnight their affections wander from a tried and tested manufacturer with whom they have done business for a number of years to the "rainbow lure" of any new proposition that happens to come down the street. Surely, such a condition cannot last for long, and sooner or later someone will have to pay the piper.

All of this brings me up to the subject as indicated on the program:

Who is your competitor? What is your competition? Perhaps that question can be

best answered by calling to your attention the growth of the trade association idea. Once upon a time merchants in the same line of business looked upon one another as bitter competitors, but as time went on they realized that if they became friendly competitors their mutual interests would progress much more rapidly and profitably. Thus, we find music merchants gathering together several times a year for the purpose of exchanging ideas in an endeavor to learn more profitable and better methods in order that they may more effectively lure the average person's dollar into their store. The trade association idea is really the outgrowth of the merchant's realization that his hard and keen competition existed not within his own line of business but from another industry.

One of the most important factors in bringing this viewpoint forcibly to the attention of you men have been the trade journals, ever alert and on their toes. These men, with their programs, are a splendid asset to the industry, in making it possible for merchants to have a common meeting place where new methods and policies can be discussed, tried and passed on to others. Their value to this industry cannot be overestimated and if there be by any chance any of you men here who are not regular subscribers to the trade journals of your industry you are overlooking an excellent opportunity to become a better, more successful merchant.

Our other competitors find it quite advantageous to employ outside salesmen and while here and there we find some people opposing it, yet as a whole it has proven quite successful and a considerable volume of business is being done that way. The sales of several companies which I can think of offhand total in excess of \$250,000,000.00 and probably, if an accurate figure of the entire total could be had, it would run into staggering figures. It does not seem to me that we can sit at a meeting of this kind and say we will or will not employ this method of securing sales, but we must be guided by our competitors, just as they, in many instances, must be guided by what we do. I do not believe that the general proposition of outside solicitation is wrong, but I think in many instances our methods need some correction. Last year in talking with a man in San Francisco he made the statement that it required more real ability to operate an outside crew successfully than it did to operate the store. I cannot vouch for the correctness of this statement, but I do know there is a lot more to outside selling than merely hiring a bunch of men and turning them loose, without much direction or supervision, on a straight commission basis. One of the most successful operators that I know pays his outside men a salary and bonus, and his results have been so excellent that he says he will never again return to straight commission. This whole subject of outside men is so large that I do not want to go very far into it, except to touch upon it in the light of our other competition, and also to draw, from the methods by which the outside men work, a lesson for our inside store management. Most of us realize that unless we send out outside men to the prospect with a clear understandable story, featuring the product, we are licked before we start, but yet, like the proverbial Dr. Jekyll and Mr. Hyde, we deliberately handicap our inside salesman in his efforts to sell by confronting the prospect with an array of merchandise that cannot help but confuse. I do not mean that the dealer should necessarily handle one line exclusively, but if he finds it necessary to handle more than one line, would it not be wiser to have these lines non-competing? No salesman, I care not who he is, can do justice to his house or himself as long as he, in almost the same breath, must tell the same story about several different makes of radios. When he is forced to do that he becomes merely an order-taker, and not a specialty salesman.

Let us look for a moment at some of the

(Continued on page 44)

Selling

Majestic
ELECTRIC-RADIO
[Grigsby-Grunow Company, Exclusive Mfrs.]

is just a matter of getting the prospect to

LOOK AT, LISTEN TO

and PRICE

Majestic

GRIGSBY-GRUNOW COMPANY, 4540 Armitage Ave., Chicago



SELL MORE RADIO FURNITURE WITH THIS GREAT NAME

The new line of Berkey & Gay Radio Furniture offers dealers the biggest opportunity for profits and permanent business existing in the radio accessory field The Berkey & Gay name, advertised for 40 years, makes these cabinets easy to sell—turns the stock many times faster than unknown names and is an assurance of satisfied customers and a permanent growing business.



*For full particulars write, wire or phone the H. T. Roberts Co.,
2412 South Michigan Avenue, Chicago, Illinois—Radio Furniture
Sales Division of the Berkey & Gay Furniture Company.*

BERKEY & GAY *Radio Furniture*

R. E. Smiley Talks to Coast Dealers

(Continued from page 42)

other methods our competitors employ in the sale of their merchandise. I do not know accurately, but I would hazard a guess that each week ten to fifteen pieces of direct mail reach me. In the past six months, if my recollection serves me correctly, I have received two pieces on radio and one piece on phonographs, yet countless pieces of automobile, washing machine, vacuum cleaner, yes—even metal weather stripping, and porch enclosure literature have reached me. We cannot sit by idly and with a wave of a hand say that all of this goes into the waste paper basket, for such is not the case. The constant hammering of these messages is not without effect, and already the desire to purchase one or two of these items has been created, and that you will admit is going a long way toward making a sale.

Too many radio merchants whom I have contacted have boasted of the high initial down payment they have secured and also of the high cash sales they have made. It is nice to make a big cash sale, but the trend of American buying is more and more toward extended payments. Recently the head of a finance company showed me the amount of their total purchase of radio paper; I expressed surprise at the smallness of the amount, but I was even more surprised when he replied that the average radio merchant had not encountered the necessity of making a greater use of deferred payments. Observation leads one to believe that our other competition is not waiting for the necessity, but have gone out aggressively and have offered every inducement possible with the facilities at their demand. One radio manufacturer, realizing the need for a broader and more efficient finance plan, has recently made arrangements whereby any dealer handling his line, who cares to, will find his problem of financing sales practically solved.

As I talk, the matter of demonstration comes to mind. With a few minutes of phoning I could have half a dozen different specialties on their way to my house for a demonstration, and yet a recent survey of some 400 dealers shows that over 50 per cent will do no home demonstrating except when the sale is practically assured, and as a last resort. A radio in the home, on demonstration, is 75 per cent

sold, and yet hundreds of dealers throughout the country make it hard to have demonstrations in the home, while the other competition is making it as easy as possible. And so I could go on at great length pointing out to you how this other competition, your competitors, are using every means at their command to get the public's dollar.

Industry against industry—our industry selling music, happiness and entertainment, pitted against almost every industry which contacts the home. And what can happen to a divided industry is best illustrated by calling to your attention the situation which existed last Fall in the radio business, where on one side we had certain manufacturers offering AC sets, and on the other hand manufacturers who, believing that AC sets were too far from perfection to place their name on them, told the public that after all the battery-operated set was the dependable set for the home. Now that condition has passed, and thousands of people who have been waiting for the OK of the entire industry are ready to buy, or willing to be sold. As evidence of this, one prominent manufacturer who introduced a perfected AC receiver, around the first of this year, has produced and sold over 200,000 receivers, breaking tradition and upsetting the old theory that when the snow leaves the ground there is no radio business to be had.

We look into the future with confidence, a united industry agreed on the type of product they will have to sell. They will spend much for advertising, for sales promotion work—they will put into their sets the greatest values possible—they will do everything within their power to wage a successful battle against the other competition—but from that point on the outcome depends upon you men who contact the public. Never before has the outlook been quite so promising.

Record Fada Radio Sales

The largest volume of sales for June in the history of Fada Radio has been announced by R. M. Klein, general manager of F. A. D. Andrea, Inc. Entering July with the factory running full blast, a fifty per cent increase in sales over the corresponding period of 1927 has been recorded for June, and the total for the first six months is also record-breaking, according to Mr. Klein. Floor space in another building has been occupied by Fada, to care for growing business.

Television Still in Experimental Stage

Fred D. Williams, Vice-President of the Raytheon Mfg. Co., Discusses Future of Television—Encourages Amateurs

That television has arrived cannot be denied. It is here, even if in the form of a crude yet mightily interesting experiment. In fact, it is going to be the broadcasting story all over again. Most of us can recall those days when a lone radio amateur, here and there, operated a radio telephone transmitter and gave phonographic concerts over the air for such radio enthusiasts as were willing to build a receiving set and tune in. And just as broadcasting was fostered and developed and popularized by the efforts of a handful of radio amateurs, so may we expect radio television to develop until it attains that ultimate perfection we have every reason to expect.

It is well, however, to issue a note of warning at this time. In the first place, let us be reasonable with television technique. Those who hope to see large screen images, with detail comparable with the excellent motion pictures of to-day, and with the entire world before them, are doomed to keen disappointment. We might as well disillusion them from the very start. Television technique, at this time, cannot handle more than a very small screen size, say 1½ by 1½ inches, while the detail is only of the modest variety. A face, hand, large type, a simple mechanism—these can be produced fairly well, so that the imagination is not too severely strained. In a face, for instance, it is possible to see the eyebrows and the teeth in the case of good transmission and reception. However, it is useless to expect to identify individual hairs or gold teeth.

Nevertheless, one gets a tremendous kick out of television experiments. The wonder of flashing living images through space even exceeds that of flashing the human voice or music through space. I have seen a group of hard-boiled radio experts just as fascinated by the television reception of the WLEX signals from Lexington, Mass., as a group of boys performing an autopsy on an old phonograph. What I mean is that the results themselves are of perhaps secondary interest, for it is the technique itself that is so fascinating. Imagine, if you will, the transmitting end, with its powerful arc light, its whirling scanning disk sweeping a beam of light across the face of the sitter, the reflections picked up by the marvelous electric eyes or photo-electric cells and translated into modulations of the transmitted wave; and then step over to the receiving end, with its sensitive receiver, its amplifier, its glowing neon tube, the scanning disk, and the tiny image flickering before you, in perfect step with the prototype in the distant broadcasting studio! The thrill of the thing is wonderful.

There is vast room for research and development and even true invention in the television technique. Just as the early radio workers were more interested in their circuits than in the signals they intercepted, so must it be with television for some time to come.

Two of the main elements, namely, the photo-electric cell and the neon glow tube, have been solved. Most of the transmitting stations are employing the Raytheon Foto-Cell, while most receivers are utilizing the Raytheon Kino-Lamp. The solution of these problems has naturally fallen in the field of gaseous conduction, and have therefore been solved by specialists in those fields. But the problems of scanning disk patterns, synchronism, distortionless amplifiers and many others still invite the inventive boy or man. And there may be fame and fortune—just around the corner.

The Curran Music House, Sharon, Pa., is conducting a successful drive on the new Majestic electric radio.

MODEL AC-171 CHASSIS

This sturdy chassis with self-contained power supply fits into any standard cabinet or console. Power amplification assures highest quality reproduction of voice and music.



Now Available in Cabinets

THE FAMOUS

Self-Contained



Power Amplification

7 Tube Electric Chassis



CABINET MODEL AC 172
This distinctive two-tone russet bronze metal cabinet houses the famous 7-tube PIERCE-AIRO Chassis with self-contained power supply.

To meet the demands of our trade, we offer the 1929 PIERCE-AIRO AC Chassis housed in a beautiful cabinet. These two PIERCE-AIRO jobs enable dealers to meet demands for either a high-class chassis or a fine receiver, at prices that are within reason and pay the dealer a worthwhile profit.

Learn more about these two PIERCE-AIRO jobs. Write for circular giving complete specifications, prices and discounts, or order a sample PIERCE-AIRO for a tryout in your store.

PIERCE-AIRO, Inc. 123 Fourth Avenue
New York City

Advance notice of the new SONORA products

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

Form 1220 S

SIGNS

DL = Day Letter
 NM = Night Message
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The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

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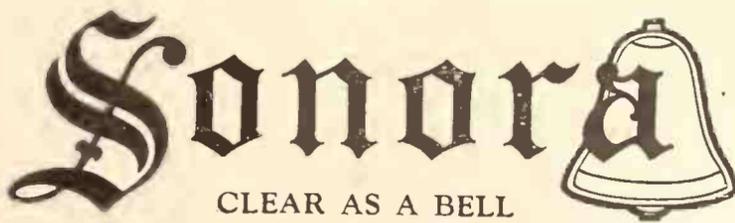
H E GARDNER, PACIFIC COAST MGR SONORA PHONOGRAPH CO=
 63 MINNA ST SANFRANCISCO CALIF=

COMPLETE LINE OF NEW SONORA REPRODUCING INSTRUMENTS WELL UNDER WAY IN PRODUCTION FACTORY SHIPMENTS TO BEGIN LATE IN AUGUST ENTIRE SONORA LINE HAVING NEWLY PERFECTED FEATURES WHICH YIELD ASTONISHING PERFORMANCE CONSISTS OF THREE MAGNIFICENT COMBINATION INSTRUMENTS ONE ELECTRICAL PHONOGRAPH FOUR ALL ELECTRIC RADIOS TWO ACOUSTIC PHONOGRAPHS THE PORTABLE ALREADY ANNOUNCED AND ONE DYNAMIC PHONOGRAPHS THE PORTABLE ALREADY ANNOUNCED AND ONE DYNAMIC LOUD SPEAKER RECORDS AND TUBES FULL DETAILS FOLLOW BY LETTER FIRST COUNTRY WIDE ANNOUNCEMENT WITH PICTURES AND FULL DESCRIPTION WILL APPEAR IN SEPTEMBER TRADE PAPERS ACQUAINT DEALERS WITH THIS INFORMATION=

P L DEUTSCH. PRESIDENT SONORAPHONOGRAPH CO.

IN THE September issue of the trade publications Sonora will present full details of its outstanding new products and its plans destined to make the new Sonora merchandise the industry's most formidable products. Register your name with us now so that we may forward you, at the earliest moment, advance detailed information about the new Sonora Line.

Reproduction of telegram sent to Sonora District Sales Managers



Okeh
ELECTRIC

A
Complete List
of

Okeh
ELECTRIC

RECORD

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.

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COMPANY
2144 E. 2nd Street, Cleveland, Ohio

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

HAWAII MUSIC COMPANY
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210 Franklin St., Buffalo, N. Y.

OKEH PHONOGRAPH CORP.,
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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

PHONOGRAPH RECORD ROTATING MECHANISM. Alexander Roy Davidson, Edmonton, Alberta, Canada. Patent No. 1,675,697.

RECORD STOP. Edmund S. Geer, New York, N. Y. Patent No. 1,675,852.

PHONOGRAPH. Cecil K. Lyans, Baldwin, N. Y., and Albert Hathorne, Du Bois, Pa. Patent No. 1,676,101.

ELECTRIC PHONOGRAPH CIRCUIT. Julius Weinberger, New York, N. Y., assignor to the Radio Corporation of America, Delaware. Patent No. 1,677,806.

COMBINED RADIO AND PHONOGRAPHIC RECORDING AND REPRODUCING SYSTEM. Paul Goldsborough, Minneapolis, Minn. Patent No. 1,676,491.

SOUND CONVEYING APPARATUS. Otto R. Grass, Chicago, Ill., assignor to the Oro-Tone Co., same place. Patent No. 1,676,493.

DRIVING MECHANISM FOR TALKING MACHINES. William W. Moyer, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Pat. No. 1,676,660.

RADIO TUNING DIAL. Leonard E. Dorsey, Coatesville, Pa. Patent No. 1,677,075.

INDICATING MEANS FOR RADIO APPARATUS. George L. Lang, South Orange, N. J. Patent No. 1,675,360.

RADIO RECEIVING CIRCUITS. Chris L. Volz, Detroit, Mich. Patent, No. 1,675,473.

RADIOTRANSMISSION. Raymond A. Heising, Milburn, N. J., assignor to the Western Electric Co., Inc., New York, N. Y. Patent No. 1,675,888.

RADIO APPARATUS. Josef Henrik, Hallberg, New York, N. Y. Patent No. 1,677,589.

RADIO TUNING DEVICE. Oshel C. Staats, Ripley, W. Va. Patent No. 1,677,737.

RADIOTUBE AND METHOD FOR OPERATING SAME. Earl L. Koch, Pittsburgh, Pa., assignor to Frederick S. McCullough, Wilkinsburg, Pa. Patent No. 1,677,896.

CONSOLE RADIO CABINET. Johan O. Bergman, Rockford, Ill., assignor to Rockford Novelty Furniture Co., same place. Patent No. 1,678,032.

Picture Broadcasting Is Gaining Rapidly

The Radiovision Corp., New York City, announces that stations KSTP, St. Paul, Minn., and WJBI, of Scranton, Pa., have joined the growing list of stations broadcasting pictures through the Cooley Rayfoto process on their radio schedules. Among the other stations in the chain are WMCA, New York City, which broadcasts a picture playlet every Wednesday night and pictures three mornings each week; WTMJ, Milwaukee; KMOX, St. Louis; WOKO, Mt. Beacon, N. Y.; WDEL, Wilmington; WWJ, Detroit; WFI, Philadelphia; CKNC, Toronto; and CJRN, Winnipeg.

R. M. Klein Analyzes Retail Radio Market

The "upstairs" group, or those with the greatest incomes, are going to be a big factor in radio sales this year, in the opinion of R. M. Klein, general manager of F. A. D. Andrea, Inc., Long Island City. This means selling radios over wider price ranges, Mr. Klein pointed out, and giving the dealer a larger market both for moderate priced sets and for the higher priced merchandise.

To the single phase of simplification may be accredited a tremendous portion of the increased volume of sales for the industry, Mr. Klein further commented.

The Sterchi Music Co., Terre Haute, Ind., has been incorporated with a capital stock of \$5,000 to take over several stores.

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.
Phone Baring 838 PHILADELPHIA, PA. Cable Filason, Phila.

Built Big Business From a Small Start

The Fromar Co., Steinite Radio Distributor of Harrisburg, Pa., Grossed \$1,500,000 in the Last Three Years

One of the most successful wholesale radio concerns in the East is the Fromar Co., 25 South Third street, Harrisburg, Pa., headed by Troy B. Wildermuth. Mr. Wildermuth, who now distributes the Steinite radio line, started in 1914 with capital of \$60. Early in his career



he saw the advantage of confining his efforts to only high-class merchandise and the soundness of this policy has been concretely demonstrated by the growth of the business. The company first handled both radios and accessories and in 1925 handled radio exclusively. During the years the firm has been in business sales have topped the \$4,000,000 figure and in radio alone during the last three years the books show sales of more than \$1,500,000. This is a remarkable achievement when it is considered that this volume of business was done in a territory within a radius of seventy-five miles of Harrisburg, the company's headquarters, with only three salesmen.

Proper Use of Magnetic Pick-up in Playing Records

The volume from a magnetic pick-up used to play records through the audio amplifier of the radio set depends a good deal upon the design of the amplifier itself and upon the tubes and battery voltages employed, as well as the method of connecting the phonograph pick-up to the radio receiver, according to officials of the Pacent Electric Co., New York, manufacturer of the Pacent Phonovox.

It was pointed out that the new secret of securing added volume lies in leaving the detector tube in its socket, instead of removing it as under the old method. New style Pacent adapters for both battery-operated and AC sets are available which fit over the prongs of the detector tube. Once the adapter is in place, the tube is put back in its socket and need not be removed when records are played.

Markets New Record Album

A new record album, finished in a highly decorative effect in four colors, red, blue, brown and gold, is the latest addition to the line manufactured by the Peerless Album Co., New York. This album was designed primarily for manufacturers of portables who desire an album which will improve the general appearance of their portable cabinets. Phil Ravis, president of the Peerless Album Co., explained that this new product will also be available to the public through dealers, and will carry an appeal to the record collector.

All-American Mohawk Corporation

LYRIC

RADIO

New



MODEL 66

Combination Phonograph and Six-tube Electric Radio chassis same as Model 60—in keeping with the unusually superb All-American Mohawk Corporation Radio Consoles. Complete with electric pickup, spring motor turntable; lift top, with built-in cone speaker and two record albums. For operation on 110-Volt A.C. 60-Cycle Current. Complete \$245 less tubes.

With Electro Dynamic Speaker Additional, \$35.00



MODEL 88

Really the utmost in phonograph and Radio combination. Furniture superb, Eight-tube Electric Radio Set; chassis same as Model 80; Radio Corporation of America Electric pick-up; General Electric Induction Motor, concealed velvet turntable; Electro Dynamic Speaker; compartment for record albums. For operation on 110-Volt A.C. 60-Cycle Current. This model furnished with Electro Dynamic Speaker only. Complete less tubes. \$425

Slightly higher prices prevail on All-American Mohawk Corporation Lyric Radios in the Western states.

NEW—a new, capable, progressive and resourceful organization resulting from the merger of the Mohawk Corporation of Illinois and the All-American Radio Corporation—new, advanced manufacturing facilities—new sets, of unsurpassed excellence, radio and phonograph combinations presenting new features—new refinements—new beauty of design and finish—new merchandising methods—new and forceful advertising ideas and plans—new low prices—new appeals to radio buyers—new and greater opportunities for dealers to do a bigger, more profitable business!

NEW—that's exactly what the public wants! Radio buyers are keenly on the alert for something new and better. You have it—in the All-American Mohawk Corporation line of Lyric Radios for 1928-1929. And back of it all—*reputation* established by two pioneers in the field of radio—*confidence* created by honesty of purpose, by fair dealing, by keeping faith with the Radio Buyers of America.

Tell your customers that you have something new and better. They'll listen eagerly. *Prove* it—you can do it with the All-American Mohawk Corporation Lyric Radio. Super excellence and greater value are convincingly evident in operation, beauty of appearance and price economy.

A few choice territories are still open to reputable dealers. Wire or write for complete particulars. Line up with a leader!

ALL-AMERICAN MOHAWK CORPORATION
4257 Belmont Avenue - Chicago, Illinois

New Sparton Equasonne Radio Sets Displayed to Toledo Trade

Capt. William Sparks and Other Speakers—Sparton Officials at Meeting—Toledo Radio Co. Moves—Radio Jobbers' Show a Big Success—Other Trade News

TOLEDO, O., August 4.—The Toledo Radio Co., Sparton wholesaler, has moved to larger and more elaborate quarters in the National building, 136 Huron street. This is the third time this concern has moved within the past few years. Chas. H. Womeldorff, president, stated the new location will give the concern three times the present floor space and will make it possible to add lines not heretofore possible on account of cramped store space.

On July 30th the Toledo Radio Co. held a one-day convention for all Sparton dealers in the Toledo territory. At this time the new Sparton sets were displayed and the significance

of the newly developed Equasonne fully explained. Capt. Wm. Sparks, president of the Sparks-Withington Co., Jackson, Mich., makers of Sparton receivers flew to Toledo. With him came Prof. Glasgow of Washington University, St. Louis, Mo., technician of the radio division of Sparton. Other officials of the factory attended and addressed the dealers on service, sales and advertising features and plans for developing more radio business.

The Toledo Radio Jobbers' Show held recently at the Hotel Lorraine was a pronounced success from every standpoint, reported Clifford Johnson, president of the Toledo Radio

Trades Association, which sponsored the affair. The dealers attendance was large and the sale of sets for early delivery was most gratifying. Directory of exhibitors includes—Stewart-Warner Products Co., Stewart-Warner radio; Toledo Radio Co., Sparton radio; S & P Radio Co., Bremer-Tully sets; Detroit Electric Co., Grebe sets; Heat Power Engineering Co., Zenith sets; Toledo Automotive Equipment Co., Kolster radio; James MacDermott Co., Philco line; Union Supply Co., Freed-Eisemann radio; Cleveland Distributing Co., Atwater Kent sets; Roberts-Toledo Co., Majestic sets; Aitken Radio Corp., Crosley sets; F. Bissell Co., Radiolas, Radiotrons; French Battery Co., Ray-o-Vac batteries; H. Poll Electric Co., Steinite radio; Lake States General Electric Co., W. G. Nagel Supply Division, Radiolas, Radiotrons.

A meeting to complete arrangements for the convention of the Ohio Music Merchants' Convention which will be held here September 12 was held recently at the Commodore Perry Hotel, the convention headquarters. Robt. Taylor, president of the association, and Rex Hyre, secretary, of Cleveland, were in attendance. Henry C. Wildermuth, of the Whitney-Blaine-Wildermuth Co., Toledo, is chairman of the committee on arrangements and of the golf committee. He stated that the other committees were all functioning nicely and that plans for the biggest convention the state association has held are practically completed already. W. W. Smith, president of the J. W. Green Co., is chairman of the finance committee and Henry Stucke, of Grinnell Bros., is chairman of the entertainment committee. Other members are C. B. Trowbride, manager of the Cable Co.; Fred N. Goosman, of Grinnell Bros.; Warren L. Kellogg, of the Cleveland Talking Machine Co.; Carl Landgraf, of the Greene Co.

T. W. Reade, president of the Phonograph Supply Co., wholesaler, left last week on a buying trip to New York, Philadelphia and other Eastern points. While in the East he will also interview a number of manufacturers with a view to interesting them in exhibiting their products at the convention of the Ohio Music Merchants' Association in Toledo.

The State Music Co. recently held an opening of its new store in the Van Ness Building.

The LaSalle & Koch Co., Toledo department store, has added the Victor line.

Stanley Roberts, president of the Roberts-Toledo Co., jobber of Majestic radio, recently was host to a number of retail managers.

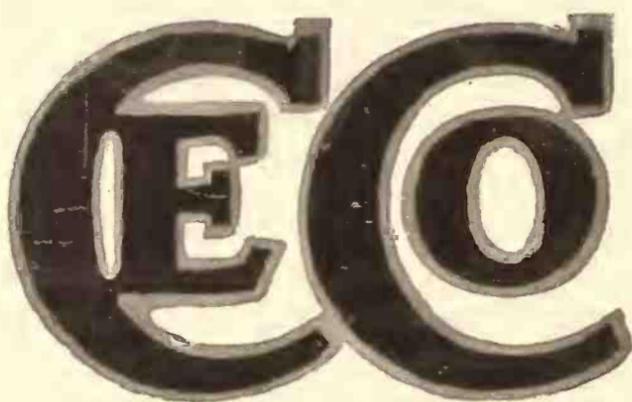
Bob Higgins, formerly of Grinnell Bros., Toledo, has been appointed sales manager of Grinnell Bros.' branch at Pontiac, Mich.

Gulbransen Publicity

The Radio Division of the Gulbransen Co., Chicago, recently sent to dealers handling Gulbransen radio products a muslin banner, ten feet wide by three feet high, printed in two colors black and yellow, and reading as follows: "See the Gulbransen Radio—A-C Table and Console Models — Sturdy — Dependable — Matchless Beauty—Come in for Demonstration." This banner is equipped with eyelets and may be hung on the outside or inside of the music store. The Gulbransen Co., it is said, has found a splendid response on the part of its merchants to the new radio product. The first tests of the Gulbransen radio receiver have shown that it gives unusual reproduction and measures up to Gulbransen standard in every way, according to word received from the Chicago headquarters of the company.

New Federal Wholesalers

The Metropolitan Electrical Supply Co., Chicago, Ill., and the Swanson Electric & Mfg. Co., Evansville, Ind., have been appointed wholesalers by the Federal Radio Corp., Buffalo, N. Y., and will serve Federal Ortho-sonic retailers in their respective territories.



Radio Tubes for A. C. Sets

THE popularity of CeCo A. C. Tubes with the radio public is firmly established, gained by their outstanding performance in clarity, sensitivity, volume, absence of A. C. hum and—of prime importance—maximum operating life.

The CeCo line of A. C. Tubes not only embraces all the popular types, but includes several "special purpose" types—enabling CeCo dealers to meet every tube requirement.

Type M-26 (226) Amplifier: A 1½ volt, 4 prong, UX base, 1.05 amp. A. C. tube for operation on alternating current through a step down transformer. Price \$2.50

Write for particulars regarding the CeCo trade proposition and a copy of an unusual folder: "Getting the Most Out of Your Radio."

CeCo Manufacturing Co., Inc., Providence, R. I.

for **A.C.** *Sets*

FRESHMAN
YOUR ULTIMATE RADIO



“FOR THE PERFORMANCE OF THESE PROMISES... HOLD ME PERSONALLY RESPONSIBLE”

C. A. EARL, *President* CHAS. FRESHMAN CO., *Inc.*

I DON'T profess to know much about radio. But in the management of one of the largest automobile enterprises in the country I have learned the one rule on which all business success must be founded: “An Immediate Sale is a Temporary Advantage, but a Satisfied Customer is a Permanent Asset.”

We want every Freshman dealer and every Freshman user as permanent assets. And to that end we propose to protect the *dealer's* interest, first, last and always.

We are prepared to give you and your customers a good product at a fair price, sponsored by an organization, morally and financially responsible.

I am a stranger to many of you. But my associates need no introduction to the radio trade. I shall let these gentlemen outline for you the policies of the Freshman organization: Mr. Harry A. Beach, General Sales Manager; Mr. George Eltz, Chief of Engineering and Mr. W. J. Keyes, Treasurer.

What these gentlemen promise I personally guarantee shall be carried out.

—C. A. EARL

**“AN IMMEDIATE SALE IS A
TEMPORARY ADVANTAGE
BUT A SATISFIED CUSTOMER
IS A PERMANENT ASSET”**

FRESHMAN
YOUR ULTIMATE RADIO



“VOLUME SALES FOR DEALERS AT A PROFIT”

HARRY A. BEACH, *Vice-President in Charge of Sales*

APPROXIMATELY three thousand dealers—most of them leaders in their communities—are enthusiastically floating the Freshman banner.

These dealers we consider partners with us in the Freshman business. Only as we co-operate to assure them volume sales *at a profit* can our business prosper.

To them we pledge merchandise of quality and dependability, a business policy based upon a sympathetic understanding of the dealer's problems, and above all—co-operation spelled with a capital “C”.

Many cities, towns and districts now have ample Freshman representation. But in many more are opportunities still open. In these localities we invite houses of standing to represent the Freshman line.

The 1928-29 Radio Season promises to be the greatest in history. The Freshman manufacturing, selling and advertising program is the most comprehensive we have ever attempted.

To our present dealers we extend our heartiest thanks for their splendid support and we are determined to merit a continuation of their confidence.

The Freshman franchise is now one of the most valuable in radio. We propose to make it still more valuable, month by month—HARRY A. BEACH

**“AN IMMEDIATE SALE IS A
TEMPORARY ADVANTAGE
BUT A SATISFIED CUSTOMER
IS A PERMANENT ASSET”**



FRESHMAN
YOUR ULTIMATE RADIO

“SIMPLICITY AND STURDINESS”

GEORGE ELTZ, *Vice-President in Charge of Engineering*

THE purchaser of a modern radio expects from his receiver—first, performance—second, uninterrupted service.

The essentials of performance are—true fidelity of tone, selectivity and sufficient distance. On quality of reproduction there can be no compromise. With selectivity and sensitivity the proper value of each must be assured, bearing in mind that the receiver is to be operated by the general public, not by an expert.

With the present perfection of radio, the performance of a receiver by a leading maker is fairly well taken for granted.

For the present the public interest is centered on Uninterrupted Service. With a view of meeting this demand the forthcoming Freshman models are designed with special attention to Simplicity and Sturdiness.

At points, where trouble tends to develop, the factors of safety have been increased. Parts have been simplified, reduced in number and protected from damage by the operator.

The operator's satisfaction and the dealer's profit depend on a maximum of service on the part of the receiver, which shall necessitate a minimum of service on the part of the “trouble man”.

The super-simplicity, which is the basis of the latest Freshman designs, will, we are confident, meet with the hearty approval of public and trade alike.

— GEORGE ELTZ

**“AN IMMEDIATE SALE IS A
TEMPORARY ADVANTAGE
BUT A SATISFIED CUSTOMER
IS A PERMANENT ASSET”**



FRESHMAN
YOUR ULTIMATE RADIO

“CHARACTER AND BUSINESS ABILITY AS IMPORTANT AS FINANCIAL RESPONSIBILITY”

W. J. KEYES, *Vice-President and Treasurer*

THE Freshman organization is building for the future as well as the present.

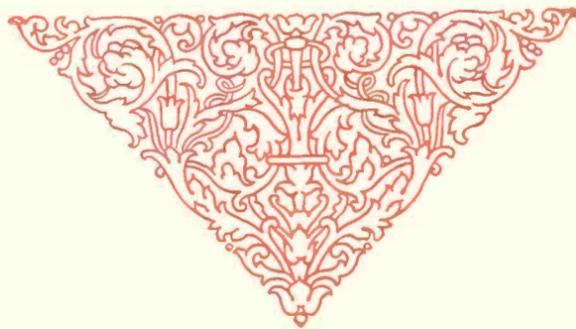
New dealers are being selected with care, and by no means on a basis of financial responsibility alone. While, of course, such responsibility is essential, even more important is character and business ability.

To the public the Freshman dealer is more than a mere distributor. He is the representative of the Freshman Company in his community. The public's estimate of the Company and its products is based largely on the dependability, the honesty, the conscientiousness of the service rendered by that representative.

The Freshman Company desires to be represented, not necessarily by the largest, but the *best* dealer in each community.

The Freshman franchise is a valuable piece of property. It shall be our constant endeavor to make it ever more valuable. —W. J. KEYES

CHAS. FRESHMAN CO., INC.
NEW YORK · CHICAGO · LOS ANGELES



“AN IMMEDIATE SALE IS A TEMPORARY ADVANTAGE BUT A SATISFIED CUSTOMER IS A PERMANENT ASSET”

Australian Heavy Import Duties Retard Imports of Instruments

Outlook for American Manufacturers Is Not Bright Because of Raising of Tariff Barriers—Low-Quality Merchandise Is Flooding Market

SYDNEY, AUSTRALIA, July 15.—The talking machine trade, like the piano trade in this country, is more or less suffering general trade depression. It has been prostituted by the methods of firms without standing or prestige offering inferior instruments at excessive prices and ridiculous terms. Trade has to a certain extent got away from the legitimate houses to the department stores and fly-by-night furniture dealers.

The department and furniture stores have accepted the phonograph trade as a side line and, like much of the cheap furniture, the instruments have been of very poor quality and made for quick sale. The quality invariably is bad, but unfortunately the majority of the public are not able to discriminate between the junk lines and those marketed by the legitimate music houses.

Nevertheless, the illegitimate trade has been responsible for the overflow to the consuming market, consequently the depression is very marked. Innumerable small tradesmen and furniture makers have been producing phonographs and are also partly responsible for the glutted market.

Owing to the heavy import duties, some of the world's best-known manufacturers are now building their instruments in Australia and other local factories of standing are now well established. Two factories in Sydney are producing very fine instruments, equal in tone to the best imported lines, though possibly not so refined in the cabinet work and finish.

There is a tendency in Australia to raise tariff barriers, which will mean exclusion of many imported lines, and the outlook for American manufacturers is not very bright. The opinion in commercial circles generally is that the tariff question has been overdone and our politicians have run mad on the point.

Australia is essentially an agricultural country and never can be an exporter of manufactured goods because of her geographical position and labor conditions. Australia's success as a nation depends on the products of the soil and fortunately some of our statesmen realize that the agriculturalist needs protection and help as well as the manufacturer, but the few so disposed are more or less overwhelmed by the majority of politicians, many of whom have prejudicial interests.

The entire musical manufacturing industry in Australia employs but 1,600 hands and two good-sized American factories could oversupply local requirements in phonographs, pianos and player-pianos, yet there is an enormous tariff barrier to protect a comparatively insignificant industry, the result being that a few people and a few shareholders only benefit.

Countries feeling they are excluded from Australia by tariff walls are themselves raising tariff walls so that Australia may in time find that there is no overseas market for her wool, wheat, butter and other agricultural products.

Trade depression in Australia has not been so severe for many years and one of the reasons is the present tariff wall, which has put some of the smaller men out of business and there will be more to follow.

Record manufacturing has made considerable progress and the three leading companies of the world now have their own plants operating and producing a very good record, many of them from the imported matrices. There has been some local recording, and progress is being made in this way so that in time most of the records used will be manufactured in Australia. The tariff wall has also been placed against the importation of records, which is

stimulating the local manufacturer though not benefiting the public.

Australia's trade with America in phonographs will run in the future more to accessories, like motors, tone arms, sound boxes, and other supplies, than to finished instruments; the completed job has little chance on account of the high landed costs, of competing with the locally manufactured instruments, which are of good average quality when produced by established manufacturers.

This condition, which, although interesting, militates against the average purchaser, who

must put up with a more or less inferior product or pay an exorbitant price for an instrument which is low priced in the country of its origin, is undoubtedly more a matter of politics than of economic conditions and time alone can change the status of the present laws. The only outstanding grace that can be seen from present conditions is that local manufacturers may be stirred to attempt to produce some article of merit that might afford a basis of comparison with imported products, but it will be quite some time before such a condition reaches a satisfactory conclusion.

Wendheiser Store Moves

ROCKVILLE, CONN., August 7.—The Wendheiser Music Store, one of the oldest music establishments in this vicinity, having been established in 1889, recently moved to new quarters at 21-23 Main street. George P. Wendheiser is proprietor of the store.

Raytheon BH

THE ONLY TUBE

That Fits the Millions of "B" Eliminators Now in Use

ACME ACME ELECTRIC	AMPLEX APCO
APEX ARBROPHONIC	BERYLESS BENJAMIN
ELECTRIC BOSCH	BGS-STRATTON BUCK-
WALTER BUELL	SH & LANE CASE
CHAMBERLIN CLO	AL CONSOLIDATED
CORNELL CROSLY	DONGAN DRAGON
DUBILIER DURKEE-	CHARGER ELECTRON
EPOM ERLA FI	CA FREED-EISEMANN
GENERAL INSTRUMENT GILFILLAN GRANT
GREBE GREENE-BRO	HERBERT JEFFERSON
JORDON-CARISCH KING MAJESTIC (Master, Super
and Standard) MALONE-LI	N-COPELAND MAYOLIAN
METRODYNE MIDWES MOHAWK MU-RAD
MUTER NATIONAL	D BATTERY OPERADIO
OZARKA PARAGON	R PRECISE PRECISION
PREMIER PRESTOLITE SIMPLEX SPARTANA
SPARTON STANDARD F STANDARD RADIO (Canada)
STERLING STEWART TIMMONS TRIPLE A
UNITED ENGINE UNIVI	HT VALLEY VARION
WALKER WARREN	EBSTER ELECTRIC WELLS
WHITE WISE-McLUN YORK ZENITH



MORE than one hundred different makes of "B" Power Eliminators are specially designed to take only Raytheon BH Tubes.

The millions of these eliminators, now in use, make a steady and dependable market for millions of Raytheon BH Tubes for replacements.

You can make a lot of sales for yourself, and at the same time do your customers a real favor, by advising them to replace the Raytheon BH in their eliminators after each 1000 hours of service.

A slight decrease in distance or volume is usually a sign of diminishing power in the eliminator, which may be corrected by the replacement of the Raytheon BH Tube.

Ask your distributor for Raytheon BH in the attractive, sales-making display carton. On this carton of four tubes, costing you \$10.80, you make a clear profit of \$7.20.



RAYTHEON MFG. COMPANY
Cambridge, Mass.

Raytheon BH

LONG LIFE RECTIFYING TUBE

Speed Production at Farrand Plant

Lee R. Hurlburt, Recently Appointed Factory Manager, Installs Conveyor System for Production of Farrand Speakers

Lee R. Hurlburt, who was recently appointed factory manager of the Farrand Mfg. Co., Inc., Long Island City, and his engineering organization have just completed the installation of a complete conveyor system in the Farrand plant which closely resembles the conveying lines



Lee R. Hurlburt

used by tire and automobile manufacturers. Mr. Hurlburt was for many years production manager of the Pennsylvania Rubber Co.'s plant at Jeannette, Pa. Except for the unloading of material into the storeroom, which, owing to the variety of sizes and types, such as furniture, etc., cannot be accomplished by conveyors, it is announced that there will not be a single trucker in the entire Farrand plant, although more than four hundred employes will be constantly employed upon the conveying lines of the company geared up for a daily production of 6,000 completely housed dynamic or permanent magnet speakers.

In the Farrand plant the Sandar line of dynamic and permanent magnet speakers are produced in addition to the complete Farrand line of speakers which this year is said to be the most comprehensive in the company's existence. In a period of less than four months, it

is said that the five scattered Farrand factories have been consolidated into one smooth working unit and more than twenty different items of production have been put into successful operation. It is announced that the plant is now working three shifts in some departments and two shifts in others. The inspection lines are said to be so exact that an average of less than 2 per cent rejects of the completed product are received at the final test tables.

The Farrand Co. states that it produces in its own plant practically all of its speaker. The company has its own machine shop, toolmakers, coil, condenser and bobbin departments, a paint shop and four automatic conveyor lines where in it produces drivers only on one line, converts the drivers into chassis on the second line, and puts the chassis into finished speakers on the third line, the fourth line serving as a pick-up for the delivery of finished and semi-finished products into stock.

Radio-Art Cabinets Exhibited to Trade

Eastern dealers were entertained recently at a private showing of new Radio-Art cabinets sponsored by the Musical Products Distributing Co., Inc., New York, at the Hotel McAlpin. Twenty-one cabinet models were on display, covering a wide range of designs and prices. Refreshments were served to the visiting members of the trade during the three days of the exhibit, which was in charge of B. D. Colen, president, and John Graham, assistant sales manager of Musical Products Distributing Co.

DeForest President Denies Tube Rumors

Denial of rumors that the reorganized DeForest Radio Co. is about to introduce a revolutionary vacuum tube has been made by James W. Garside, president.

"We have no intention of launching a radically new tube at this time," Mr. Garside said. "It is true, however, that we are rapidly getting into production on a new and improved line of DeForest audions, which will cover the usual standard types for battery and socket-power operation. Announcement of these new audions will be made at an early date."

Will Distribute the Graybar Radio Sets

Graybar Electric Co. to Distribute Complete Line of Receivers—Has Branches in All of the Principal Cities

Of unusual interest to the radio and electrical industries is the announcement by G. E. Cullinan, vice-president in charge of sales for the Graybar Electric Co., New York, to the effect that his company will soon distribute a complete line of Graybar radio receiving sets.

Graybar now has offices and warehouses in sixty-eight principal cities, a complete national system of distribution. Mr. Cullinan pointed out that the company's entry into the radio set field is a logical move, as it was one of the first to distribute radio products, the Western Electric 10-D speaker, 7-A amplifier and later the Western Electric cone speaker coming to the trade through the Graybar Electric Co., then the supply department of Western Electric. Graybar also has been active in the technical aspects of radio, some 170 Western Electric broadcasting stations now operating having been sold through this organization.

Since 1926, when the name Graybar was adopted, the company has been a large national advertiser and now enjoys an acceptance in the American home gained through the marketing of a complete line of Graybar housekeeping appliances through nationwide dealer outlets. Advertising plans for the Graybar radio receiver include color pages in national magazines, rotogravure and black and white advertising in seventy leading newspapers, color inserts in trade publications, direct mail, window displays, dealer helps, etc.

Mr. Cullinan stated that Graybar's reputation for quality is an assurance that its receiving sets will be of highest caliber, and their promotional plans are indicative of a determination to become a factor in the distribution of radio.

Dreher Store Sold to Lyon & Healy, Inc.

CHICAGO, ILL., August 4.—Lyon & Healy, large retail music house of this city, has purchased the Dreher Piano Co.'s business in Cleveland, giving the Chicago concern control of one of the oldest music houses in Ohio, Henry Dreher, president of the Cleveland company, plans to retire from active business, it is reported. Plans of Lyon & Healy in connection with the operation of the Dreher business, according to R. E. Durham, president, include a continuance of the policies of the Dreher Piano Co. as well as expansion in directions which Lyon & Healy have found profitable.

Interesting Article in Plaza Co. House Organ

The July issue of "Sound Facts," the monthly house organ of the Plaza Music Co., New York City, contained an interesting article entitled "While the Iron Is Hot (and the Weather Too)," written by C. J. Kronberg, president of the Plaza Music Co., who recently returned from a European trip. It contains some excellent suggestions upon the merchandising of portables. This interesting house organ is in its third month and in its 16-page size has become very popular with Plaza dealers.

A-C Dayton Representative in the New York Territory

The Friedman-Snyder Co., of 15 Park place, New York City, has been appointed Metropolitan representative of the A-C Dayton Co., of Dayton, O., which makes a complete line of AC radio receiving sets and the Flewelling Short Wave Adapter.

No. 195

A New Jewel Tone Arm

Suitable for portable and medium priced phonographs, also electric pick-up units. A tapered brass tone arm made in the popular "S" shape with goose neck throw back—Length 9 in., diameter of opening at base $1\frac{3}{8}$ in.

A wonderful tone arm at the price. Manufacturers—write for detailed description and price. You will be surprised.

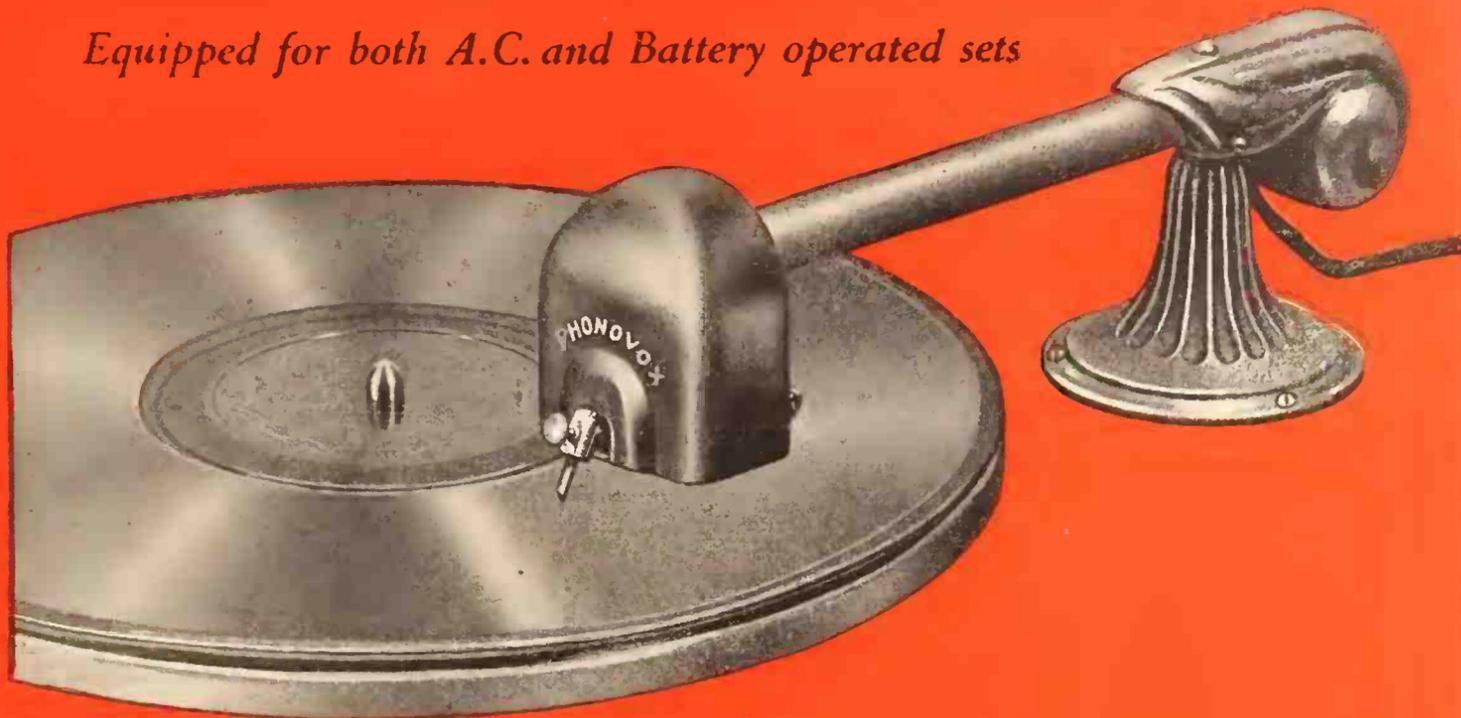
JEWEL PHONOPARTS CO.
510 N. Dearborn Street CHICAGO, ILL.

Model No. 124 \$13.50 De Luxe Model with Counter-balanced Tone Arm

Model No. 105-A \$10.50 De Luxe Model without Tone Arm

SLIGHTLY HIGHER WEST OF ROCKIES

Equipped for both A.C. and Battery operated sets



—a year ahead in
Electric Pickup design

Never Before have dealers had such Outstanding Sales Features offered in an electric pick-up

NEVER BEFORE, in electric pick-up history, has the quality and brilliancy of reproduction been attained as that produced by the new De Luxe Model Patent Phonovox. With Radio Sets coming completely equipped and fitted for attaching an electric pick-up, the Patent De Luxe Phonovox offers sales potentialities second to none among radio and phonograph accessories.

No other electric pick-up offers the use of the fibre needle without loss of volume, the scientifically balanced tone arm and the ability to switch from phonograph to radio without removing the detector tube. These are but a few of the many talking points.

Be prepared for the big selling season. Order a stock from your jobber. If he cannot supply you, write us at once.

PACENT ELECTRIC CO., INC., 91 7th Avenue, N.Y.
Manufacturing Licensee for Great Britain and Ireland: Igranic Electric Co., Ltd., Bedford, England

PACENT DE LUXE MODEL PHONOVOX

THE Electric Pick-up



Uses either a fibre or steel needle



RCA Ad. Manager Analyzes Radio Retail Selling Methods

Pierre Boucheron in Interesting Article in NEMA News Divides Selling Into "Inside" and "Outside" Varieties and Details Methods of Each Type

"TODAY selling is no longer recognized as a single, unified branch of activity," says Pierre Boucheron, advertising manager, RCA, in an interesting article in the Nema News, the organ of the National Electrical Manufacturers' Association. "Retail selling, for example, we may divide into two parts, one of which we shall call outside selling, and the other inside selling. Let us first consider the 'inside' variety.

Inside Selling

"The primary factor leading to dealer success is the location of his store. It should be obvious that he should locate on the best available street and that he should select his site with due regard for its accessibility, its conspicuousness, and the number of people who may reasonably be expected to pass by it in the course of a day. In these considerations the dealer should compare the estimated size of the business with the prospective renting costs.

"Second in importance is the dealer's windows. Suitable and attractive window display is a most important factor in a retailer's business. He should be advised to trim his window weekly; to use novelty appeal with arresting primary color effects and flashers at night; to use human-interest demonstrations, manufacturers' displays and price cards. Above all, he should be cautioned to avoid hackneyed or common displays of merchandise.

"Third in importance is the dealer tie-in with the manufacturers' national advertising campaigns. Local advertising, which is a cardinal form of tie-in, should do three things:

1. Contain a timely appeal.
2. Feature the product and the price.
3. Display the dealer's name and address in bold type.

"Closely allied with this type of sales promotion is the liberal use of mats, electrotypes and photographs which should be furnished upon the request of the dealer. Above all, it must be recognized that it is the insistent and localized, rather than sporadic and general type of advertising, which ultimately brings success.

"The movies, billboards and car cards can also be utilized in helping the dealer increase his sales. The conspicuous display of a number of twenty-four-sheet posters on billboards, located at strategic points from the standpoint of traffic flow, offers the means of an effective advertising campaign at a minimum expense. In addition it is well worth the dealer's while to investigate the possibilities of a yearly car-card campaign on the local trolley line or bus line. Movie slides, too, containing the name and address of the dealer, are assured of a large audience at the local or neighborhood theatre.

"No discussion of the components of what is known as inside selling would be complete without a consideration of the possibilities of printed announcements, handbills and dodgers. Fairs, club functions and the like present a fertile field for the general circularization of publicity material of this sort.

Outside Selling

"Those who actually do come into a dealer's

shop comprise but a very small percentage of the potential market. They are outnumbered at least ten to one by the persons who pass by his store without even thinking of entering. It is to this vast body of possible radio owners that outside selling addresses itself. A survey of the opinions of a number of successful dealers indicates that there are four factors which, above all others, have aided in building up their sales. These may be correctly grouped under the heading of outside selling. They are:

1. In addition to local newspaper advertising, a direct-mail campaign introducing the store to a selected list of prospects.
2. An extensive use of the telephone in following up a mail introduction.
3. The further following up of these mail and telephone calls by the personal visit of an outside salesman.
4. Actual demonstration to the prospective customer.

Direct-Mail Appeal

"Let us consider the direct-mail appeal in a series of printed letters and messages which constitutes the medium of the dealer's best and most direct introduction to his prospective cus-

tomers. A mail campaign may be employed purely as a seasonal effort, applying extra pressure during the best selling months of the year. During this period, which, in the radio field, takes in the months from October to March, it has been found advisable to send out anywhere from two to six or more mailings, each ten days apart.

"Then again, the direct-mail effort may be spread over a whole year, and this practice has rapidly been gaining favor of late. In this connection it is to be noted that the mailing list is of paramount importance, for all advertising, to be effective, must reach the right kind of people. Experience in the radio business has taught that the best results for getting names of prospects are obtained from the satisfied customers. It is always good policy, therefore, to keep in touch with the customer and inquire about the results he is getting with his set. Another good way of building up a comprehensive mailing list is to make a survey of the 'key families' in the city or district—people who are acknowledged leaders in its business and social life. The recommendations of this class always carry weight. Although these two methods are perhaps in widest use, several others have suggested themselves. Among these may be mentioned the readily obtainable lists of income tax reports, telephone subscribers, automobile owners, voters and members of social and business clubs. But regardless of its source, the mailing list represents the market on which the dealer is concentrating, the battleground of his efforts, and it must be as select and as comprehensive as possible.

Jobber Is Host to Ortho-sonic Dealers

R. E. Tongue Bros. & Co. Sponsor Meeting in Philadelphia—More Than 100 Retailers Present at the Conclave

More than one hundred Federal Ortho-sonic retailers were recently entertained at a dealer parley and dinner in Philadelphia by R. E. Tongue Bros. & Co., distributors for the Federal Radio Corp., Buffalo, N. Y. R. E. Tongue, Jr., was master of ceremonies, and R. E. Tongue, Sr., delivered a welcoming address.

C. J. Jones, assistant sales manager of the Federal Radio Corp., introduced the new Ortho-sonic G10-60 AC receiver, which was accorded hearty acceptance. Mr. Jones outlined merchandising plans for 1928-29, including Federal's advertising policy and campaign, and also discussed increase of retailer discounts and a continuance of the Federal Designated Retailer policy which has enjoyed marked success since its inauguration three years ago. Mr. Jones was followed by Glen Tongue, who outlined the mechanical structure of Federal apparatus and discussed service matters. A number of new retailers were accepted for the Ortho-sonic line in 1928-29.

A. K. Radio on Exhibit

One would hardly think that an educational exhibit was the place to display radio apparatus, but the Atwater Kent Mfg. Co. in its enterprising methods of promoting radio in general, included an elaborate booth in the National Education Exhibit held recently in Minneapolis, Minn.

First Half of Philco Dealer Meets Held

Trade Centers From Boston to Los Angeles Already Covered—Officials Continue Through South and East

The first week of August marked the completion of the first half of the country-wide schedule of dealer meetings being held by the Philadelphia Storage Battery Co., Philadelphia, Pa., manufacturer of Philco products.

These meetings are making it possible for the trade in each important center to receive first-hand detailed information of the merchandising plans prepared for the new all-electric Philco receiver and Philco speakers.

That this localized method is effective has been evidenced by the interest and the large attendance of the meetings already held. Thus far, the important trade centers from Boston to Los Angeles have been covered, and by the end of August the last lap along the Southern route and up the Eastern seaboard will have been completed.

These meetings are conducted by Sayre M. Ramsdell, sales promotion manager; Robt. F. Herr, service engineer, and Harry Boyd Brown, advertising and merchandising counselor, of the home office and the local Philco manager.

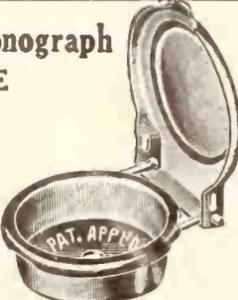
New Concern in Greeley, Col.

The Dickey-Sanders Music Co., of Greeley, Col., has been incorporated with a capital of \$25,000 to do business at 1013 Eighth avenue, that city. The company will sell musical instruments, radio sets, phonographs and electrical appliances. H. W. Sanders will be manager.

**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.



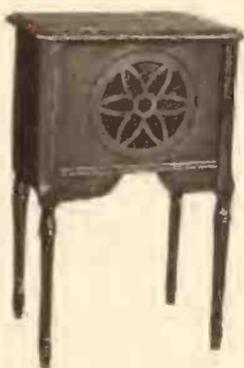
MODEL 71—Sandar
Table DYNAMIC . \$50
MODEL 61—Balanced
Armature type . . \$35

low tone

supremacy



MODEL 65—Sandar
Cabinet Junior \$19.50



MODEL 75—End-
Table DYNAMIC . \$75

TODAY radio receivers are designed—and listening ears are attuned—for mellow bass-reproduction. There's a definite, outstanding demand for rich, colorful, low-tone effects. Little wonder that SANDAR—the one speaker especially designed to meet this trend—is making new sales records everywhere. Have you seen and heard the new 1929 models? If not, get in touch with your distributor without further delay. Ten models—Dynamic and Balanced Armature.

SANDAR

SANDAR CORPORATION, LONG ISLAND CITY, N. Y.
Division of Farrand Mfg. Co., Inc.

I

Outdoor Portable Phonograph Demonstrations Build Sales

R. T. Cassidy Tells How O. Soderberg, Victor Dealer, Sells Victor Portables by Demonstrating Instrument at Every Possible Outdoor Gathering of the Public

"Put your portables on the air outdoors where people want to hear them and can judge their tone. It will keep your talking machine and record sales business up to standard."

This is the advice of O. Soderberg, of Soderberg's Victrola store, Sandusky. Mr. Soderberg is out this season to make a record selling the new Orthophonic Victor portables. During the first two weeks this type of machine was on the market he sold thirteen and he hopes to average at least a machine a day throughout the vacation months. Mr. Soderberg and his Victor portable are as inseparable hot-weather pals as Mary and her little lamb. Wherever Mr. Soderberg goes in his car the portable goes too and he goes just everywhere throughout his home city and county.

July 4 found them at the County Fair Grounds, where they entertained crowds at the municipal Fourth of July celebration both afternoon and evening. Mr. Soderberg had an especially constructed booth for this occasion and was assisted by Victor men from Cleveland. But he doesn't need these accessories to make sales. In fact the July 4 demonstration was planned to introduce and advertise the new type of portable rather than to sell it. When he is out to sell Mr. Soderberg looks for people as they go about their every-day work and play. These are his best prospects.

Band concert nights at the city parks Mr. Soderberg is on the job with his portable to play between band numbers. Hot nights when swimming and boating parties are to be found at the parks and numerous lake resorts Mr. Soderberg and the Victor are there too. Many of his sales this season are being made to the owners of speed boats which sail on Lake Erie. Young people buy portables to make music for their dances and beach parties. Older people like to have them so that they may have their symphony music and old-time tunes at their Summer cottages. Mr. Soderberg finds that auto camps are good places to sell portables. A big family reunion held at an outdoor amusement place offers prospects too.

"Watch the daily newspapers," says Mr. Soderberg. "Wherever people gather for outdoor amusement there is likely to be a chance for you to sell portables. Let your music do most of the talking. A good portable will almost

sell itself if you give it half a chance and one satisfied portable customer brings you several others. It is an endless chain.

"Portable sales keep up your Summer business in the record department. Summer is usually considered the dull season for records, but I do not find it so. My Summer business is heavier than Winter because it is constantly being stimulated by my portable sales. Portable buyers are frequently as good as or even better record customers than buyers of larger machines. This is especially true in the Summertime when the younger set is keen for the 'hot' new dance numbers every week."

News of the Trade in Kansas City Area

Columbia-Kolster Combination Instrument Meets With Trade's Approval—Record Business Continues Consistent—Combinations Selling Well

KANSAS CITY, Mo., August 7.—With the month of July over, following a period of very acceptable activity in both the phonograph and radio lines, dealers and distributors here are ready to go into their Fall business confidently expecting one of the biggest seasons in both lines in the history of the business. This has been by far the best radio year the dealers have ever had, according to reports of dealers.

Outstanding in the Summer demand is the activity of combination machines. The new Columbia-Kolster combination, which is just being introduced to the trade here, is meeting with instant success wherever it is demonstrated. The two new Victor combinations are in good demand as well.

J. W. Jenkins' Sons' record department reports fine record business throughout the Summer. According to Miss Wilcox, head of the department, they are not experiencing the Summer slump which they used to feel. The new Orthophonic portable is proving very popular here, according to Jenkins.

The Sterling Radio Co. reports demand for Kolster and Columbia merchandise far ahead of last year. At the present time they have on order \$400,000 worth of Kolster radios, and the demand for Columbia machines is on the increase and has been throughout the Summer.

The Sterling Co. has expanded its sales force. Charles M. Gaffney will be in the new sales promotion department, E. G. Hildner will cover the city territory for the Columbia line only, and E. F. McNees has been appointed to cover the

territory in southwest Missouri and northwest Arkansas districts.

Of particular importance is the coming dealer meeting to be held by the Sterling at the Hotel President on August 9. A similar meeting will be held in Wichita on August 7.

Combination machines have been the feature of July business with Paul's. The new Columbia-Kolster combination has met with immediate approval, according to this store, and they expect this to be a prominent feature of Fall business. The two new Victor combinations priced at \$425 and \$250 have been very active. Record business is good.

Kellogg Bowlers Win Chicago Tournament

To state that Kellogg bowlers roll a wicked ball which tosses the pins right and left is putting it entirely too mild. They know the game. Plenty of practice during the past bowling season prepared them for Chicago's West Side Industrial Bowling Tournament which was held at Bensingers' Bowling Alleys in Chicago recently. These boys had little trouble in piling up a total score of 2918 for three games and



Kellogg Bowling Team

edging out the nearest aspirants for first place by a neat margin of 195 points, bringing the championship to the Kellogg Switchboard & Supply Co. Left to right in the picture are William Hennessy, Frank Mizaur, Frank Holub, Frank Vancura and Stanley Owczarek.

New Splitdorf Distributor

The Splitdorf Radio Corp., Newark, N. J., has announced the appointment of the Goodnew Specialties Co. as a distributor for the State of New Hampshire. Roger W. Keene is president of the new distributing organization.

Buys Arison Music Shop

Daniel Castellanos, Inc., 61 Whitehall and 1 South streets, New York City, has purchased the Arison Music Shop, 45 West 116th street, New York City. This establishment will be operated as a branch of the main store.

RACON

ELECTRIC CO., INC.

18 Washington Place, N.Y.

Dynamic Cone Speakers

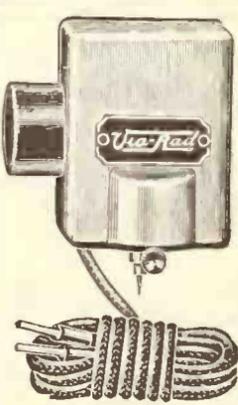
Exponential Air-Column Drum-Type Speakers

Exponential Air-Column Horns

Dynamic Units for Exponential Air-Column Horns

We are the only company manufacturing a dynamic unit with a full floating coil for Exponential Air-Column Horns. All Racoon Dynamic Speakers or Units may be had either for A. C., D. C. or Battery operation.

Write for Catalog and Prices



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.



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.

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.



BOSCH RADIO

1 9 2 8



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.



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

The Bosch contract is based on sound merchandising principles and provides profits and advantages not to be had in any other contract.

A wider selling range, a strong price advantage, a more flexible inventory investment are prominent features of the Bosch Dealer contract.

The new Bosch Receiver is far ahead in performance and appearance—it is backed by the Bosch traditions of precision workmanship and Bosch national advertising. A request will bring you the interesting details. Write our main office or our nearest branch today, if you want to be included in our plans.

Prices slightly higher west of Rockies and in Canada — Bosch Radio is licensed under patents and applications of R. C. A., R. F. L., and Lektophone

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO SAN FRANCISCO

London Firm's "White Elephant" Radio Sale

Victor Hyde Describes a Sale Put on by a London, England, Store That Moved Slow-Selling Radio Merchandise

A fresh and novel form of sale advertising was successfully featured by Catesby's, Tottenham Court road, London, England, to promote a "White Elephant" radio goods sales in the first weeks of July. "Truth in Advertising" on the window showcards was given a frank and candid—and humorous—twist that appealed to the public, and sales proved this.

"We've heard a report (unconfirmed at present) that the British Museum are after these. Any way we are presenting them to you for 25s. each" was their way of selling off some horn type loud speakers that had proved slow

in moving. As most readers are probably aware, the British Museum in London collects antiques. Other showcards were equally as original. While sale advertising is, of course, vigorously conducted in England, this is a new form of sales boost in that country.

The sale, which opened with throngs round the windows, was a great success. To support the title there was a reproduction of a white elephant in a corner of each showcard, and an almost life-size model of an elephant draped in white in one of the windows. An illuminated eye winked at the public stopping to inspect the displays of radio products.

Farrand Starts on Expansion Program

Well-known American Financiers Have Recently Become Identified With the Farrand Mfg. Co., Inc.

Several notable figures in American finance have recently become identified with the Farrand Mfg. Co., Inc., Long Island City, which is said to be starting on its greatest era of constructive expansion. New directors include Robert Law, Jr., chairman of the Murray Hill Trust Co., and William Dewey Loucks, attorney and financier. It is also understood that Matthew C. Brush, a director of many corporations, has acquired a substantial interest in the company. James A. Dunn, vice-president of the Barnsdall Oil Corp., is a director and large stockholder, and Dudley M. Mason, well known in the rubber industry, has also acquired a substantial interest and has been elected director and chairman of the board.

George H. Kiley, vice-president in charge of sales, has recently closed contracts with a number of manufacturers, it is said, for their entire requirements for the coming season for both dynamic and permanent magnet type speakers. The Farrand Co.'s foreign business is developing very rapidly and its export shipments during the current season, it is announced, are much larger than at any previous time in its history, a very fine state of affairs.

"Radiotrician" Takes Place of Service Man

Newly Coined Word to Add Dignity to Service End of Radio Business

"Radiotrician" is the newly coined word now applied to the young man who installs and services radio receivers and its use is to become increasingly prevalent in such cities as Chicago, St. Louis, Buffalo, Dayton, Rochester, Minneapolis and Milwaukee, where local radio trade associations have arranged for the education, examination and registry of men who service radio receiving sets.

Under the auspices of the Federated Radio Trade Association, the idea of radio installation and service, only by men who have proven their ability, is spreading to all parts of the country. In the opinion of executive secretary, H. G. Erstrom, it is these trained service men who are to become the radio merchants of tomorrow and for this reason training is of the utmost importance to the trade.

"For the trained man, radio has no blind alleys," recently stated Mr. Erstrom, "and future radio merchants are going to come from among the men who become qualified radiotricians. Under the plan outlined by the associations, the public will be the gainer because fundamental training and experience will provide the background for successful merchandising. Radio receivers of to-day give service and when properly installed by competent men and operated according to directions, performance is most reliable."

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

Martwel Sales Co. Is Newly Organized

Paul S. Weil and Martin Zatulove Head Firm to Advertise and Merchandise Radio Products on National Scale

Paul S. Weil and Martin Zatulove, two well-known figures in the music-radio industry, both of whom were associated until recently with the Charles Freshman Co., Inc., have joined



Paul S. Weil

forces and organized the Martwel Sales Co., Inc., with offices in the Paramount Building, 1493 Broadway, New York. The activities of the new company will be devoted to advertising and merchandising of radio products on a national scale, with exclusive sales representation on each line. It is announced that a large staff of salesmen will operate from branch offices which will be established in key cities. It is planned to make the main office headquarters for the out-of-town trade on their visits to New York with all necessary facilities at their disposal.

The line of Magnatron tubes, manufactured by the Connewey Electric Laboratories, Hoboken, N. J., is the first product to be merchandised by the Martwel Sales Co. and announcement will be made shortly of the addition of a cabinet line, a dynamic speaker and an AC chassis.

Mr. Weil was advertising and sales promotion counsel for the Charles Freshman Co. for the past six years, while Mr. Zatulove was traveling supervisor of sales for that company.

Desk Model Radio Receiving Set Cabinet Is Popular

RED LION, PA., August 6.—The popularity of the desk model cabinet for radio sets continues as strongly as ever, according to a recent statement issued by the Red Lion Cabinet Co., of this city. Red Lion desk models have reached a total sale of over 80,000 units, which is pointed out as probably the greatest popularity ever attained by any one distinct type of radio cabinet. This has led the Red Lion Cabinet Co. to continue the development of these models by bringing out two new and artistic numbers of this type, as well as a new console type described and illustrated in the Newest in Radio section in this issue.



Have you heard the sweeter, purer tone of Televocal Quality Tubes? A complete line, nationally advertised.

Write for full description and prices.



Televocal Corporation

Televocal Building

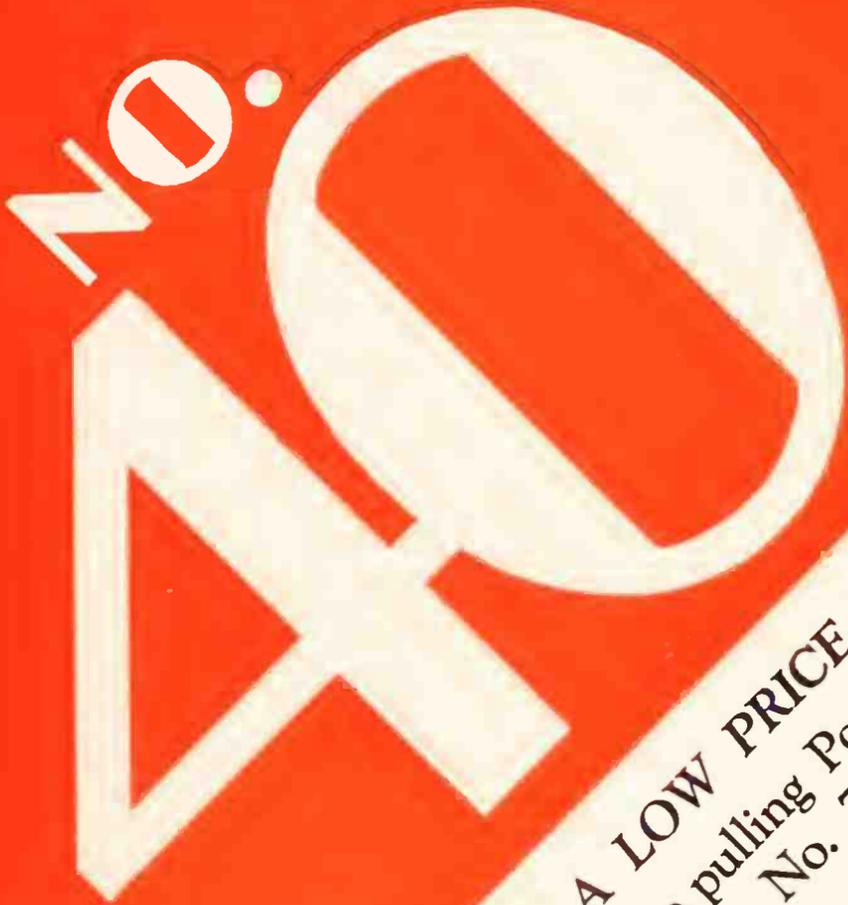
Dept. G-3

588 12th Street

West New York, N. J.

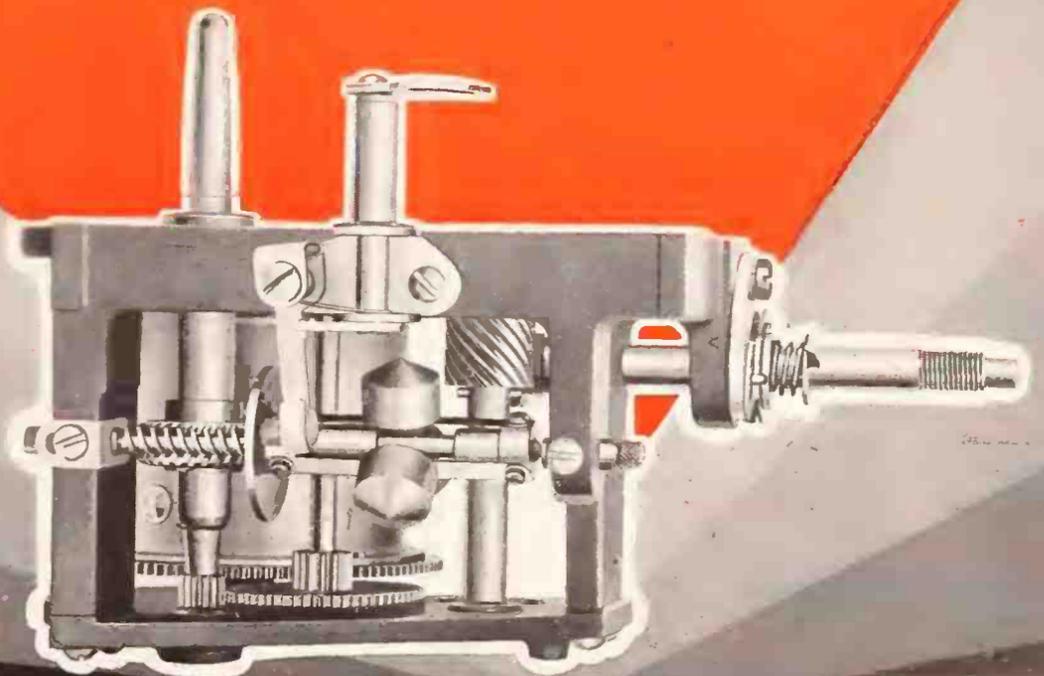
Televocal
Quality Tubes

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...
After four full 10 inch selections it
finishes with....

EXCESS POWER
This is the "4+Motor"
The Motor of Power and Perfection...



SOLE SALES AGENTS

OKEH PHONOGRAPH CORPORATION, 25 West 45th Street, New York

OTTO HEINEMAN, President and General Manager



GUS ARNHEIM AND HIS AMBASSADOR HOTEL ORCHESTRA
 The boast of California a nationally
 favorite orchestra heard only on

Anyone with an eye
 to profits and a good
 ear for music knows
 there is wisdom



in selling records
 conducted by Gus
 Arnheim and played
 by his orchestra

START YOUR OKEH PROFITS BY ORDERING THEIR RECORDS

41057 { I Can't Do Without You
 Feelin' Good (From "Rain or Shine")
 Fox Trots

41037 { If I Can't Have You
 Back In Your Own Back Yard
 Fox Trots

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 WEST 45th STREET

NEW YORK, N. Y.

FRANZ VON LISZT.....

his celebrated...

A Major Concerto

Second Concerto for
Piano and Orchestra

played by...

PROF. JOSEF PEMBAUR
at the Piano

Dr. Weissmann conducting
the Orchestra of the State
Opera House, Berlin.



DAJOS BELA and His Orchestra
are playing

3228
12-inch
\$1.00

Merry Widow Waltz (Lehar)
Wiener Blut (Joh. Strauss)

3227
12-inch
\$1.00

Luxemburg Waltz (Lehar)
Gipsy Love Waltz (Lehar)

5147
12-inch
\$1.50

A Major Concerto, Second Con-
certo, for Piano and Orchestra
(Liszt) Parts 1 and 2

5148
12-inch
\$1.50

Parts 3 and 4

5149
12-inch
\$1.50

Parts 5 and 6

FAMOUS

ODEON
ELECTRIC

RECORDS

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

POINTS

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

Okeh and Truetone Needles

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

TR 07

Ortho-sonic Cups Awarded to Dealers

Arrow Elec. & Radio Co., Inc., of Jersey City, Winner in International Sales Drive—Awards to Group Winners

The Arrow Electric & Radio Co., Inc., of Jersey City, has been presented with the engraved loving cup illustrated herewith by the



Ortho-sonic First Prize Cup

Federal Radio Corp., Buffalo, N. Y., for having won a recent international retail sales contest. The Arrow Electric & Radio Co. sold the greatest number of Federal Ortho-sonic radio receiving sets in a recent thirty-day drive. Retailers in the United States and Canada participated. The contest was conducted by the Buffalo manufacturer. The inscription on the cup reads, "Awarded to the Arrow Electric & Radio Co., Inc., Al Levine, President, Jersey City, N. J., for selling the largest number of Federal Ortho-sonic Radio Receivers during the Federal Radio Corporation's international sales contest for the month of April, 1928."

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, cities between 25,000 and 100,000; Group C, cities between 10,000 and 25,000, and Group D, in cities of less than 10,000 population. This means of classification gave every Federal retailer 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 has been awarded an engraved twenty-four-inch silver loving cup and their selection of additional salesmen's prizes. The Group A contest was won by the Radio Studio, of Omaha, Neb.; Group B, by Prest & Dean, Long Beach, Cal.; Group C, by Yudkins, Danbury, Conn.; and Group D, by the Brecht Drug Co., Yankton, S. Dak.

Radio in Public Schools

PITTSBURGH, PA., August 6.—A new plan of education by radio will be inaugurated in this city

in the Fall providing for instruction to pupils as they sit in their classrooms. Practically every school will be equipped with a receiving set and at specified times lessons on a particular subject will be broadcast to all pupils of a certain grade.

Attractive Magnavox Speaker Literature

Dynamic Speaker Line Illustrated and Described in Circulars in Color Prepared by the Magnavox Co. for the Trade

OAKLAND, CAL., August 4.—The popularity of dynamic speakers has resulted in a great increase in sales of Magnavox products, made by the Magnavox Co., of this city. Although many regard the dynamic speaker as something new in radio, the Magnavox Co. has been making them for seventeen years.

The Magnavox Co. recently issued a series of extremely attractive pieces of descriptive literature in color on plated stock illustrating the various models of Magnavox dynamic speakers. Four models are shown, including the Belvedere, Beverly, Aristocrat and Cordova. The illustrations show the speakers in home surroundings and over each picture is the slogan "Get All Your Set Can Give." On the reverse side of each circular appear full descriptions of the model and its qualifications. The Belvedere, Beverly and Aristocrat are each made in four models.

C. W. Wadsworth Weds

UNIONTOWN, PA., August 7.—Clemence W. Wadsworth, of the sales staff of the W. F. Frederick Piano Co., this city, was recently wed to Miss Elizabeth A. Engle, of Grantsville, Md. The ceremony was solemnized in the Methodist Episcopal church, Grantsville, with the Rev. J. E. Johnson officiating.

That the AC tube has a definite and permanent place in broadcast receivers has been amply demonstrated, according to officials of the Arcturus Radio Co., Newark, N. J. It was stated that the argument that AC tubes are but a passing fancy, and that they would eventually bow to DC tubes operated by rectifiers, has been settled in favor of the AC tubes.

A. K. Dealers Hold Meeting in Utica

Retailers From Thirteen Counties Gathered at the Hotel Utica in July—1928-29 Line Introduced to the Dealers

UTICA, N. Y., August 4.—Atwater Kent radio dealers from thirteen counties in New York State gathered at Hotel Utica, this city, on July 18 for an all-day business meeting under the auspices of the Stiefvater Electric Co., Atwater Kent distributor. E. G. Stiefvater, president of the company, opened the meeting by delivering an address of welcome to about one hundred dealers.

Speakers of the morning session included John A. O'Brien, assistant territory manager of the Atwater Kent Mfg. Co., who presented the new Atwater Kent radio line for the 1928-1929 season and outlined the plans of the company on the one million set program for this year. Joseph Graham, territory representative of the Pooley Co. of Philadelphia, Pa., presented the new Pooley line of radio furniture for Atwater Kent sets.

Charles Coleman, representing the Red Lion Cabinet Co., Red Lion, Pa., presented the Red Lion radio cabinets. Charles Craig, assistant service manager of the Atwater Kent Mfg. Co., outlined the service policy for the 1928-29 season and extended an invitation to the assembled dealers to attend the modern service school at the factory. After lunch, the speakers were Chester A. Smith, general sales manager of the Stiefvater Electric Co., who addressed the dealers on direct house-to-house solicitation, and A. C. Stiefvater, president of the company, who delivered an interesting talk on finance. In the evening a dinner was held in the ballroom, followed by an entertainment.

Lillian M. Guth Honored

Miss Lillian M. Guth, credit manager of the Plaza Music Co., New York, has been paid a signal honor by the New York Credit Men's Association of which she is a member. At a recent meeting she was appointed vice-chairman of the Bankruptcy Law Committee of this Association. It is pointed out that this is particularly notable because Miss Guth will be the only woman on the committee.

Build a Profitable Radio Business

By Selling **PREMIER**

"AC" RADIO

under your own private label!



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



A new way to merchandise Radio Receivers—Embodying every feature of up-to-the-minute Radio. Unconditionally Guaranteed.

Chassis Only

For those desiring to purchase their own cabinets and make up their own sets, we can supply the chassis only, made up 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

PREMIER ELECTRIC COMPANY

Dept. 365, 3800 Ravenswood Ave., Chicago, Ill.

Established 1905

Radio since 1920

Get Behind Automatics

The Market for the Automatic Phonograph Is Practically Unlimited—Sell Your Fellow Merchants

By E. O. Hobbs

Sales and Advertising Manager, Capchart Automatic Phonograph Corp.

INVENTIVE America! Adaptive Business America! America has become used to the spectacle of seeing herself looking to new ideas—and ideals—in its business, political and social life. These have been exemplified in the bicycle and automobile and radio—the “14 points” of Wilson and the wide vision with which our social contacts are carried out in this day and age.

Just about the time we all think the ultimate has been reached in a certain line of business endeavor, along comes a new adaptation of an old principle which revolutionizes all previous conceptions of value or scope and opens up an entirely new market; a market that has already become a vast one for the music dealers and one, heretofore, to which they have not had access. Such is the market which confronts the music dealer of America to-day since the automatic phonograph has crossed his vision and opened up an entirely new vista of sales pastures—green, virgin and untrampled ground that is awaiting his sales efforts.

The principle of the phonograph has remained unchanged since its inception, but the greatest advancement has been in the recording of the human voice and its reproduction; with little thought, comparatively, given to the mechanism that makes this reproduction possible. Meanwhile, however, inventive geniuses have been quietly at work upon the principle of continuous playing of many records, and almost at once their efforts have been poured forth to an astonished and, you might say, an awaiting market.

Some of these new productions have been worked out on somewhat similar scales, but with varying degrees of improvement, and today the market is being “cried” with a number of very high-grade and practical automatic phonographs, which not only give the hearer a continuous program of music, but, with some of these instruments, also an electrically ampli-

fied and volume-controlled reproduction. Here, too, they vary. Some have perfected an arrangement that selects a particular record at will, according to the user's desires, while others go so far as to provide a very large number of continuous playing records, which are changed and turned in the one operation.

This perfection was not possible a few years ago, and it is only due to the great strides which have been made in the radio world that to-day finds the phonograph industry facing a rebirth and a new and enlarged market for the reproduction of the world's masterpieces of music, continuously and automatically played and changed. The music dealer has not been slow to see the vast possibilities that have been opened to him. Already, some of the companies supplying this market have made new plans which make available to the music trade the participation in this market, which heretofore has been closed to them, owing to the policy of selling direct from factory to user, ignoring the music dealer entirely in this growing commercial installation field.

But the old law of averages works in many cases, and a quiet analysis of the possibilities of the field has shown that the legitimate music dealer is the logical source through which to really merchandise this new product, and now he is being asked to consider this field—and the live dealers are quick to see the immense advantage they can secure by handling this new automatic phonograph, and on an exclusive basis, in many cases.

The phonograph business enjoyed the largest year it ever experienced in 1927, and this also in the face of the fast growing radio business. However, instead of forcing the phonograph out of the field, as so many dealers thought the radio would, it has broadened the market for music. While the radio has grown, yet it must be credited with having helped the market for good music, but it was a one-time proposition,

while to have the pleasure of listening to a repeat of a favorite piece of music, the phonograph naturally fell heir to this most profitable growth of the worth of good music.

It was but natural that with this rapid growth, and with the same rapid growth of nearly every industry supplying the wants of a busy people, the inventive geniuses of the musical world would turn to the ultimate in the reproduction of record playing—the automatic phonograph. This, now an accomplished fact, has enlarged the market for records, and opened an entirely new field for sales cultivation. With the enlarged field came the supply, and the music dealer to-day can choose from a growing source and handle the instrument most suitable for his community and his market.

Advertising one's business toward the end of attracting more trade has long been the theme of the successful merchant. This same merchant, in every community, has been quick to see the great future in store for him who could first utilize this new automatic phonograph as a means toward attracting more retail trade, and whether or not he gave away his music, or made his customers pay for it through the coin-operated feature, the fact remained that the public was—and is—attracted to a live store by new methods, and especially so when that store utilizes the most susceptible of methods—that of good music—and this is being proven daily in nearly every city in America to-day.

This article holds no brief for any one particular instrument on the market, but is primarily for the purpose of showing the music merchant the trend of the market, and the new article which oftentimes completely upsets tradition, and makes a broad pathway for itself. This the automatic phonograph is certainly bound to do. The merchant who ignores this new field is but depriving himself of that portion of a good market in his own community which by all rights he should not overlook.

Profits will be made in the sale of automatic phonographs, and the firm that pioneers in this field in the way of retail sales to his fellow merchants, speaking principally of the commercial installation feature alone, will reap the harvest of profits which always accrue to the pioneer who blazes the trail and who becomes known as a leader in his community.

It is but logical to suppose that this trend of automatic reproduction of music will extend in the near future to an instrument designed and priced for home use, and that is another huge market awaiting the successful merchandiser. Last, but not least, television is but around the corner, literally speaking, and within the next several years that field will be waiting for cultivation the same as the automatic phonograph field is awaiting the live dealer today. That the wide-awake merchant of musical merchandise has seen the vast possibilities of this field was shown at the recent National Music Show, held at the Hotel Commodore, in New York, where the reception accorded the automatics was simply astounding. Times change—the wise merchant watches the tide.

Appoints Distributors

New distributors recently appointed by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., include the following: Providence Electric Supply Co., Providence, R. I.; Iowa Auto Market, Des Moines, Iowa; Stowe Supply Co., Kansas City, Mo.; and Talbot Brooks & Ayer, Portland, Me.



A New, Simple Tube Checker



Pattern No. 150

Jewell has developed a tube checker that is indeed simple. It is so simple that all that is required to prepare it for testing tubes is to plug the attached cord into a 110-volt, 60-cycle outlet.

This new tube checker, known as Pattern No. 150, is somewhat similar in appearance to other Jewell tube checkers which have earned an enviable reputation for accuracy and reliability, but differs in that all tubes can be tested without resorting to batteries of any kind. This is accomplished by incorporating a transformer which furnished the required voltages, making use of alternating current instead of the conventional A and B batteries.

All tubes can be tested from the WD-11 and 199 tubes up to the 210.

A five-prong socket is supplied with an adapter for 4-prong tubes and a rheostat enables adjusting the filament in conjunction with the 0-48 volt A.C. voltmeter. Plate current is read on a 0-15 milliammeter.

This new tube checker is described in our Form No. 2004. Write for a copy.

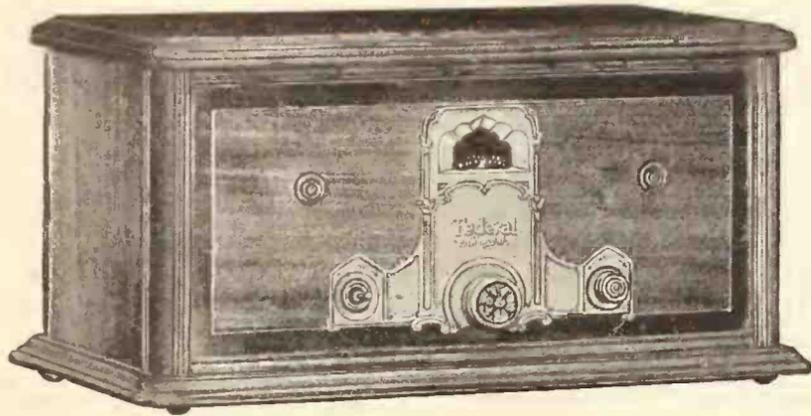
Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago

“28 Years Making Good Instruments”

ONLY FEDERAL

OFFERS REALLY FINE QUALITY
AT \$130



FEDERAL'S new A. C. models are built with the same care and precision that has maintained Federal's reputation for reliability and performance during the entire course of development of the radio industry.

This remarkable little set offers retailers the greatest combination of sales features found in any one radio today—seven A. C. tubes (including rectifying tube)—all metal chassis—all self-contained—fine wood cabinets—push-pull amplification—remarkable two-way

selectivity—single dial, electrically illuminated—ease of adjustment to line voltages of from 100 to 130 volts—full Federal Ortho-sonic tone—unusual compactness—tremendous volume with perfect gradation—vernier tuning control, exceptionally sensitive.

Prices - without tubes

Table Model — 60 cycle \$130, 25 cycle \$140
 Console Model with built-in speaker — 60 cycle \$220,
 25 cycle \$230

(Slightly higher West of Rockies)
 May also be had for battery operation

**This is going to be a big radio year. It will be even bigger if you handle Federal.
 Phone, wire or write for details.**

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

FEDERAL RADIO CORPORATION,
 1738 Elmwood Avenue, Buffalo, New York

Please send me complete details of the Federal proposition.

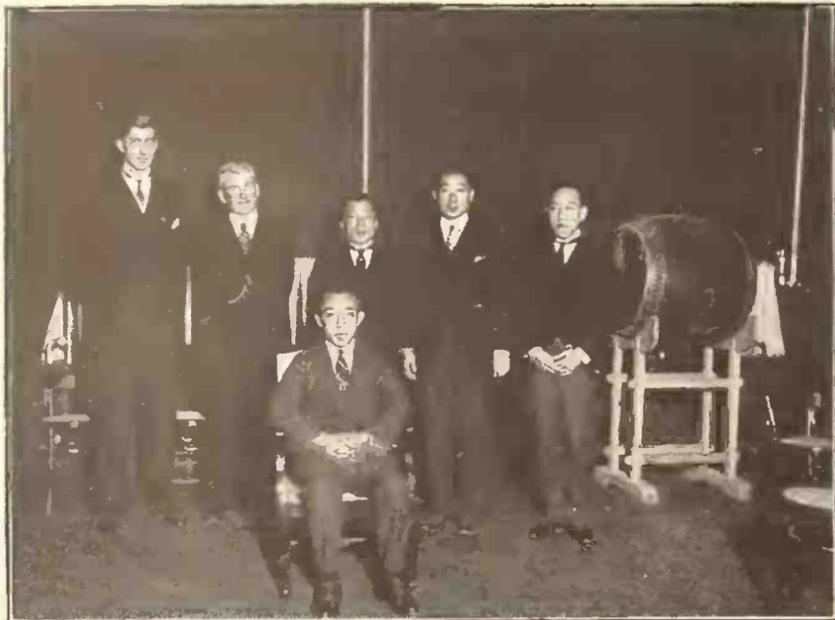
Name.....

Address..... City.....

Prince Visits Nipponophone Co.'s Plant

Prince Fujimaro Yamashina, of Japan, Calls at Tokyo Subsidiary of the Columbia Phonograph Co.

His Imperial Highness, Prince Fujimaro Yamashina, of Japan, recently visited the plant of the Nipponophone Co., Columbia Japanese subsidiary, at Tokyo, as shown herewith. His



Prince Fujimaro Yamashina Visits Nipponophone Plant

Highness is seated, and the others, left to right, are: L. H. White, vice-president (who reports that his silk hat was checked at the door); J. R. Geary, president; George Sosai, sales manager; T. Iwaski, works manager; T. Natsume, advertising manager.

At the recording studio, His Highness applauded a concert of Japanese and foreign music, and showed eager interest in inspecting the electrical recording apparatus. He did not rest, in fact, until he had examined every department of the plant, over a period of three hours and a half. At the conclusion of the visit, His Highness expressed his appreciation for a most instructive and enjoyable afternoon.

C. M. Pearson, formerly with the Columbia Phonograph Co. and more recently with the Denver Dry Goods Co., is radio manager of the B. K. Sweeney Electrical Co., Denver, Colo.

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

Imports and Exports of Talking Machines

Figures on Exports and Imports of Talking Machines and Records for May—General Increase Over the Year Previous

WASHINGTON, D. C., August 4.—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 \$48,109, as compared with \$50,786 worth which were imported during the same period of 1927. The five months' total ended May, 1928, showed importations valued at \$194,271; in the same period of 1927, \$257,973, a substantial decrease.

Talking machines to the number of 11,754, valued at \$504,838, were exported in May, 1928, as compared with 9,812 talking machines valued at \$415,865, sent abroad in the same period of 1927. The five months' total showed that we

exported 56,900 talking machines, valued at \$2,435,502, as against 52,831 talking machines, valued at \$1,933,470 in 1927.

The total exports of records and supplies for May, 1928, were valued at \$295,586, as compared with \$240,181 in May, 1927. The five months ending May, 1928, show records and accessories exported valued at \$1,440,955, as compared with \$1,136,828 in 1927.

The countries to which these machines were sent during May, and their values, were as follows: Europe, \$18,913; Canada, \$29,115; Central America, \$28,939; Mexico, \$45,910; Cuba, \$47,003; Argentina, \$100,622; Brazil, \$39,778; Chile, \$15,014; Colombia, \$46,031; Peru, \$10,238; Other South America, \$45,426; British India, \$457; China, Hong Kong and Kwantung, \$5,972; Philippine Islands, \$8,976; Australia, \$17,790; New Zealand, \$5,952; British South Africa, \$1,888; Other Countries, \$36,814.

New Landay Stores Opening

Following a program of extending their activities, Landay Bros., Inc., New York City, who operate a chain of retail music stores in the Metropolitan district, recently opened a new store at 540 East Fordham road, Bronx, New York City, and will open a palatial salon at 583 Fifth avenue in the very near future. The new store in the Bronx, which is the third serving the residents of that borough, occupies an entire building.

The new Fifth avenue establishment will be the successor to the Landay store which was formerly located at Fifth avenue between Thirty-eighth and Thirty-ninth streets. This store will carry, in addition to all the latest developments in musical and radio instruments, a large stock of fine art cabinets and treasures.

The Chas. E. Wells Music Co., Denver, Colo., has organized a free music instruction class.

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.

H. R. Fletcher Made Racon Vice-President

Sales Executive Elected Officer of Racon Electric Co.—Has Had Long Experience in Automotive-Radio Fields

H. R. Fletcher, recently elected vice-president of the Racon Electric Co., New York City, is receiving the congratulations of his many friends in the music-radio industry. Mr. Flet-



H. R. Fletcher

cher is one of the best known sales executives in this field as well as in the automobile trade. He joined the Racon Electric Co. this year as sales director, following previous connections as an executive of Amsco Products, Algonquin Electric Co. and director of sales and advertising of the Apco Mfg. Co.

Eighteen years of Mr. Fletcher's experience was gained in the automotive industry, first as a salesman, then as district manager and sales manager for the Stewart Motor Corp., resigning to become vice-president and general manager of the C. T. Silver Co., distributor, and later became general manager of the Stutz Motor Car Co. His wide experience has made him thoroughly familiar with the trade.

RCA Denies Charges of Trade Commission

A general denial of the charges contained in the recent complaint of the Federal Trade Commission against the Radio Corp. of America, alleging that the RCA is using unfair methods of competition in requiring radio manufacturers to use its tubes under a licensing agreement for the initial installation, has been filed by the corporation. The Trade Commission based its charges on section 9 of the agreement between the RCA and radio manufacturers, this clause requiring the use of Radiotron or Cunningham tubes. Licensees of the corporation under section 9 of the agreement must equip receiving sets leaving their factory with one of these types of tubes.

The Radio Corp. further denied that its own sales, together with those of the licensees under the license agreements, constitute 95 per cent of all the receiving sets produced in the United States. In asking that the complaint be dismissed, the RCA contended that the replacement market for tubes was larger than the market for initial installation.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

A New, Big Profit Opportunity for Dealers =

money-making

ELECTRAMUSE

offers attractive discount plan!



Typical Electramuse installation
The Gates Cafe, Plainfield, Ind.



Typical Electramuse installation
Yong Mu To Restaurant, Chicago, Ill.

Takes in \$114.50 in One Month!

KAUFMAN, TEXAS
HOLCOMB & HOKE MFG. CO.,
Indianapolis, Indiana

The Electramuse is the biggest money-maker I ever saw. Last month it took in \$114.50. You really have got something good.
— CLAY'S CAFE
by S. C. Clay

"My Receipts Average \$6.00 per Day"

RICHMOND, VA.
HOLCOMB & HOKE MFG. CO.,
Indianapolis, Indiana

The Electramuse is working perfectly. No doubt you will be interested to know that my receipts from the instrument have been on an average of \$6.00 a day. Our business has also showed a steady increase which we attribute solely to the installation of the instrument.
— SUBLETT'S INN
by V. H. Vaughn



HERE'S A STORY of profits to interest you, Mr. Dealer! Retail merchants by the score are operating ELECTRAMUSE, the coin-controlled continuous playing phonograph and are making big profits—from \$90 to \$165 per month!

As a dealer you now have this same opportunity to pile up profits easily and quickly. Our new Dealer Discount

Plan is taking like wild-fire. Dealers everywhere are accepting it and are making the most money they ever made with a coin-operated musical instrument. ELECTRAMUSE is a wonderful music-marvel and money-maker ideally suited for your business. It sells itself. Read the enthusiastic letters here from users. They tell a story of easy profits that should interest you immensely. Don't pass up a real chance—fill in and mail the coupon.

Earns More in 4 Weeks Than Another Type Instrument Did in 20 Weeks

LAKE WORTH, FLORIDA
HOLCOMB & HOKE MFG. CO.,
Indianapolis, Indiana

Last year we had a machine of another make placed in the store on a percentage basis. The twenty weeks that this machine worked for us showed, beyond all doubt, the possibilities and advantages of owning our own machine. The first four weeks operation of the Electramuse in our store, the net earnings were more than the percentage we had received from the other machine the entire twenty weeks it was here.
—COMMUNITY SWEET SHOP

"Is Best Paying Department in My Place"

MUSKOGEE, OKLAHOMA
HOLCOMB & HOKE MFG. CO.,
Indianapolis, Indiana

I feel that I cannot say too much for the Electramuse. It has more than exceeded my expectations as far as receipts are concerned, and as a business stimulant it has no equal. It is by far the best paying department I have in my place.
—W. P. BROOKS

"Leaves Me Monthly Profit of \$80.00"

MARION, INDIANA
HOLCOMB & HOKE MFG. CO.,
Indianapolis, Indiana

My Electramuse was installed the first of January of this year. The first fifteen days it took in \$105.00; the first month my receipts were \$225.00. My down-payment came back to me the first month, and since that time this machine has earned its payments each month and left me a monthly profit of about \$80.00.

But this is best of all:—My trade has increased most satisfactorily. If the Electramuse did not take in a cent, it would still remain an excellent investment and a sure business builder.
—SAGE CANDY COMPANY
by Fred E. Sage

Earns \$7.00 per Day

RICHMOND, VA.

When we have a full house, the Electramuse, which replaced the one that was costing us thirty dollars a month for records, brings in about seven dollars a day. We feel that we can safely recommend this form of music for any place where people congregate to eat, or where a soda fountain is popular.

—DINTY MOORE'S
by B. C. King

Owens Two Electramuses—and Buys Three More!

HOBART, OKLAHOMA
HOLCOMB & HOKE MFG. CO.,
Indianapolis, Indiana

I am enclosing my order for three Supertone Electramuse machines. As you know I have already two Grand models. Have had one machine in my lunch room here in Hobart one year this month. It has lacked less than \$15.00 of paying for itself since I have had it. The other machine has been in use eight months and is paying me well.

I have found from actual experience over a year that the Electramuse will pay a handsome profit—many times more than anything else of like amount invested.
—GUST ELLWANGER

Says "More Than Satisfied"

ST. CROIX FALLS, WISC.

I am more than satisfied with the Electramuse. My customers say they have never seen an instrument like it, and they all seem to be crazy about it. I know it is one thing they will not tire of. The first three days I had the instrument, I took in fifteen dollars.
—ROY H. PERSON

A Product of

Holcomb & Hoke Mfg. Co.

World's Largest Manufacturers of Money-making Equipment

Indianapolis, Indiana

HOLCOMB & HOKE MFG. CO.—Dept. 2-W—Indianapolis, Ind.

Without obligation on my part, send me all data on your new Electramuse Dealer Discount Plan.

Name _____

Street _____

City _____

State _____

Studner Activities National in Scope

Sales Organization of Studner Bros., Inc.,
Featuring Several Leading Lines of
Cabinets, Covers the Entire Country

The sales organization of Studner Bros., Inc., manufacturers' representatives, New York and Chicago, completely covers the entire country. Besides the New York and Chicago headquarters, Studner Bros. have offices and display rooms in various other strategically located cities throughout the country. At these dis-



Wm. W. Davies

play rooms the lines of the various cabinet manufacturers which this company represents are displayed, including models of the Superior Cabinet Co., Muskegon, Mich.; S. Karpen & Bros., New York, Chicago, Los Angeles, San Francisco and Michigan City, and Buckeye Mfg. Co., Springfield, O. There is also displayed a complete line of Gordon motors.

An example of the thorough coverage of the trade made by Studner Bros., Inc., is to be found in the State of Ohio, where three men serve the trade in the interests of the Studner



A. P. Handel

lines. William W. Davies, who is in charge of the Ohio territory, is in Cleveland, with offices in the Chester Twelfth Building. Associated with Mr. Davies is Albert P. Handel in the efficient covering of this State. There has also been established a Cincinnati office at 3837 Spring Grove avenue, in charge of G. H. Armstrong.

In addition to the service afforded by the



G. H. Armstrong

twenty-eight men on the staff, both Myron and Jack Studner, principals of the organization, spend much of their time with the trade.

Growing Interest in Amateur Television

CAMBRIDGE, MASS., August 6.—The Raytheon Mfg. Co., of this city, which, in addition to its line of radio tubes, manufactures the Raytheon Foto-Cell and Kino-Lamp for television purposes, reports that the interest in amateur television experimentation is expanding steadily. In a recent announcement from the Raytheon Co. it is stated that several stations have been licensed for experimental television transmission on the frequency band of 4700 to 4900 kilocycles. WCFL of Chicago has been granted a license to transmit television signals on short waves, while WLEX of Lexington, Mass., has been granted a similar license under the call letters 1-XAY.

Splitdorf Issues an Artistic Portfolio

In keeping with its slogan, "Beauty in Radio," the Splitdorf Radio Corp., Newark, N. J., has issued a portfolio containing specially processed photographs of the Splitdorf line of the radio receivers. All of the art furniture consoles are shown as well as two table models patterned after an old world jewel case. The front cover presents the manufacturing facilities back of the Splitdorf line through the illustrations of the various plants of the Splitdorf-Bethlehem Electrical Co., the parent organization.

Ernest Urchs Passes Away

Ernest Urchs, head of the wholesale department of the concerts' and artists' bureau of Steinway & Sons, of New York, and widely known to the talking machine trade, died on July 12 at his home in New York, at the age of 64, following an illness of more than six months.

Mr. Urchs had been connected with Steinway & Sons for 34 years and during that period he was active in musical affairs and was an adviser of many musicians. Many years ago he was the representative of the Phillips & Crew Piano Co., of Atlanta, Ga., as distributor of Victor talking machines. He was well known to the executives of the Victor Co. and the former National Association of Talking Machine Jobbers. Mr. Urchs is survived by his widow, Mrs. Emma Urchs, and a daughter, Mrs. Edgar M. Pope.

F. A. Delano Joins the Brunswick Co.

Will Handle the Record Sales Promotion
Work for That Company—Long Record
of Achievement in the Trade

Frank A. Delano has joined the staff of the record division of the Brunswick-Balke-Collender Co. for the purpose of handling record sales promotion work for that company. Mr. Delano is particularly well qualified for his new post, because of his long experience in handling that sort of work. He is well equipped musically, having at one time sung in opera and was for a number of years in charge of the Red Seal



F. A. Delano

School conducted by the Victor Co. More recently he has been doing promotional work for wholesalers and others in the trade and his contact with dealers, coupled with the wide knowledge of record merchandising, should stand him in good stead in his new position.

Kisselburgh Is Now a Columbia Artist

Columbia's latest record list carries a first coupling by Alexander Kisselburgh, prominent American concert baritone. Mr. Kisselburgh,



Alexander Kisselburgh

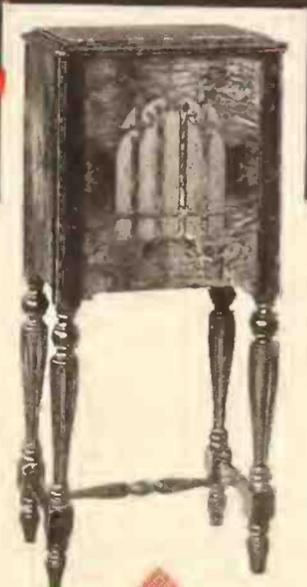
who has a large following on the Pacific Coast, gave a successful Carnegie Hall recital in New York City the past season, and has been active this Summer in Festival appearances in the East, including participation with Ethel Leginska in New England. His first Columbia record, coupling "Danny Deever" and "The Song of the Flea," is said to exhibit a fine manly voice notable for clearness of diction.

MAGNAVOX *Dynamic* SPEAKERS



Aristocrat Model

Beautiful burr burl walnut cabinet finished in two tones. For A-Battery Operation . . . \$70 For AC Operation \$85



Dynamic realism is radio's newly acknowledged refinement . . . originally sponsored by Magnavox. Every tone rich, full and vivid . . . over entire audible range. A cascade of volume . . . without distortion. America's finest radio sets are made with Magnavox Speakers as built-in equipment.

Cordova Model

(Below)

Combining rectifier and power amplifier. Takes place of last audio stage in set. Walnut cabinet. AC Operation. \$175, without tubes.



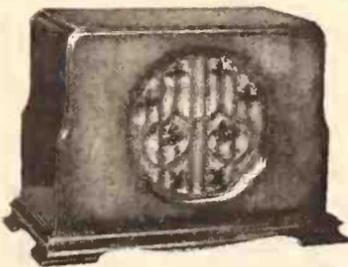
"FIRST SPEAKER FIRST DYNAMIC"

THE MAGNAVOX COMPANY

Oakland, California Chicago, Illinois

Beverly Model

Gracefully proportioned cabinet finished in light mahogany. For A-Battery Operation \$55 For AC Operation \$70



Belvedere Model

A beautiful floor screen of rich two-tone walnut. For A-Battery Operation \$50 For AC Operation . . . \$65



Units Only: D. C. \$35, A. C. \$50.

Northern California Atwater Kent Dealers Attend Convention

More Than 700 Dealers Attend Meeting at Which New Line Is Presented—Ernest Ingold, Inc., Host to Trade—Interesting Addresses Prove Feature of Gathering

The annual convention, tendered to Atwater Kent retailers of Northern California by Ernest Ingold, Inc., each year, wound up in a glittering finish at the St. Francis Hotel, San Francisco, Cal.

It was by all odds the largest and most enthusiastic gathering in the history of these meetings. More than seven hundred retailers sat patiently through a vivid afternoon program in the Italian ballroom, embracing a complete showing of charts covering the radio industry, a presentation and description of the Atwater Kent line for the year, an elaborate display of Pooley, Red Lion, and independent cabinets, descriptions of developments in tubes, a new Atwater Kent finance plan, a comprehensive outline of a five-million-dollar advertising schedule, a campaign for "better tone in the home," and a general review of radio as a business and of the industry.

In the evening the Atwater Kent Follies presented an extravaganza, "One in a Million," in celebration of the manufacturing schedule of the Atwater Kent Co., which calls for a million sets during the current year.

The speakers for the day included among others Ernest Ingold, president of Ernest Ingold, Inc.; H. S. Hinze, secretary and treasurer of Ernest Ingold, Inc.; Melvin DeLyons, vice-president of the same company; T. Wayne McDowell, of the Atwater Kent Co.; L. M. Willis, Pacific Coast manager for Atwater Kent; R. E. Smiley, assistant general manager of the Atwater Kent Co.; T. J. Mercer, of the Bankers-Commercial & Security Co.; Don E. Gilman, manager of the National Broadcasting

Co.; E. W. Butler, of E. T. Cunningham, Inc.; W. George Coleman, the Red Lion Mfg. Co., of Red Lion, Pa., and T. W. Warren, of the Pooley Co., Philadelphia, Pa.

The Atwater Kent Quartet was heard at the close of the evening session, as was the Atwater Kent orchestra, which is heard on the air each Sunday night. The convention was staged on such a scale that the entire second floor of the St. Francis Hotel was used.

Dialect Records Aid Columbia Students

Students who can speak the pure dialect of their native localities are being sought at Columbia University to make phonograph records of their speech, which will be used in teaching phonetics in colleges. The Present Day English Group of the Modern Language Association, which originated the movement for recorded dialects, has obtained an appropriation of \$500 from the university and is now seeking to complete its repertory from the 14,000 Columbia students at the Summer session.

The association has made several records, but lacks satisfactory examples of dialects from the Cape Cod section of Massachusetts, Edisto Island in South Carolina and from districts in Illinois, Missouri and the Southwestern States. A fee of \$10 has been offered to any student who can furnish a pure dialect.

The records will be of value to students and professors of classes in English, according to

Dr. Cabell Greet, Professor of English in Barnard College, who is in charge of the recording.

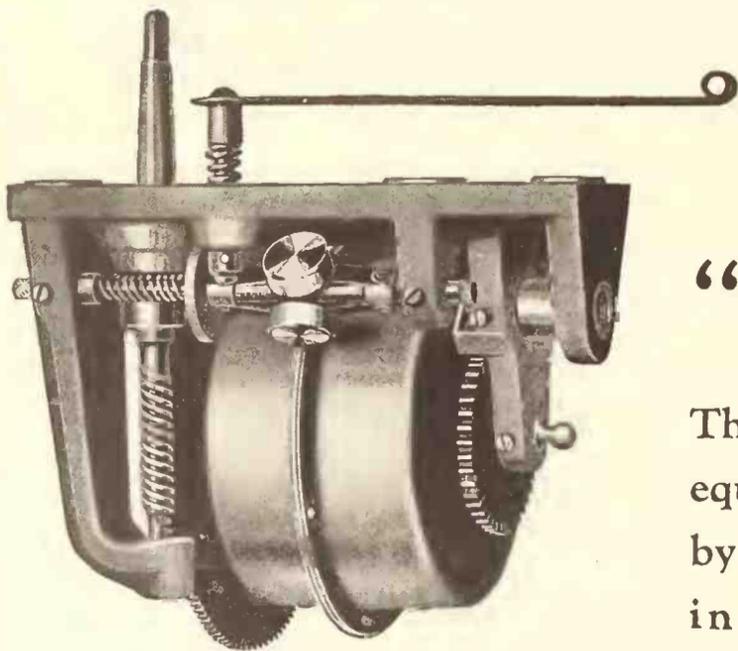
"The phonograph record will furnish a valuable supplement in teaching the history of the English language," said Dr. Greet, "because it will be an exact re-creation of the human voice. There is really no convenient, practicable notation capable of indicating all the qualities of speech. A phonetic alphabet sufficiently exact to show the nuances of American dialects requires so many characters that it is difficult to handle."

It will probably be difficult to find the exact dialects desired, added Dr. Greet, because of the tendency toward standardized language among educated people. Students who have studied English and grammar for twelve or fifteen years tend to become self-conscious about their dialect and to smooth out peculiarities in their speech.

Each person tested will be called upon to read a fairy story about a baby rat into the microphone. This story was written especially for this purpose by Dr. Hans Kurath, Professor of German at Ohio State University, and contains many words and expressions.

Bruno Increases Floor Space for Victor Line

The addition of a new floor devoted to Victor products gives C. Bruno & Son, Inc., Victor and musical merchandise wholesalers, 44,000 more square feet of floor space at 351 Fourth avenue, New York, it was announced recently by William J. Haussler, president of the company. In addition to the Victor department, this new floor will have the executive offices of Mr. Haussler and his associate executives in charge of Victor activities, Charles Sonfield, vice-president, and Jerome Harris, secretary-treasurer. An elaborate Victor demonstration and showroom is being arranged, in line with the firm's policy of pursuing a vigorous campaign in behalf of Victor products.

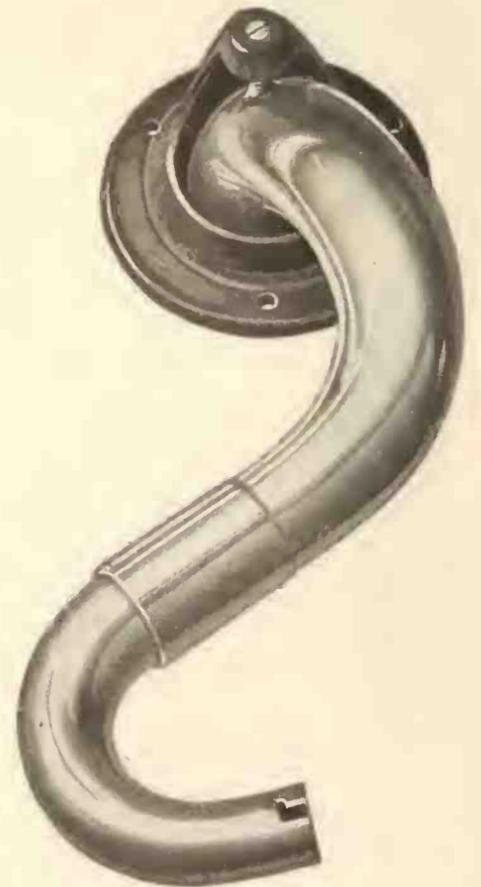


102 Motor



"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

Introducing
"the new voice of the skies"

The
EDISON RADIO
and **RADIO-PHONOGRAPH**
COMBINATIONS

The Edison Radio, long awaited, is now a reality! We introduce a complete line of electrically correct Radios and Radio-Phonograph Combinations—beautifully encased as befits their scientific excellence. . . . Here at last is a radio which is a super-selective local receiver, and at the turn of

a switch, a champion long distance performer! The radio with a super-power amplifier, the radio which uses the dynamic speaker with amazing results! In short, the radio you want to know about! The story is inside. Don't miss a word. It's the big news of the year.

The new
Voice
of the
Skies™

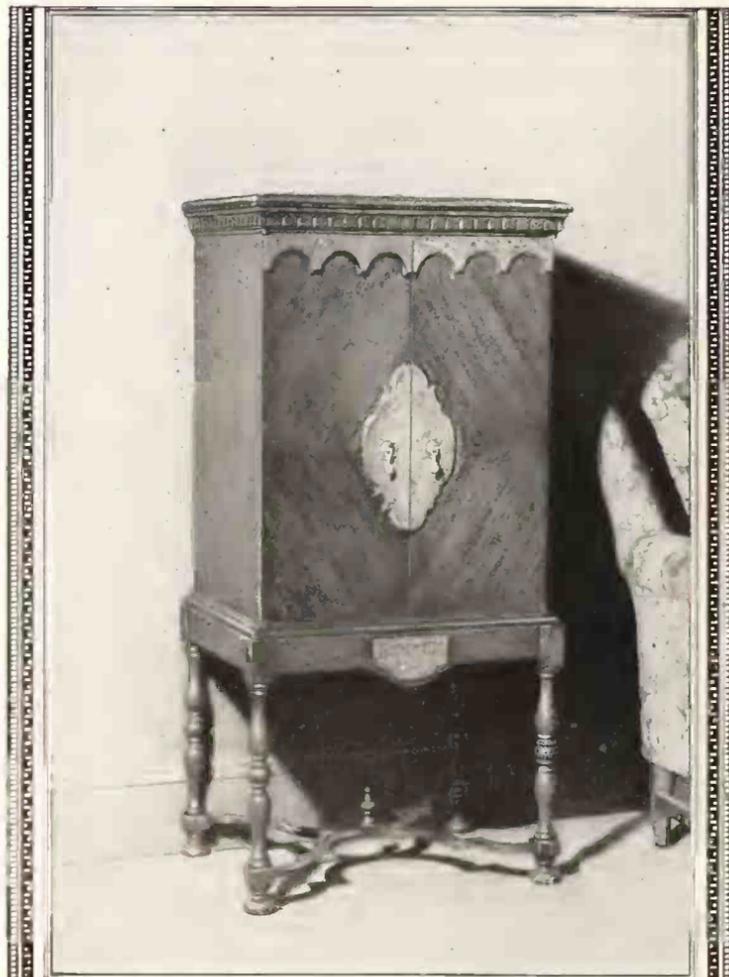
The Edison Radio and



Model R-2. Radio with Dynamic Speaker. *Simplicity brought to a new perfection. The cabinet is in blended walnut finish, relieved with burl maple panels. A graceful piece of furniture which reflects credit on the good taste of any householder.*

Size 42½" x 22" x 16"

Price, including Dynamic Speaker,
less tubes: \$260.



Model R-1. Radio with Dynamic Speaker. *Charmingly compact, it adjusts itself ideally to the modern home. . . . Blended walnut finish and panels of burl maple attest its handsome quality, in perfect keeping with controls of inlaid maple and trimming of statuary bronze. The doors fold back flat against the sides.*

Size 46" x 22½" x 18"

Price, including Dynamic Speaker,
less tubes: \$315.

AS you would expect, the Edison Radio is advanced, foolproof, electrically correct and beautiful. It has many exclusive features which make for an outstanding performance.

FOR local stations, the Edison Radio is a tuned radio frequency receiver of super-selectivity. It is the best receiver that could be designed for local work exclusively. At the turn of a switch its whole character changes. A new power is unleashed. It then becomes a receiver of great sensitivity, and a champion distance-

getter. The Edison is truly the "Local and Long Distance" receiver.

THE Edison Radio has a super-power amplifier using the new R.C.A. "250" tube. It also has an inbuilt new-type, extra size Peerless Dynamic Speaker. As a result, the Edison gives superb quality at all degrees of volume, with a startling response on bass notes. It can be tuned down to a whisper or tuned up to full orchestral volume. The Edison way of using and controlling the Dynamic Speaker accomplishes amazing results.

Radio-Phonograph Combinations



Model C-2. Radio and Electric Phonograph.
Completely electrified. The cabinet of blended walnut finish, with its ornamental panels of burl maple, fits pleasingly into any interior, harmonizing with other furniture. Its doors fold inconspicuously back, flat along the sides, revealing four gold-embossed record albums.

Size 48½" x 28¼" x 18"

Price, including Dynamic Speaker,
 less tubes: \$495.



Model C-1. Radio and Electric Phonograph.
An exact reproduction of an Italian Credenza, handsomely carved from solid walnut, with rich polychrome motifs. Built-in record containers. Special super-power amplifier using two "250" tubes and two new-type, extra-size Peerless Dynamic Speakers. This model is the acme of sound reproduction.

Size 48¾" x 43" x 20"

Price, including two Dynamic Speakers,
 less tubes: \$1,100.



ALL models are for A.C. operation, using 3 stages of radio frequency, a detector, and super-power amplifier. All have single dial control and concealed phonograph jack, with change-over switch (from radio to phonograph) on the front panel. Throughout, the Edison Radio is a notable example of advanced design and electrical efficiency.

THE Edison Radio faces a ready-made and nation-wide demand. It is the most asked-for radio in America. To you, as a dealer, this fact is significant. For in a day when so many sets of questionable

quality flood the market, it is reassuring to know that here, at last, is a line of *dependable* sets, sets which the public wants, sets offered by a company whose very name is a guarantee of fair dealing, of stability, and *worth*.

TO tie up with Thomas A. Edison, Inc., is a step urged by common sense, justified by reputation, and virtually impelled by the unsettled state of the radio market. Place your order at once. Communicate with our nearest jobber, listed on next page. Deliveries start in September.

THOMAS A. EDISON, Inc.

*"The new
 Voice
 of the
 Skies"*

Distinguishing Features of

The EDISON RADIO and

Radio-Phonograph Combinations

. . . *The Chassis.* Three stages of radio frequency, detector, and two stages of audio. For A. C. operation—using four “226” tubes, one “227” tube, one “250” tube and one “281” rectifier. The chassis is solidly and rigidly constructed, and is insulated against high voltages. Adequate adjustment for voltage fluctuations. The circuit is highly shielded.

. . . *Super-Power Amplifiers.* All models are equipped with super-power amplifiers, using the new RCA “250” tube. One reason why the Dynamic Speaker gives so remarkable a performance with the Edison Radio and Radio-Phonograph Combinations.

. . . *Dynamic Speakers Built In.* A nation-wide investigation has shown that the year ahead is to be a “dynamic year.” In the Edison Radio and Radio-Phonograph Combinations the new-type extra size Peerless Dynamic Speaker reaches its greatest excellence by the use of a “250” tube and thru our method of control.

. . . *Long Distance Switch.* The Edison Radio for local work is a straight radio frequency receiver of super-selectivity. When distance is desired, the turn of a switch makes it sensitive to the highest degree. Distant stations which cannot be heard with the average radio frequency receiver can be brought in with fine volume.

. . . *Tuning Control.* Single Dial with

divisional numbers. Calibrated wavelengths are also shown. Dial is illuminated from the interior.

. . . *Phonograph Jack on Radios.* A radio to phonograph change-over switch is located on front panel of radio. Consequently, jack does not plug in from the front, but concealed lead-in gives permanent installation. Thus every radio is potentially a combination radio and electric phonograph.

. . . *Radio-Phonograph Combinations.* Fully electric. Each contains in addition to the Edison Radio an electric phonograph, electrically driven. Has the only electric pickup that plays all types of records—both hill-and-dale and needle-type. A marvel of ingenuity—developed in the Edison Laboratories, the birthplace of the phonograph. The only truly universal electric combination.

. . . *Cabinets.* Edison Cabinets are made in our own plants, of the finest woods, specially selected for grain. Solidly built and finished to endure, they rank with the furniture of the finest homes.

. . . *Workmanship.* Only expert electricians of long experience touch any part of an Edison set. The Edison Radio owes much of its quality performance to this high-class workmanship.

. . . *Inspection.* Every set must undergo numerous inspections under the rigid Edison standards, such as is given all Edison products.

Edison Phonograph Distributing Co.

ATLANTA
155 So. Forsyth St.

DENVER
1636 Lawrence St.

ORANGE, N. J.

BOSTON
96 South St.

KANSAS CITY
1215 McGee St.

PITTSBURGH
909 Penn Ave.

CHICAGO
3130 So. Michigan Ave.

MINNEAPOLIS
608 First Ave. N.

RICHMOND
1204 East Main St.

DALLAS
500 Elm St.

NEW ORLEANS
128 Chartres St.

SAN FRANCISCO
1267 Mission St.

CLEVELAND: B. W. Smith, Inc., 2019 Euclid Ave.
OGDEN: Proudfit Sporting Goods Co., 2327 Grant Ave.

PHILADELPHIA: Girard Phonograph Co., Broad and Wallace Sts.
ST. LOUIS: Silverstone Music Co., 1114 Olive St.

TRADE MARK
Thomas A Edison

Latin American Field Is Fertile One if Trade Is Properly Sold

Volney L. Held, Who Has Covered Latin America for Thirty Years, Gives Some Interesting Information to American Manufacturers Planning to Enter This Market

(Volney L. Held, the writer of the following article, has covered the Latin American territory for the past thirty years. Any talking machine or radio manufacturer who is planning to enter this field and who desires information and advice regarding the best method of procedure can secure the same by writing the Talking Machine World and Mr. Held will give them the benefits of his experience either through the columns of this publication or by replying directly by mail.—EDITOR.)

In the June issue of The Talking Machine World Volney L. Held, importer and dealer of Bayate, Oriente, Cuba, submitted for the benefit



Volney L. Held

of the dealer readers of this publication a record trade-in plan which he has been using with success. Other angles of music merchandising in Latin America as viewed by Mr. Held are of interest because they show the great difference in methods used in Latin American countries.

"Catalogs and consumer literature to be used in selling the public in Latin America should be prepared differently from those used in selling the North American public because of the barter system of purchasing which is in vogue in Latin America," points out Mr. Held. "The customer entering a store begins his purchases by pricing different articles and is seldom sold on the first price offered; he must get the merchandise for less. To make this clear, let me give an example:

"Customer: 'What is the price of that phonograph that has been in your store so long it is getting mouldy?'

"Salesman: 'Only \$150, lady, it is one of the best machines for the money and, while it may seem a little high, it is a bargain to any one who knows the market.'

"Customer: 'That's too much. I won't pay more than \$100 for it.'

"From this point the price is haggled over and the instrument is finally sold for \$110; \$40 less than originally asked but in this case \$10 more than list price.

"Other articles are purchased in the same manner and the bill is totaled up, making \$200.90. The 90 cents is by the same system eliminated and the customer goes home happy thinking she has received \$280 worth of merchandise for \$200. The dealer is satisfied for he cleared \$20 over list prices.

"In securing dealers to take on a line the manufacturer must bear in mind that Latin American merchants must be shown. We will suppose that a manufacturer is seeking to put a new phonograph needle in the territory. This would be the best method. The jobber's representative visits the dealers with a supply of display stands filled with the packages of needles and places a stand in the various stores

on a tryout basis. He secures a receipt for the outfit and the dealer's promise to pay ten cents for each fifteen-cent package sold. The dealer is almost always willing to try the plan for he makes no investment and no chance of having unsalable merchandise left. At the end of thirty days the dealer is in a position to judge whether or not he wants to take on the line and order at regular prices.

"In the past many manufacturers of the United States failed in building business in Latin America because they thought it was a good place to get rid of instruments which were imperfect. The manufacturer who tried this lost out, whereas the one that gave the same merchandise and same attention to his export trade as he did to his home markets won out.

"Another thing to remember is that in selling the Latin American trade one must be a good mixer and meet the dealers on an equal footing, for if they get the idea that you think you are superior to them in any way you may as well pack up and travel, for there will be no more sales at that point. The Spanish-speaking people are little understood by the American public, who have only a passing view of their customs and manners, but in my thirty years' experience I have found them good business men and am proud to have a great number of them as friends.

"A few years ago shippers in the United States received a great number of complaints from Latin American points that shipments were received in bad condition with shortages of merchandise due to faulty and insecure packing. In forwarding merchandise two things should be considered. One, that the case be strong enough to withstand rough handling and, secondly, that it be securely closed to prevent stowaways or deckhands from opening it and stealing part of the contents. Faulty packing is on the wane, however and merchandise is now arriving in much better shape than heretofore.

"Although this is the dull season in Cuba and business is slack I expect to see a large increase in the amount of talking machines and records exported from the United States to Latin America. The reason for this opinion is that for the past few years European firms have flooded Latin America with a cheap grade of phonographs and other musical instruments. They sold on their appearance and price, but after a few months in the tropical climate they became worthless as the sound boxes began to crack and the glued parts became loose. On the other hand, United States firms such as the Victor, Columbia and Brunswick became better known and better established and I believe that it will be very hard for any European manufacturer to get a leading position in Latin America for years to come.

"Manufacturers frequently make the mistake of giving too much territory to a single distributor and consequently their products do not secure proper representation. For example: a manufacturer or his agent goes to Havana, selects a distributor and gives him all of Cuba to cover and feels that he is well represented. The truth of the matter is that he is represented in but one province out of the six which comprise Cuba. None of the provinces work together and to really secure the proper results a general agent or distributor should be appointed for each province."

Wallace R. Lynn, of San Francisco, Cal., has been appointed Pacific Coast representative of the Belden Manufacturing Co., of Chicago, Ill., according to an announcement made at the company's offices.

BUSH & LANE

Pioneers
in
A-C Radio

Present

The Model 9-C

A Seven Tube Neutrodyne Receiver Licensed Under RCA and Hazeltine Patents.



Bush & Lane Model 9-C

Retail Price \$225

Model 9-C is equipped with Model 5 Deluxe seven-tube neutrodyne all-electric receiver. The cabinet is of Louis XVI period design, beautifully finished in walnut. Single drum dial control, calibrated in both wave lengths and kilocycles. Equipped with Cecilian speaker.

The Bush & Lane Dynamic Speaker Is Coming!

Bush & Lane also announce their dynamic loud speaker, listing at \$60, perfected by experts in collaboration with their acoustic piano experts whose years of experience in the manufacture of beautifully toned instruments have produced a marvelously toned speaker. All Bush & Lane receivers can be equipped with the dynamic speaker at an additional list price of thirty dollars.

THE LAST WORD IN
REPRODUCTION!

Radio Products
Worthy of Their Name

BUSH & LANE Industries

Holland, Michigan

Write for complete dealer's franchise, and for information on our several console models.

ATWATER KENT

RADIO

MODEL 40

\$ **77**

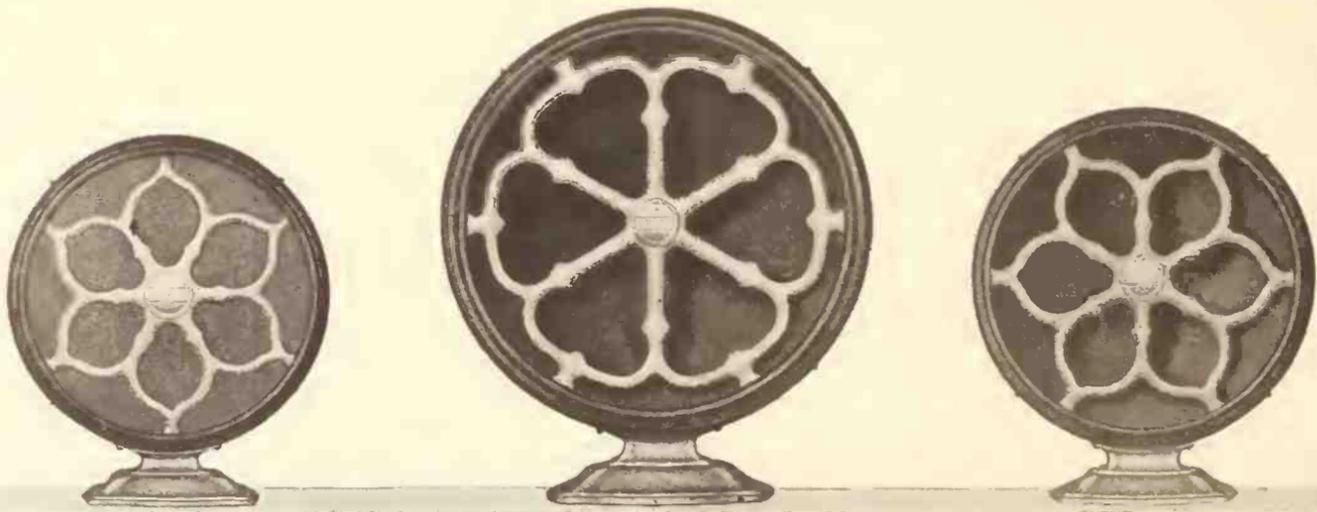
(without tubes)



the 1929 ELECTRIC SET

MODEL 40 A.C. The 1929 improvement on the famous Model 37. More powerful, more sensitive. New sealed power unit. FULL-VISION Dial. Satin finished in dark brown and gold or deep golden bronze and gold. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, **\$77**

MODEL 41 D.C. set. Requires five D. C. tubes and two power tubes. Without tubes, **\$87**



"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**

ATWATER KENT RADIO

Look below the surface!

“**S**ET manufacturers seem to have standardized on the appearance of their magic boxes,” says R. P. Clarkson, reviewing the R. M. A. Show for the New York Sun. “Fifteen or twenty of them looked just like the Atwater Kent Model 37.”

The performance that distinguishes Atwater Kent Radio at \$77, and makes it the best seller and best profit maker, comes from far below the surface. It grows out of experience, out of laboratory and manufacturing facilities, out of the patience of pioneering, out of a determination to make radio always simpler and better, out of *learning how*.

More than 1,650,000 families know at first hand that the name Atwater Kent on a radio set means the same thing as “sterling” on silver. Dealers know it, too. That’s why so many dealers have decided to concentrate on Atwater Kent Radio.

On the air—every Sunday night—Atwater Kent Hour—listen in!

Prices slightly higher West of the Rockies

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING CO.

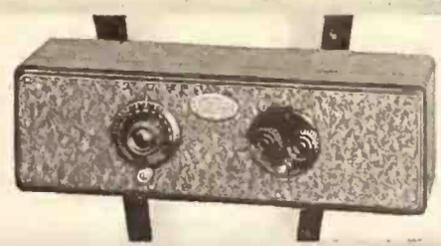
4725 Wissahickon Ave. A. Atwater Kent, President Philadelphia, Pa.



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. Requires six A. C. tubes and one rectifying tube. For 110-120 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. Requires seven A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, **\$106**



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



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

Cincinnati Mid-Summer Demand Is for Combination Instruments

Sales Volume in Most Retail Stores Reported as Being in Advance of Last Year—Gross Co. Prepares for Intensive Fall Selling Campaign—New Models Aid Business

CINCINNATI, O., August 9.—Dealers report that the demand for talking machines in most cases is better than in mid-Summer of last year. Combinations, it is stated, have been moving best.

At the store of the George P. Gross Co. it was stated by Carl J. Rist, manager, that they are developing prospects and completing arrangements for an intensive selling campaign in the Fall. This company is sending a letter each week to a carefully selected list, not with an idea of getting an immediate response, but in order to "set the recipients to thinking," as Mr. Gross explained the matter, and pave the way for the salesman. One method of developing a fine list of prospects the company is using with great success is to watch the building permits and thus secure the names of people who are going to build new homes. "When a family moves into a new home," explained Mr. Gross, "it will spend at least some money on new furnishings, and by taking advance steps to have a new talking machine included in the budget there always is a fine chance of making a sale. Very often the same thing applies to renters who are moving to another home, and we always watch for these.

According to G. E. Hunt, retail manager for the Starr Piano Co., the new Starr Electric Pick-up machine is being well received by the public. At this time orders for future delivery are being taken, but an ample supply, is expected soon. According to Richard Peavey, manager of the Biddle Brunswick & RCA Shop, which is located in the Starr store, there is now considerable "drop-in" trade.

"Our efforts to induce the public to buy an RCA outfit in advance of the recent Tunney-Heeney combat met with splendid success," explained E. M. Abbott, head of the E. M. Abbott Co. "We not only sold a number of combinations in advance of the fight, but we also sold a number after the fight was over. The evening on which the affair took place we entertained a

large audience. We removed all of the merchandise from our first floor, our balcony and our basement, filling them with chairs. Three instruments were used, one in each place, and thus all present were able to hear clearly."

Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co., who spent her vacation in Atlantic City, returned August 4. According to Miss Helberg business is holding up very well, sales being at a higher level than in the corresponding period of last year. Records, it was stated, are in exceptionally good demand, especially the popular numbers and late "song hits."

The Otto Grau Piano Co. is at this time paying special attention to the sale of talking machines, and in connection with its work it has devoted its big show window to a fine display of the Victor line. "While there is the usual Summer lull," explained Otto Grau, "there is always some business to be had, provided one keeps trying to get it. We are devoting our spare time to getting ready for our Fall campaign, so none of us are idle."

M. W. Fantle, of the M. W. Fantle Co., who had just returned from his vacation, spent in St. Joseph, Mich., stated that while away he made arrangements to act as distributor for a radio concern, the name of which he will announce a little later.

According to Miss Nan Tighe, manager of the Baldwin Victrola Shop, the new 9-16 Electrola bids fair to become a "wiz." "Our record sales are exceptionally good," explained Miss Tighe, "and all of our models are moving unusually well for the season."

The Brunswick-Balke-Collender Co.'s local branch has just received for demonstration purposes a very attractive phonograph known as No. 15-8, to retail at \$150. It is announced that Models No. 9-8, retailing at \$95, and No. 12-8 are now ready for delivery. Other new machines that have been received for demon-

stration and soon will be ready for delivery are Console K. R. O. and Table Model K. R., each of which has the Brunswick Type A speaker. Much attention has been attracted by the fine book the Brunswick Co. has issued, showing the advertising matter that is to be used in the national publicity campaign in the Fall.

Temple, Inc., Prepares Dealer Display Helps

Series of Six Window Streamers Pertaining to Timely Events to Be Issued—Counter Displays Available

CHICAGO, ILL., August 6.—Temple, Inc., manufacturer of Temple Air Column speakers, this city, is preparing a series of interesting window



An Attractive Dealer Aid

streamers for the use of dealers, stressing the happenings of nation-wide interest which are available to radio set owners by big broadcasting hook-ups. This series will consist of six streamers, all on timely subjects. The first was issued in conjunction with the Tunney-Heeney fight, and depicted two boxers in the center-piece with the announcement at one side: "Ringside Seats Via Radio," and at the other the invitation, "Get Your Radio Supplies and Temple Speakers Here." It will be noted that the advertising on all the streamers will be subdued, and the general interest item brought up to full prominence. The other streamers will cover the election campaign, world series baseball games, election returns, football games and the sixth will relate to Christmas.

Other dealer material which has been prepared by Temple, Inc., consists of a series of two counter and window displays, one of which is herewith illustrated. Both displays are identical except that one pictures model No. 15 Temple Air Column speaker and the other illustrates model No. 20 Air Chrome Temple speaker. Both cards are in eight colors and constitute desirable material for display purposes, especially in smaller organizations, where possibly but one speaker of each kind is carried and those kept in the demonstration room. In such cases the eye appeal of the speaker is not made use of and the display card serves this purpose.

Organizing Canadian Broadcasting Chain

Canada will soon have de luxe feature programs through its own chain, according to reports received by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., from the G. & J. Sales Co., at Toronto, a Freed-Eisemann distributor in the Dominion. It was stated that the Trans-Canada Broadcasting Co. is being organized and will operate along the same lines as the National Broadcasting Co. in the United States. It is said that the chain will operate in two sections, Eastern and Western, except on events of national importance when both will be linked together. The first program is expected to go on the air about September 1.

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



WATCH FOR THIS
ATTRACTIVE
AND PROFITABLE
NEW LINE

Ready About Sept. 1st



Reg. U.S. Pat. Off.

During the last four years this trade mark has been used on hundreds of thousands of our portable phonographs, shipped to nearly every country in the world!

The sterling qualities of Artone Portables have been proven by their phenomenal success and by the fact that complaints or returns for any cause whatever have been negligible.

The eye value and performance of our portables have always been a step ahead of the crowd.

Our new line, ready next month, will continue to justify these claims. You will be amazed that such fine portables can be produced at such reasonable prices.

The above facts are important for portable buyers to consider

Berg A. T. & S. Co., Inc.
Long Island City, N. Y.

New! — designs

New! — motors

New! — horns

New! — performance

New! — values

Baltimore Columbia Dealers Hold Well-Attended Meeting

New Models Displayed and Demonstrated on Night of Big Whiteman Broadcast—
Trade Reports Business Greatly Increased Over Summer of Past Year

BALTIMORE, Md., August 7.—The talking machine and radio wholesale and retail trade in this territory reports that figures for the Summer business compared with similar months of 1927 show decidedly favorable increases. It is hard to determine just what factors are most responsible for the improvement in trade conditions, but there can be no doubt that new models have played a large part. For instance, since the introduction of the new Columbia-Kolster combination instruments Columbia dealers have reported an extremely fine demand for them and with a number of sales of the \$600 model and the \$375 model, it does not take long for the store's sales volume to mount to sizable proportions. Dealers in other lines likewise report that the public's favor seems to be directed toward the higher-priced instruments with which the dealer can find no fault.

Portables have enjoyed a splendid season here and records continue to sell consistently. The new Paul Whiteman Columbia releases caught the attention of record enthusiasts immediately, due in large measure to the splendid introduction planned by the Columbia Phonograph Co., backed up by untiring efforts on the part of Columbia Wholesalers, Inc., local distributors, and not only did these records sell well but they also helped to stimulate the sales of other recordings. The ever-closer alliance between motion pictures and music as exemplified by every feature movie having an outstanding theme song is in part responsible for the large sales of records.

Parks & Hull, Atwater Kent radio distributors, recently had their territory enlarged and the firm now covers the entire State of Maryland, most of Virginia and the entire Eastern territory of North Carolina. With the addition of territory several new salesmen have been added to the staff and a number of accounts have been opened.

Columbia Wholesalers, Inc., Columbia jobber for the States of Maryland, Virginia and North Carolina, recently held a big banquet at the

Alcazar, in this city, which was attended by approximately 250 dealers. This was probably the most enthusiastic meeting of its kind ever held in this territory. Dealers came in from both near and distant points, some of them making 400-mile automobile trips just to be present. A large banquet preceded the meeting itself and in addition to a splendid dinner, the dealers greatly enjoyed the singing and yodeling of Roy Evans, well-known Columbia artist. Addresses on the latest developments in the phonograph, radio and television business were made by L. L. Andrews, president of the company; Frank B. Walker, of the Columbia Recording Department in New York City, and by William H. Swartz, vice-president of the local organization. Mr. Swartz emphasized the remarkable development of the phonograph business in general, and of the Columbia Co. in particular, pointing out ways and means of increasing dealers' business and profits during 1928. At the end of his speech he predicted the greatest profits for Columbia dealers in the 1928-29 season they had ever enjoyed, irrespective of whether other companies secured increases or decreases this season.

At the conclusion of his address Mr. Swartz pulled the cord which withdrew the curtains from the platform on which the new Columbia models were displayed. Large flood lights threw a brilliant light upon the beautiful cabinets of the new instruments, while a special silver curtain at the back of the platform brought out the cabinet work and wood finish in a remarkable manner. Dealers were so enthusiastic that they jumped to their feet and applauded these new instruments vigorously for several minutes. It sounded almost like a Democratic demonstration at the Houston convention.

When the applause died down the announcement came in over the big radio set, which occupied the center of the platform, that the National Broadcasting Co. would broadcast a special Columbia phonograph program of

"Sixty Minutes With Paul Whiteman and His Orchestra," now an exclusive Columbia record artist. This announcement brought further applause. A complete demonstration of the new instruments was then made, and the dealers permitted to make close inspection of the new designs. Dealer after dealer greeted the Columbia executives with enthusiastic predictions as to big increase in business of Columbia in this territory and further appreciation of the splendid meeting which had just been successfully concluded.

William Braiterman of the Braiterman-Fedder Co., of this city, manufacturer of Brafcop products and distributor of the Valley Forge line of talking machine main springs and repair material, addressed a letter to his many friends in the trade from Los Angeles, Cal., where he recently completed the first half of his twenty-fifth transcontinental trip. Mr. Braiterman expressed himself as well pleased with his reception by Brafcop customers on the 3,000 miles he traveled and also upon the daily reports he received from Baltimore headquarters on the volume of business transacted in his absence.

H. Block Appointed Barber Radio Manager

The Barber Distributing Co., Inc., New York, music and radio distributor, has announced the appointment of H. Block as head of the radio department to succeed David Ullman, who is no longer connected with that organization. Mr. Block has had ten years' experience in the music-radio field in both the wholesale and retail end. He was also at one time sales manager of the Alexander Oil Burner Corp. Mr. Block, in addition to his duties in the radio division, will have general supervision of sales in all departments of the Barber Distributing Co.

Will Market Thornola Portable and Pick-up

The Thornola portable phonograph and the Thornola electric pick-up, manufactured by Thorn Industries, Inc., Syracuse, N. Y., will shortly be placed on the market by Earle V. Hennecke, Inc., New York, a sales organization which has obtained world-wide merchandising rights on both products. The portable carries six ten-inch records, plays two records with one winding, is equipped with speed regulator and needle box and is finished in six colors.

Notables, Guests of Eastman

Among the distinguished group of scientists and other public men who attended the initial presentation of motion pictures in full natural colors for amateur photographers shown by George Eastman, head of the Eastman Kodak Co., in Rochester, N. Y., on July 30, were Thos. A. Edison, Major-General James G. Harbord, president of the Radio Corp., and E. F. W. Alexanderson, the well-known inventor. The new process, culminating years of experience, is so revolutionary as to place it alongside the discovery of film and the invention of the moving picture. Mr. Edison and his family, with General Pershing, were guests at Mr. Eastman's home over the week-end.

New Federal Distributors

Three important wholesale appointments in the Middle Western territory have been announced by the Federal Radio Corp., Buffalo, N. Y. manufacturer of Ortho-sonic receivers. The new wholesalers are the Dakota Radio Co., Jamestown, N. D.; Swords Electric Co., Rockford, Ill., and the Motor Equipment Co. of Wichita, Kans.



Push Portables

Now's the season of the year when portable sales are at their peak. Display them in your windows, demonstrate them in your store.

Columbia offers your customers a truly remarkable line of portables from

which to make their choice. You can offer them just the one to suit their taste or purse. Write us for descriptive folders that help you make the sale.

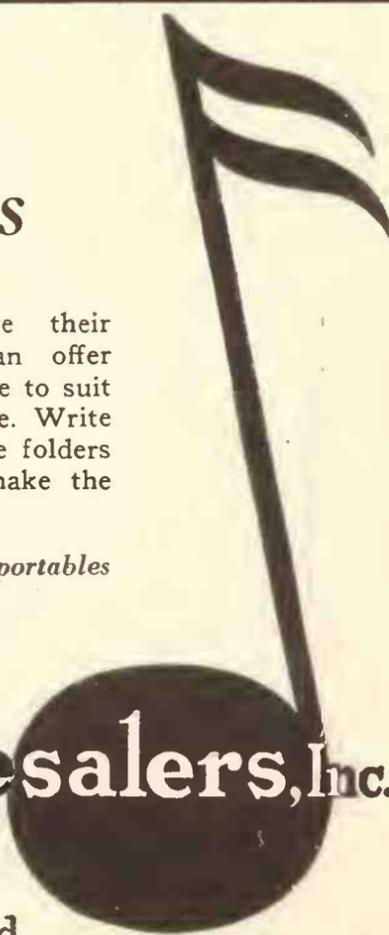
People who buy portables buy records.

Columbia Wholesalers, Inc.

L.L. Andrews — Wm.H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



FADA Radio

The outstanding features
of the Chicago Radio Show

FADA A. C. ELECTRIC	“10”
FADA A. C. ELECTRIC	“70”

Time after time this remark was made,
“Fada has done it again”

The **FADA “10”**



—with Fada “10”, the long looked for great performer in the class around the \$100 market, and Fada “70”, the console model that will take the class market by storm.

The **FADA “70”**



Handsome burled walnut Sheraton console with built in Fada “14” Dynamic Power speaker. Operates on disappearing loop antenna which rests in cabinet when not in use.

The Big Parade in Radio marches on with the Fada “10” and the Fada “70”. They’ll bring the dollars to Fada dealers — and the Fada franchise grows more and more valuable. Don’t delay — see if your territory is open — write or wire.

Fada A. C. Electrics from \$110 up

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

Fada prices slightly higher West of the Rockies

Edison Introduces Radio and Radio-Phonograph Combinations

Two Models of Straight Radio Receivers and Two Radio-Phonograph Combinations Operate on AC Current and Are Equipped With Dynamic Speakers

The Edison radio and the Edison radio-phonograph combination are now realities, and few developments in the trade of recent years have aroused the interest that has been occasioned by the placing on the market of the several attractive models of radio receivers and combinations bearing the Edison name and backed by the Edison reputation in phonograph and electrical circles.

When the announcement was made some weeks ago to the effect that Thos. A. Edison had found a radio receiver to which he was willing to give his endorsement, it naturally aroused considerable interest and speculation on the part of both the trade and public, for it is a known fact that Mr. Edison had hesitated during the early days of radio to join the headlong rush into the new field, but was inclined to bide his time until the stability of the new industry could be definitely established, so that one might deal with facts rather than theory.

When the announcement of the new Edison radio plans were first made there were already in work the several models that have just been made available to the dealers and the public, these models being the result of long research and careful experimenting. Just what they offer in mechanical and electrical equipment and cabinet work may be realized from a perusal of the photographic reproduction found at the opening of the Newest in Radio Section of The World this month.

That those in charge of the development of the Edison radio have had their fingers on the pulse of the industry is evident from the fact that the four models thus far introduced, two straight radios and two radio-combinations, are not only designed to operate direct on AC current, but are equipped with dynamic speakers in every instance, in the belief that this type of power speaker is what will be demanded during the coming year. In fact, the Model C-1, the most expensive of the series, is equipped with two dynamic speakers in order to insure perfect reception and reproduction of all tonal

values—an important departure in radio design.

Descriptions of the mechanical features of the various models will be found under the illustrations in the Newest in Radio Section, but there are a number of features worthy of emphasis. For instance, the radio equipment is properly protected against high voltages and voltage fluctuation; the sets are equipped with special switches to provide for maximum efficiency in the reception of either local or distant pro-



Arthur L. Walsh

grams; the radios are equipped with phonograph jacks with concealed lead-ins, which simplifies the hook-up with the phonograph when desired, and the phonograph combinations are fully electric, including the electric motor drive and electric pick-up.

It is claimed for the Edison radio-phonograph combination that it is the only truly universal electric combination inasmuch as it is provided with a pick-up that plays all types of records, both hill-and-dale and needle type. This pick-

up is purely an Edison development and a genuine piece of ingenuity.

So far as appearance goes every effort has been made to provide cabinets of unusual attractiveness. All the cabinets are made in the Edison plant of specially selected woods, and are built solidly and in conformity with the best furniture-making practice. Regardless of the price, the cabinet work in every instance is of a character that should fit well into the most exclusive homes.

Much of the credit for the development and placing on the market of the new Edison radios and radio-phonograph combinations must be given to Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., who took care of the many details connected with the experimental work and the selection of equipment of the type to meet the strict Edison standards. The ultimate result represents the work of many months on the part of Mr. Walsh and those associated with him, and may be said to be the forerunner of other Edison developments to be announced in due course and which will prove highly interesting to the music trade as a whole.

When the proposed entrance of the Edison interests into the radio field was made public some time ago Edison dealers throughout the country, as well as others, became deeply interested and the actual placing of the new instruments on the market has been awaited with more or less impatience. The influence of the Edison name was amply proved in a number of cases, several dealers taking occasion to place immediate orders for the new instruments before learning of their price, of their structural features, or even when they would be ready for delivery. The actual products which have just been placed on the market would appear to fully justify this confidence.

Interesting Facts Brought Out in A. K. Radio Survey

Interesting facts are brought out by a recent survey made by the Atwater Kent Mfg. Co., of Philadelphia, Pa. It has been pointed out that radio has become a universal Summer sport, both indoor and out. Besides the radios taken to camp those remaining in the cities are finding it a genuine comfort to stay at home and be entertained by the radio rather than "dressing up" and going out. Another interesting fact brought out is that in some localities nearly all purchases of AC sets at this time are by former owners of battery sets.

Specht Bands for Europe

Barney Zeeman, personal representative of Paul Specht, has returned from a European tour where he booked a number of Specht bands in Holland, France, England and Switzerland. Among the bands to play abroad under the Specht banner will be the University of Michigan Orchestra. This unit will open at the Mille Collone Café in Amsterdam early in August. The Purple Knights (a Williams College orchestra) will open at the Thalia Theatre. Other Specht units will open European engagements at Aix le Baine, and Chateau Madrid in Paris. The tours will include visits to Zurich and Berne, according to the route of the orchestra. Another group of Specht bands will sail in September to open at Monte Carlo and Nice. Paul Specht, himself, and orchestra are playing a month's engagement at Swiss Gardens in Cincinnati.

New Gold Seal Offices

The Gold Seal Electrical Co., Inc., 250 Park avenue, New York, has leased a new suite of offices at its present location. Plans for the new offices provide for a model arrangement, embodying efficient operation of all executive and clerical activities.

*And Again
Something New*

Direct Mail Advertising

(from a Woman's viewpoint)

THIS new form of *non-technical* advertising, written by and for women, is the newest form of presenting a technical subject in a clear, understandable way.

Women's interests, which are now turning to all of the modern devices, make it easy for them to vision your product.

Address The Sales Promotion Department

The Schilling Press, Inc.

PRINTERS of QUALITY

Schilling Building

137-139 East 25th St., New York

TWO NEW MODELS

Exceptional Value

CONVENIENCE has few equals as a selling aid. Alone, without being made and kept vital, it is a drinking fountain gone dry.

In portable phonographs, this necessary help must come from exceptional value.

Convenience—in portability, moderate cost and easy merchandising—creates and builds sales interest.

Exceptional value—a lot of phonograph for little money—is the vital factor that clinches sales.

For twelve years, the great majority of successful portables sold have been powered by the famous Flyer Motor. Since introduced in 1926 the Junior Motor has been similarly popular.

And in the new Master Flyer and Master Junior Motors, while increased convenience to the user is announced, the greatest merit in the motors is unchanged.

The long-standing, vitally important superiority of quality—which made the Flyer and the Junior famous—is there, supplying exceptional value in abundance.

"BUILT LIKE A FINE SHIP'S CLOCK"



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.

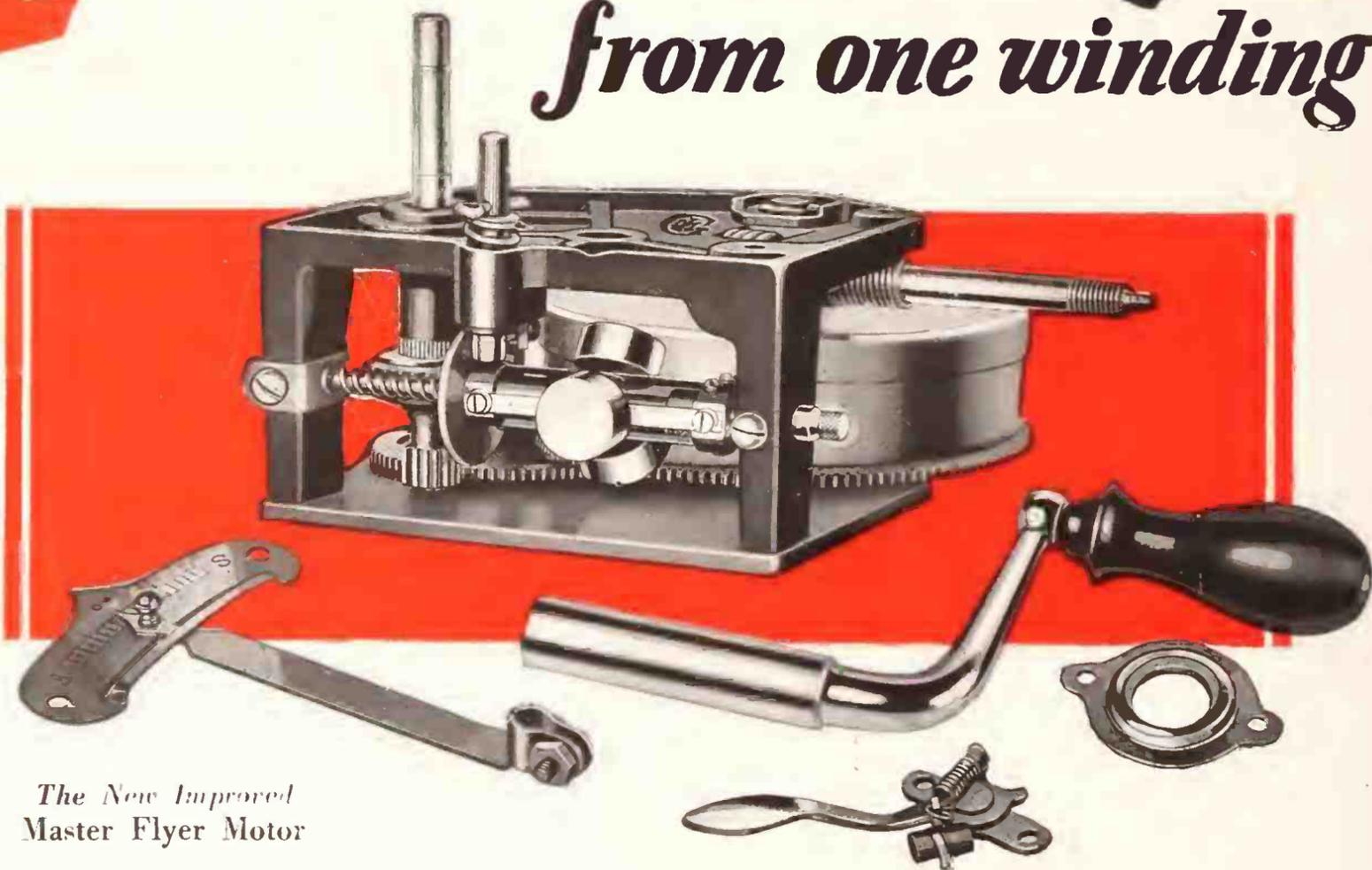
The



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

IMPROVED in convenience, the new Master Flyer Motor is distinguished — like its predecessor the famous Flyer — above all for high quality. “Built like a fine ship’s clock.”

Worm winding mechanism enables effortless winding to full tension, quickly and with velvety silence. The winding shaft being mounted higher permits a longer sweep of the winding crank and still gives more knuckle clearance.

Motor sound is reduced to silence by a new and ingenious arrangement of gears.

New athletic three-selection spring furnishes abundant, smooth-flowing, vibrationless and silent power with ample reserve—no

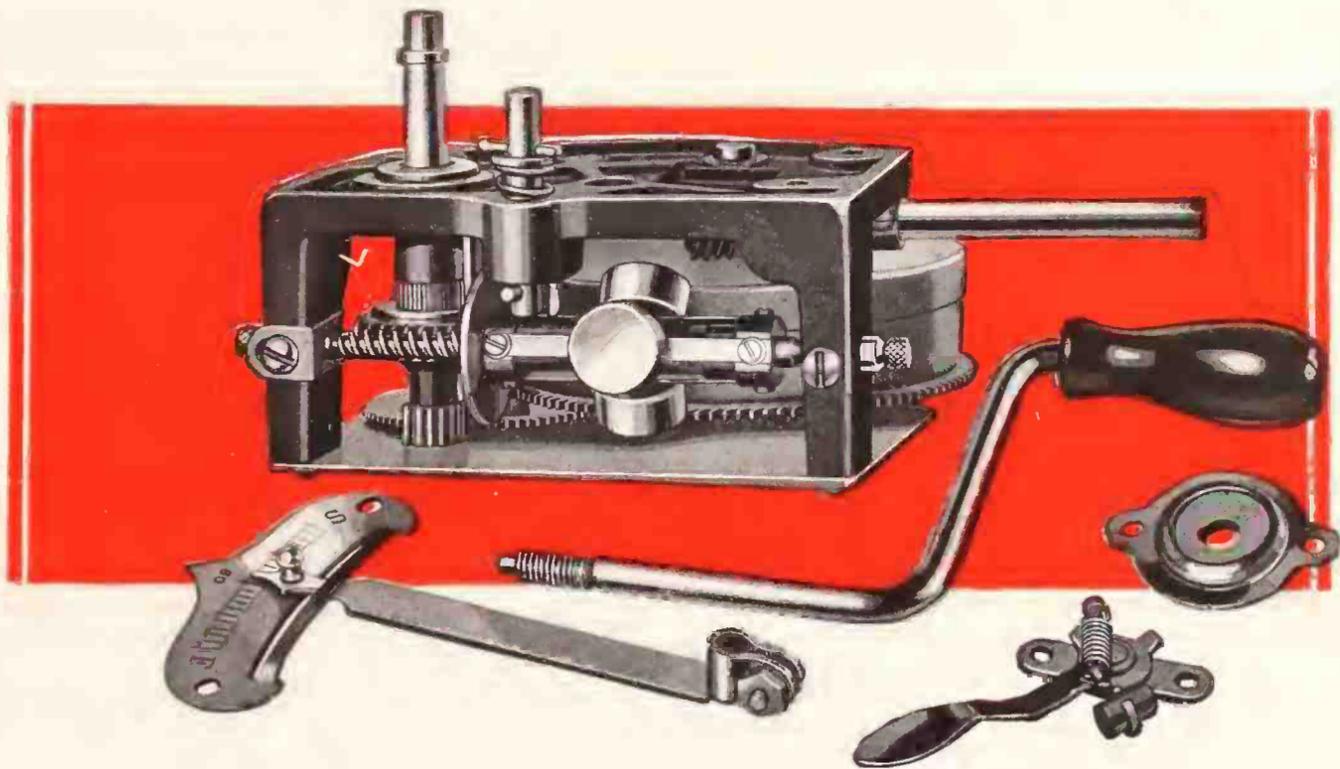
running down. Precision gears and worms cut on special gear hobbing machines, providing for fine adjustment and smooth running. Best of materials.

Built for bigger possibilities with portables, larger sales of records. Specify—and insist on—the new Master Flyer Motor in all your standard size portables.

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

GIVING double the usual playing power, the new improved Master Junior Motor will step up interest in your smaller portables to a remarkable degree. Exceptional value is built into it in every way.

In design and materials the junior brother of the new Master Flyer Motor. Giving you the same assurance of highest customer satisfaction with best salability.

Your sales possibilities with small portables are not only strengthened by *double* the former playing capacity. That is your first and obviously strongest talking point. But there are other important new advantages.

Besides *double* playing capacity you will have

not only better but the *best* all-around performance. Think of that. Quick and silent winding through the best worm mechanism—easier through longer sweep of crank, and still with more knuckle clearance.

Uniform running speed, and ample reserve power even after the second selection is played. The same high quality materials, rigid construction and long-service bearings, and same precision workmanship as in the Junior Motor. Specify the Master Junior in your next order.

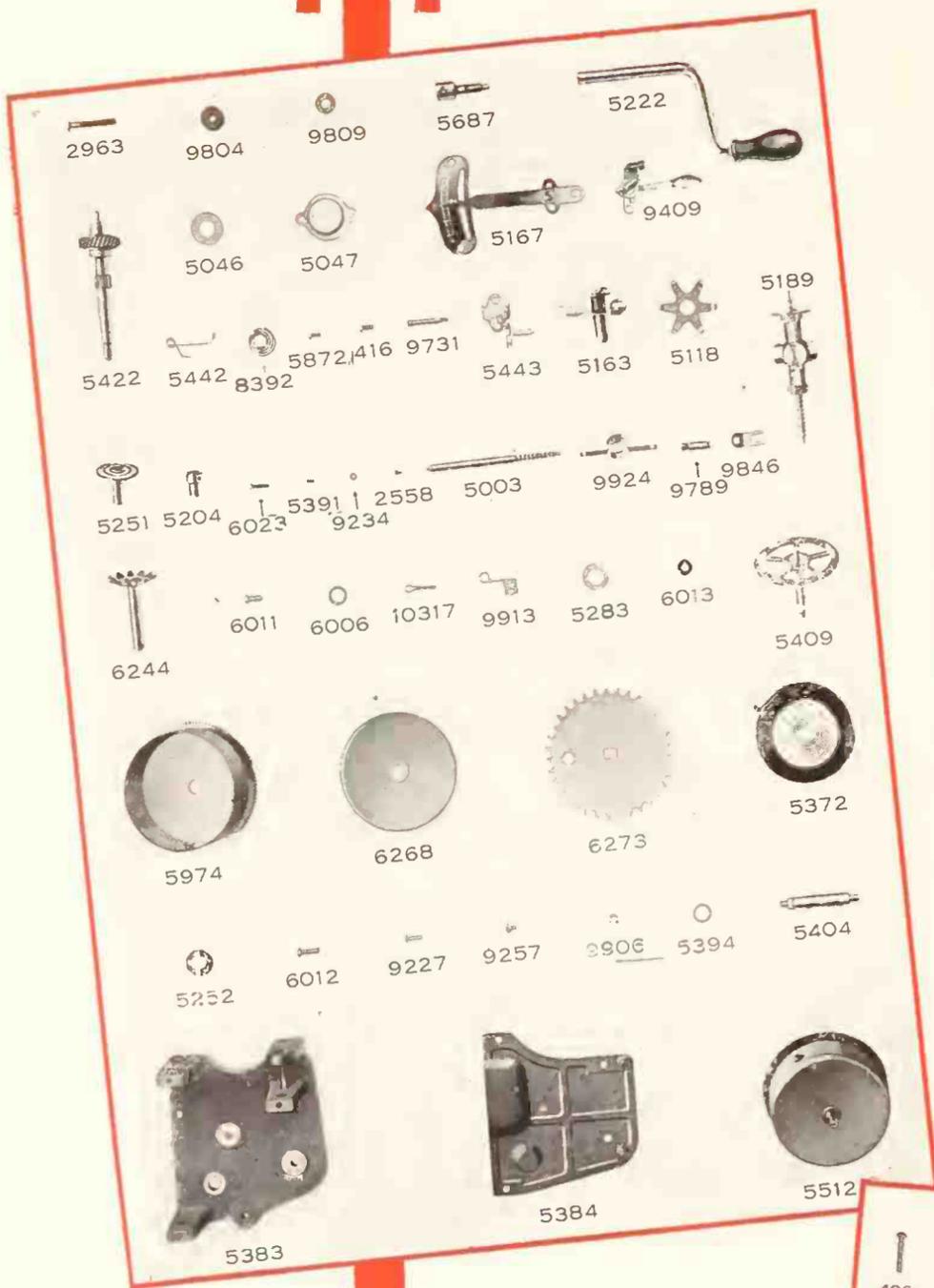
Made and guaranteed to give service and satisfaction by a large and reliable company, *uninterruptedly* in the manufacture of spring motors for fifteen years.

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

Dreher Piano Co. of Cleveland Purchased by Lyon & Healy

Famous Music House Purchased by Chicago Establishment—New Philco Models Shown at Dealers' Meeting—Majestic Distributor Opens Branches—Other News

CLEVELAND, O., August 7.—While business in general was pretty quiet during the month there was plenty of activity, especially among the wholesale trade, who staged their annual dealer meetings and demonstrations.

The most important event in retail music circles for a number of years in Cleveland was the purchase of the business of the Dreher Piano Co. by Lyon & Healy, of Chicago, and the retirement of Henry Dreher, president and founder of the company, from business. Work on remodeling the store is now well under way and is expected to be completed September 1.

Philco dealers of this territory were the guests of Carl Hiler, Cleveland representative, at a luncheon meeting at the Hotel Cleveland, and saw models of the 1929 line and heard addresses by Harry Boyd Brown, merchandising and advertising counselor; Sayre M. Ramsdell, sales promotion manager, and Robert Herr, service engineer. Plans for the coming season were outlined.

The North American Auto Supply Co., exclusive distributor for Majestic receivers for the northern portion of Ohio, has opened branches in Akron and Canton for the purpose of better serving dealers.

New models of the All-American Mohawk Corp. and Federal Ortho-sonic lines of receivers were received by the Smith Co., of East Twentieth street and Euclid avenue, during the month, and the sales force has called on the entire dealer organization and found much enthusiasm for the new models. A large number of new dealer accounts have been added. According to officials of the company, interest continues high in the announcement of the new Edison radio and combination instruments.

The Cleveland Distributing Co., 5203 Euclid avenue, opened its beautiful new quarters for public inspection the latter part of the month, and a large crowd of interested spectators thronged the rooms during the evening. The rooms were decked with flowers for the occasion, and a complete line of Atwater Kent models and Pooley and Red Lion cabinets, for which the company is a distributor, were on display. During the month a four-day sales conference was held and this was in charge of R. H. Bechtol, president of the company, and T. E. Chadwick, sales manager, who outlined to the men the policies and plans for the coming season. Various angles of sales and advertising were gone into by John McGuigan, Jr., district sales manager for Atwater Kent. H. T. Stockholm, district sales manager for the Pacific Coast, was a visitor and attended some of the sales meetings. Addresses were also made by factory representatives of the cabinet companies.

Fada dealers from all over northern Ohio gathered in Cleveland at the Wade Park Manor for their annual meeting and banquet, which was held under the auspices of the George Worthington Co., distributor. There was a very good attendance and the meeting was in charge of D. Aitken, manager of radio sales for the company.

The Crosley and Amrad lines of radio receivers are now being distributed in this territory by the Cleveland Talking Machine Co., and the new models are now on display at the new home of the company on Euclid avenue.

The Detroit Electric Co., distributor for Grebe radio receivers and other radio apparatus, moved the early part of the month to new and larger quarters. The company was formerly located at 1712 Chester avenue. The company, which is a branch of the Detroit Electric Co., of Detroit, Mich., covers northeastern

Ohio, and in addition to Grebe products distributes Jensen dynamic speakers and other well-known accessories.

The Buescher Co., on Huron road at Euclid avenue, has just completed remodeling and re-decorating the entire store, which now presents a most attractive appearance.

Dealers from the northern portion of Ohio accepted the invitation of the H. C. Schultz Co. to view its new home at East Seventeenth street and Payne avenue, into which it moved early in the month. The company, which is a distributor of Sonora products and Magnavox and Peerless speakers and Hyatt portable radio and small goods, has exceptionally good facilities for display purposes.

Decision in Lektophone Suit

SAN FRANCISCO, CAL., August 4.—On May 10, 1928, the suit of the Lektophone Corp., of New York City, against the Rola Co., of Oakland, Cal., manufacturer of Rola loud speakers, for infringements of patents held by the New York corporation, was tried in San Francisco. Counsel for the Lektophone Corp. claimed infringement of Hopkins patents No. 1271527 and No. 1271529, pertaining to cone type loud speakers, and the Rola Co.'s defenses were invalidity and non-infringement.

Federal Judge George M. Bourquin, sitting in the United States District Court of California, Northern District, heard the case and handed down a decision on July 17, 1928, which follows, in part:

"The method is as old as Archimedes, its employment in infinite variety preceded Hopkins and his use of it was analogous, mechanical aggregation rather than combination and not an invention. . . . None of the eight claims of the second patent having been infringed, the issue of validity need not be and is not determined. It is observed, however, that at best these patents are combinations of

what was old in the art, and effect little if anything more than difference in degree; that is, increased volume or loudness by increased capacity or area. They are somewhat analogous to a patent for a fifty-gallon barrel by the inventor discovered possible in a world of five-gallon kegs, hardly invention, even when the first time made (always is a first time, however obvious and mechanical), and though extensively used. . . . The decision is that claims 29 and 30 are invalid and the others not infringed. Decree for defendant."

Col. Robert Davis, of counsel for the Lektophone Corp., stated that this decision would be appealed immediately.

Sociology Students Make Radio Survey

An interesting study of the influence of radio upon society was made last semester by the students of Educational Sociology of the California State Normal School, California, Pa., in which 929 families were surveyed. It was discovered that 271 families, or 29.06 per cent, had radios, of which 82 per cent used the instruments regularly, 7 per cent used their sets occasionally and 10 per cent never used them. The reports showed that practically everybody that owns a radio uses it to regulate their timepieces, and that athletics, religion and music other than dance music were the most popular types of broadcasting in the order named. Following these three weather reports and dance music were the next popular features. The survey covered residents of California, Pa., and adjacent sections.

Chas. Freshman Co. Gets Added Capital

The Charles Freshman Co., Inc., has received \$1,125,000 net in cash, taking into consideration subscriptions by old stockholders and the funds provided by the bankers with whom an underwriting agreement was made, it has been announced by Clarence A. Earl, president, in a recent letter to stockholders. "This additional capital," Mr. Earl said, "enables us to carry on our plans for development of this business along sound lines."

Performance and Beauty at a Price That Builds Real PROFITS—



The COMPACT
A Profit Leader. Eight tubes (including rectifier). Full AC operation; single dial control; artistic wood cabinet. Three tuned stages. Complete (less tubes) \$98

CASE AC NEUTRODYNES

Here's a complete line of AC operated sets with sales appeal for every class of buyer.

For the masses an 8-tube (including rectifier) table model for only \$98. Finer sets for the classes in artistic consoles from \$175 up to radio's supreme musical creation—the CASE GLORITONE at \$500.

That means satisfaction and greater profits in every CASE!

CASE sets are noted for their greater power stage by stage assuring remarkable sensitivity, selectivity, and incomparable tone.

The CASE chassis is rigidly built to withstand rough handling in shipment and years of satisfactory operation in the hands of users.

Write today for details of the money-making CASE franchise and sales promotion plan that builds business for you in YOUR community.

CASE ELECTRIC CORP. MARION, INDIANA
DIVISION UNITED STATES ELECTRIC CORP.

~ CASE ~
Master Builder of Fine Radios



The GLORITONE

Radio's supreme musical instrument. The finer CASE Nine-tube Neutrodyne (including rectifier) in combination with electric phonograph. Dynamic speaker. Loop operated. Luxurious cabinet, gold fitted. Less tubes. . . . \$500

Holcomb & Hoke Market Electramuse, Coin-Operated Automatic

Two Models of New Instrument, Grand and Super-Tone, Now Available—Company Has Long Record of Achievement—Record Exchange Service Insures Newest Music

A recent entry in the field of automatic musical reproduction is the Electramuse, a coin-controlled, continuous-playing, electrically operated phonograph made by the Holcomb & Hoke Mfg. Co., Indianapolis, Inc. There is a



Electramuse Installation at Sage Candy Co., Marion, Ind.

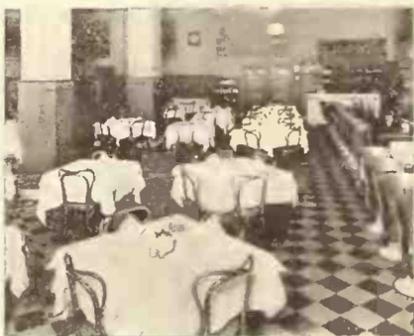
background of successful accomplishment behind this latest enterprise, for the firm has enjoyed a highly successful business for thirty-five years with its other well-known products.

With a capitalization of \$2,000,000, a well-equipped, up-to-date plant and an engineering staff of experts of many years' experience, the Holcomb & Hoke organization has met with unusual success in supplying the merchants' demand for profit-making products. The distribution of Holcomb & Hoke's products and service is national in scope and in order to thoroughly cover the market forty-five sales offices have been opened in strategically located centers, each in charge of a manager. To

round out the organization a force of four hundred salesmen is acquainting merchants with Holcomb & Hoke equipment in all four corners of the country.

There are two models of the Electramuse, the Grand for average-size places and the Super-Tone, which is electrically amplified, for larger places, where greater volume is desired. Both models are finished in soft antique polychrome tones, a handsome art panel with illuminated scene decorating the top of the instrument, and it occupies a small amount of floor space.

The Electramuse Record Exchange Service insures a regular change of music and plays an important part in helping the merchant maintain his steady flow of business. Every sub-



Electramuse Installation, American Grill, Berkeley, Cal.

scriber to this service, at a nominal cost of exchange, receives a new supply of records of the leading makes every two weeks, only the



Electramuse Super-Tone Model

best and most up-to-date music being selected. The Electramuse Exchange Service is handled by a staff of musical experts, who see to it that only the latest and surest song hits are supplied. Records sent out to subscribers of Electramuse Exchange Service are sent post-paid, are kept for a period of two weeks on the Electramuse and then another set of new and different records is sent out.

Restaurants, confectionery stores, drug stores, hotels, clubs, department stores, lodges, Y. M. C. A.'s and similar places have already installed the Electramuse, as well as several steamships catering to pleasure-seekers. Recently the Holcomb & Hoke Mfg. Co. opened the field of sales of Electramuse to dealers and operators with a special discount plan limited to one dealer in cities of 100,000 or less.

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

"Radio in Education" Is New RCA Booklet

A booklet entitled Radio in Education has been prepared by the division of education of the Radio Corp. of America, outlining the part which RCA will play in school educational concerts during the coming year.

In a letter to all RCA authorized dealers J. L. Ray, general sales manager, points out that school authorities are continually asking advice as to the kinds of sets best suited for their purposes, and the new booklet designates three types. Mr. Ray called particular attention to RCA Radiola 28 and speaker 104 as a combination specially adapted to schoolroom work.

Joins Pyramid Supply Co.

BUFFALO, N. Y., August 4.—Richard Cameron, inventor of the Cameron antenna, recently became connected with the Pyramid Supply Co., 140 Delaware avenue, distributor of Steinite AC receivers. Mr. Cameron has a wide acquaintanceship in Western New York.

Hall Music Co. Opens

The Hall Music Co., Inc., succeeding the McComber Piano Co., recently held formal opening of the new store at 19 South First street, Fulton, N. Y. The Victor and Brunswick lines are carried, as well as radios.

SMITHCRAFT EXPRESSES THE MODERN TREND IN FURNITURE

And now ~ the Vogue of
Radio Tables in Wrought Iron



Smithcraft Radio Tables accommodate all standard table model receivers with base dimensions 23"x14" or less. You need no large stock of various sized tables to fit individual makes.



\$14.00

all colors

Slightly higher West of Rockies

Smithcraft Benches are upholstered with beautiful velour tops. These benches harmonize in color and design with Smithcraft Tables, making an attractive and charming combination.

\$7.00 ALL COLORS

Slightly higher West of Rockies



THE beauty and utility of Smithcraft Wrought Iron Tables and Benches will appeal instantly to your trade. All that is truly artistic in modern furniture design is reflected in these unique creations.

Both Tables and Benches are available in a wide range of harmonizing color combinations. They are extremely light in weight, yet are rugged and durable. Altho designed primarily as radio furniture, they are ideal for general use in the home.

Color	Table Code	Bench Code
Antique Brown and Pale Gold	A-1	J-1
Black and Silver Gray	A-2	J-2
Chinese Vermilion and Black	A-3	J-3
Blending Greens ..	A-4	J-4
Yellow Ochre and Black	A-5	J-5
	Table	Bench
Height	29"	18"
Size of Top	23"x14"	10"x21"
Speaker Clearance between Shelf and Top	18½"	
Shipping Weight ..	23 lbs.	13 lbs.

JOBBER

Valuable territory is still available. Write us for full distribution details.

DEALER

If your jobber cannot supply you, order sample direct on your letterhead—or we will ship C.O.D. if desired.

SMITHCRAFT
MASTER CRAFTSMEN IN METAL
THE A. L. SMITH IRON WORKS - CHELSEA, MASS.

Mail this coupon today!

Please send me (check enclosed) (C.O.D.) sample of SMITHCRAFT Table and Bench in (color).

Name

Street

City State

My jobber's name and address is

.....

.....

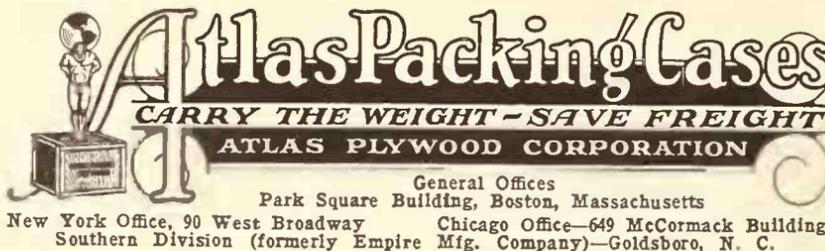


Atlas Cases Bring Highest Second-Hand Prices

Dealers prefer Atlas Cased shipments of radios and phonographs for that reason. The re-sale value of Atlas Plywood Cases is high because these scientifically constructed containers are so strong and well made. Atlas Cases will still be found "on the road" long after less carefully built

boxes have reached the kindling-wood pile.

It will pay you to pack and ship your phonographs and radios in sturdy Atlas Plywood Packing Cases. They give best protection and save you money in the bargain.



General Offices
Park Square Building, Boston, Massachusetts
New York Office, 90 West Broadway
Southern Division (formerly Empire Mfg. Company)—Goldsboro, N. C.
Chicago Office—649 McCormack Building
Mfg. Company—Goldsboro, N. C.

2140

Pittsburgh Dealers View New Sparton Equasonne Receivers

Standard Talking Machine Co. Host to Local Trade at Demonstration of New Products of Sparks-Withington Co.—Fada Dealers Hold Convention—Other News

PITTSBURGH, PA., August 7.—Over 125 radio dealers were guests of the Standard Talking Machine Co. at an informal gathering in the auditorium of the company, when the new Equasonne of the Sparks-Withington Co., Jackson, Mich., was displayed and demonstrated to the dealers. The meeting, held during the afternoon of July 27, was presided over by Wallace Russell, general manager of the Standard Co., who introduced J. C. Roush, president of the company. The speaker of the afternoon was to have been Captain William Sparks, president of the Sparks-Withington Co., who, however, was detained when his airplane was forced to descend some miles east of Harrisburg, and he sent a wire stating that he would not reach Pittsburgh until 11 p. m. In this emergency M. H. Goodsell, district sales manager, took the floor and gave a very interesting talk on the new Equasonne and explained the merchandising plan. At the conclusion of his talk the dealers viewed the three models that were on display. Later dinner was served on the roof garden of the Chatham Hotel with Mr. Russell as master of ceremonies.

Announcement was made that, due to the inability of Capt. Sparks to attend the meeting, he would be glad to have the dealers attend a meeting at the Standard Building in the morning and that he would defray the extra expenses of any dealers who came from points 100 miles and more distant from Pittsburgh. Capt. Sparks was greeted by a large number of dealers on Saturday morning at 9:30 and he made an interesting talk.

With liabilities of \$74,470 and assets of \$94,600, of which \$57,000 is due on accounts, the Pioneer Music House, Inc., of Indiana, Pa., filed a voluntary petition in bankruptcy in the United States District Court here.

The second annual district convention of the Fada radio dealers was held at the Hotel Prichard, Huntington, W. Va. Several of the latest design radios were on display and their operation was explained. The principal speaker was L. J. Stutz, a representative of the F. A. D. Andrea Co., who spoke on "The Romance of Radio."

Through the courtesy of the Winter Piano Co., of Erie, Pa., Atwater Kent radio sets were installed at two local theatres of the city and a popular restaurant during the recent Tunney-Heeney boxing contest. As a result of the excellent reception it was stated that a number of Atwater Kent sets were sold.

Columbia business has been stimulated by the recent introduction of the new Columbia-Kolster model No. 960. The demand has been rather encouraging, according to local dealers. The new Columbia portable No. 161 has also had a brisk sale.

The Pittsburgh Brunswick branch reports that sales of the Brunswick phonographs and the combination radio-phonograph models have been rather good for the past few weeks and the outlook is excellent.

The Federal Ortho-sonic, of which Hamburg Bros. are the Pittsburgh distributors, is meeting with popular demand in the tri-State territory. Federal dealers are enthusiastic over the fine work that was done by the Ortho-sonic during the recent national conventions and the Tunney-Heeney contest. Reception was reported as "excellent" by scores of owners of the Federal radio receiving sets.

Talking machine dealers report that while sales for July have been slow, there is a feeling that with the passing of Labor Day there will be a marked improvement in business. Victor, Columbia, Brunswick, Sonora and Edison dealers are agreed that the outlook for Fall business is "most hopeful."

W. C. Fuhri Home From Western Trip

Vice-President and General Sales Manager of Columbia Co. Pleased With Business Prospects Throughout the West

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to New York recently after a trip to the Pacific Coast, which included a visit to the national convention of the Western Music Trades Association at Los Angeles. While on this trip Mr. Fuhri visited San Francisco, Salt Lake City, Seattle and Butte, calling upon Columbia branch managers and Columbia dealers in the various cities. He was particularly pleased to find that the new Kolster-Columbia combination was meeting with an enthusiastic reception everywhere, and Columbia dealers are planning to feature this quality instrument in their 1928 campaigns.

W. E. (Pop) Henry, for many years identified with the Columbia organization and one of Mr. Fuhri's old friends, drove him from Los

Angeles to San Francisco, while they discussed Columbia activities of years ago. During his stay in Los Angeles Mr. Fuhri met C. A. Dellzell, of the Columbia Stores Co., a Columbia distributor at Denver, and at Butte, Mont., he spent a few hours with Charles Spencer, of the Columbia Stores Co. of Salt Lake City. They all spoke enthusiastically regarding the outlook for Columbia business, commenting particularly upon the substantial increase in Columbia record sales since the first of the year.

Mohawk Bowlers Had a Successful Season

Pictured below is the Mohawk Radio Bowling Team of Chicago, which just closed a very successful season in two prominent Chicago leagues. The quintet also contested in several regularly sanctioned tournaments.

Gustave Frankel sponsored the team during the past season as the representative of the



Mohawk Radio Bowling Team

Mohawk Corp. of Illinois, which merged with the All-American Radio Corp. into the present All-American Mohawk Corp., manufacturer of the Mohawk American six- and eight-tube, one-dial radios and combinations. Because of the quintet's commendable record during the past season, Mr. Frankel, vice-president of the new organization, indicated he would back them again this Fall as the Mohawk All-Americans, also tying the team up with a broadcasting program. Standing, left to right, the members of the team are: Walter Trettin, Albert Morgan, Charles Levy. Seated: Charles Grussing, Bernard Hochstadter (captain), and C. Pudham.

The Niles Phonograph Shop, 505-509 Fourteenth street, Denver, Col., has added to the space occupied by adding an adjacent store to those already occupied, almost doubling its floor space. A complete line is carried.

Before Stocking

DYNAMIC DRIVE SPEAKERS

*be sure the manufacturer
is licensed by*

LEKTOPHONE

These are the LEKTOPHONE LICENSEES

(We shall be glad to inform you concerning the status of any manufacturer, claiming to build Lektophone Licensed Speakers, whose name is not printed below)

In United States:

*American Bosch Magneto Corp.
Amplion Corp. of America
Atwater Kent Manufacturing Co.
Brandes Products Corp.
Farrand Manufacturing Co.
Grigsby-Grunow Company
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.*

Throughout Europe:

Standard Telephones & Cables, Ltd.

Joint Licensor

The undoubted superiority of LEKTOPHONE constructed loud speakers is plainly apparent from a glance at the list of the LEKTOPHONE licensees.

The LEKTOPHONE license is even more important today, than ever before. *LEKTOPHONE basic patents are essential to efficient dynamic drive construction.*

For this reason, you can avoid possible "grief" by confining your line to the speakers of the standard manufacturers who construct under the LEKTOPHONE license.

In addition to the speakers sold by licensees in the United States, LEKTOPHONE licensed speakers are incorporated in the more expensive instruments produced by the three leading phonograph companies in America and are manufactured by leading European radio equipment companies.

When you feature standard products . . . built by standard manufacturers who are licensed under recognized patents . . . you cannot go wrong.

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

Silver Masked Tenor Visits Kellogg Jobber

Vocalist of the Goodrich Silvertown Cord Orchestra Stops at Offices of Standard Radio Co. of Milwaukee

Although the Silver Masked Tenor is busy touring the country with the Goodrich Silvertown Cord Orchestra, he occasionally pauses



Silver Masked Tenor Enjoys Kellogg Radio to listen in on a good radio program. He stopped at the display rooms of the Standard Radio Co., Kellogg distributor in Milwaukee, just before his recent appearance at the Wisconsin Club in that city. He is seen here listening to a program which is coming to him through a Kellogg model 510. He favors this particular model and has one at his home in New York. This well-known tenor has been broadcasting almost since the advent of radio, and his programs have been heard through WEA, New York City. He broadcast from an Atlantic City, New Jersey, station a short time ago.

The Allied Music Shop, of Valparaiso, Ind., has purchased the Tom Browne Music Co., of the same city, and is operating it under the name of the Allied Music Shop and the Allied School of Music.

Unusual Features of Stewart-Warner Sets

Phonograph Records Can Be Played on Model 801 Without Additional Wiring—Accurate Tuning Assured

One of the features of the new "800 Series" Stewart-Warner radio receivers is an easily applied arrangement for playing phonograph records by means of the receiver without additional wiring. Two phone tip receptacles are provided to make the necessary connection, and with this arrangement Model 801 provides record reproductions with an unusual degree of accuracy, shading, correct tone value and volume, according to R. H. Woodford, sales manager of the Stewart-Warner Speedometer Corp.

The drum-type tuning dial on the Stewart-Warner "Series 800" receivers is gold-plated, illuminated from behind, and is twice calibrated. The regular dial index numbers are stamped on the surface in black, and the wave lengths in red. Such marking demands complete tuning accuracy, which can only be obtained by absolute precision in condensers and coil, and the manufacturer states that the gang condensers used in the set run true to form throughout the entire range of wave lengths. Crystal-controlled oscillators, similar to those used by broadcasting stations to insure maintaining their assigned wave lengths, hold the tuning coils to the most exact limits possible.

Joins Sparks-Withington Co.

Dr. Stoll, a noted Swiss engineer, recently joined the Sparks-Withington Co., Jackson, Mich., and is active in the radio experimental and development work of that company. He was formerly professor of mathematics, chemistry and physics at the University of Zurich, Switzerland.

Receiver for Finance Corp.

A receiver has been appointed for the Manufacturers' Finance Corp., Ltd., Toronto, Canada, and a number of music dealers are being pressed for payment of their accounts. A statement by the receiver indicated that assets are well above liabilities, and it is believed a reorganization will be effected.

Zenith President on Scientific Expedition

Commander E. F. McDonald, Jr., Leaves Chicago With Isle Royale Expedition in Search of Traces of Prehistoric Man

Three ships, comprising the Isle Royale Expedition, bearing scientists, doctors and equipment, left Chicago for a two months' trip on July 21 for the western end of that island in northern Michigan, where it is hoped some trace of prehistoric man and his methods may be uncovered.

The expedition set forth under the auspices of the Milwaukee Public Museum and is financed by Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., of Chicago, and B. A. Massey, vice-president of the Palmolive Soap Co., Chicago. Heading the



Commander McDonald's Ship, the Naroca group of scientists is George A. West, president and founder of the Wisconsin Archaeological Society, and also president of the Milwaukee Public Museum. He will be aided by George R. Fox, director of the Edward K. Warren Foundation, of Three Oaks, Mich., and Prof. Baker Brownell, of Northwestern University, Evanston, who now holds the chair of professor of contemporary thought.

The expedition was headed by the ship "Naroca," in charge of Commander McDonald, the ship "Margo," in charge of Mr. Massey, and the "Swastika," in charge of U. J. Herrmann, Chicago. During their absence on Isle Royale the expedition will use radio communication with the mainland, the same call letters, 9XN, being used as when Commander McDonald made his trip into the Arctic with Commander McDonald MacMillan in 1925, and the Zenith broadcasting apparatus originally used on the S. S. "Peary" during the 1925 MacMillan Arctic expedition.

A schedule of communication will be maintained with Commander MacMillan, who is now studying the Norse ruins in Labrador, as the ruins on Isle Royale may also prove to be Norse. Guy E. Farley, of LaGrange, Ill., operator of Station 90J, will work a regular schedule at 8 p. m. each evening with Roy Wilcox, operator of 9XN on board Commander McDonald's ship, the "Naroca."

Composers Praise Kolster

Two of America's most popular composers, Carrie Jacobs Bond and Charles Wakefield Cadman, are devoted radio fans, and both are enthusiastic about the benefits of fine music being brought into American homes by modern radio receivers. Both are owners of Kolster sets. In a letter to the Kolster Radio Corp., Newark, N. J., recently, Mr. Cadman stated that he was delighted with his new Kolster from every standpoint.

Collings to Build New Home

Collings & Co., Victor distributors of Newark, N. J., are planning to start operations to erect a building on Frelinghuysen avenue, Newark, which will house the business. The site covers 20,000 square feet and plans call for a building of several stories completely equipped for Victor distributing work.

Classic Beauty in ASTON Design



is uniquely displayed in this ideally proportioned cabinet. Full length doors of matched butt walnut are embellished with imported marquetry inlay in a distinctive motif at once rich and restrained. The entire cabinet is of 5-ply walnut. Interior grille polychromed. Learn all about the interesting Aston line. Write for our catalog.

✍

ASTON CABINET MANUFACTURERS

Distinctive Originality in Design of
High Grade Radio Cabinets

1223-1229 W. Lake St., CHICAGO, ILL.

Jensen

DYNAMIC SPEAKER

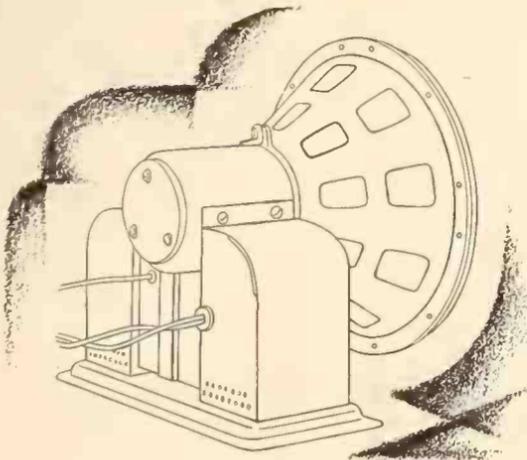


New Jensen Model 6 Cabinet

New Model
Jensen Dynamic Speakers

D-4	Jensen Dynamic Speaker Unit for 6 volt Operation	\$40.00
D-5	Jensen Dynamic Speaker Unit for 90 to 180 D. C. volt Operation	43.00
D-4AC	Jensen Dynamic Speaker Unit for 110 volt A. C. Operation	55.00
D-64	Jensen Model 6 Cabinet with D-4 Dynamic Speaker Unit	55.00
D-65	Jensen Model 6 Cabinet with D-5 Dynamic Speaker Unit	58.00
D-64AC	Jensen Model 6 Cabinet with D-4AC Dynamic Speaker Unit	70.00
D-74	Jensen Model 7 Console with D-4 Dynamic Speaker Unit	75.00
D-75	Jensen Model 7 Console with D-5 Dynamic Speaker Unit	78.00
D-74AC	Jensen Model 7 Console with D-4AC Dynamic Speaker Unit	90.00

(Licensed under Magnavox patents)



Jensen D-4AC Unit

A YEAR ago the Jensen Dynamic Speaker inaugurated a new era of radio reproduction. Today the market is flooded with quickly designed and hastily assembled dynamic speakers, but Jensen holds undisputed leadership. No single event in the radio industry holds such significance as Peter L. Jensen's development of the dynamic speaker and we predict that no other manufacturer will be able to duplicate such established supremacy without years of research and manufacturing experience in the dynamic speaker field.

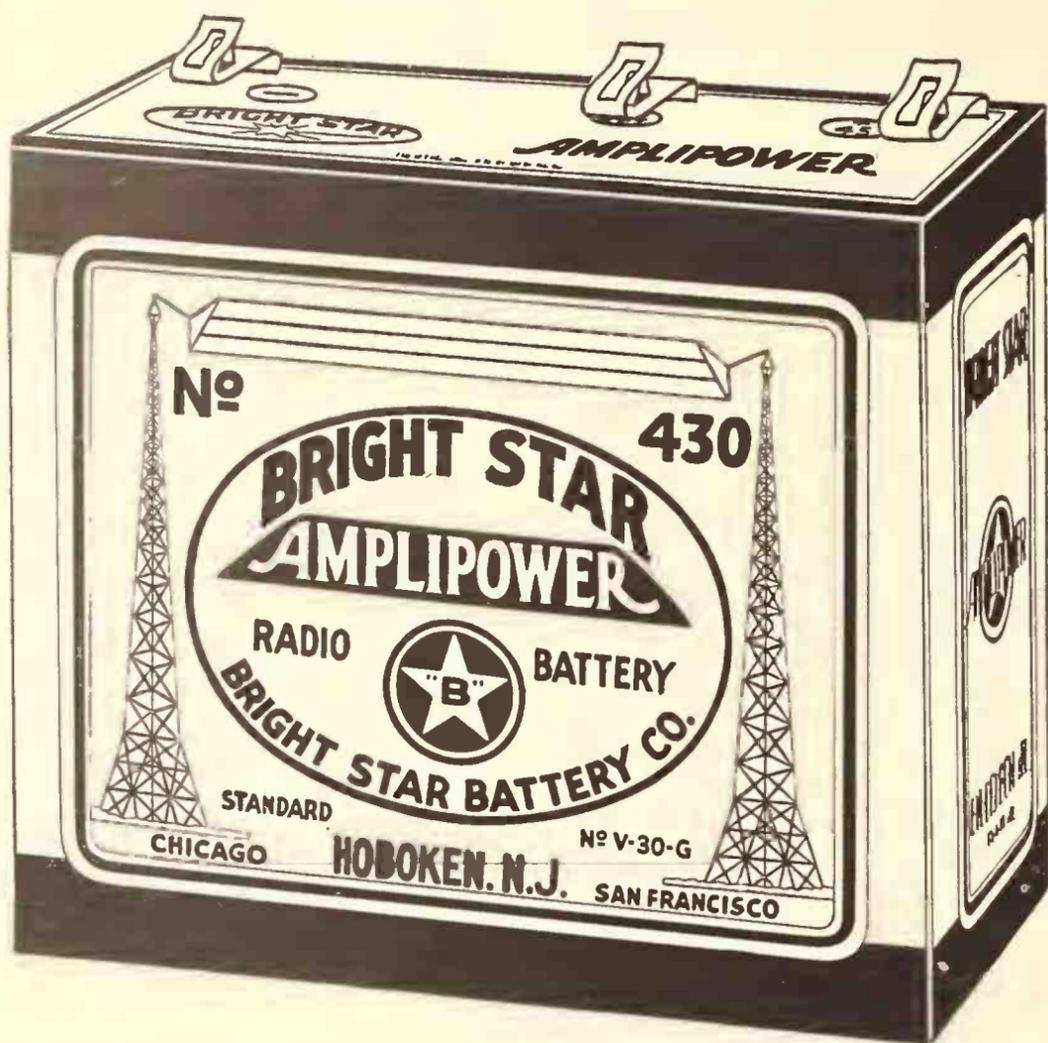
The new Jensen models recently announced introduce an entirely new vogue of cabinet design. A new perfection of beauty has been attained surpassing all previous standards of radio furniture design. These new models are equipped with a small toggle switch instead of a clumsy feed-through switch, and the cords are silk covered to match the cabinet finish. These and all the other distinctive Jensen qualities and exclusive features are possible because Jensen Dynamic Speakers are built to a quality standard with price a secondary consideration. Volume production and manufacturing experience account for their moderate cost.

Public acceptance of Jensen Dynamic Speakers has been assured for the past year. Dealers and jobbers are finding a ready market for them. We advise writing or wiring at once for complete information regarding wholesale or retail distribution in your territory.

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

Jensen Dynamic Speakers are made in types to operate with 110 volt A. C. house current, 6 volt storage battery, "A" eliminator or trickle charger, 110 volt D. C. house current and 90 to 180 volt D. C. current as provided by many of the late model radio sets. The sensitivity of the instruments is the same in any case.

Stimulate Your Sales with the NEW



BRIGHT STAR AMPLIPOWER

—The Guaranteed "B" Battery

THERE'S no real reason why your customers should neglect their radio sets in warm weather—there's a flood of entertainment on the air; sporting events of national interest; concerts by famous bands and orchestras.

And this new Bright Star "B" Battery—the powerful, long-lived Amplipower—will improve the performance of any set!

Your customers can equip their radios with Amplipowers and forget them for a year—BECAUSE AMPLIPOWER IS GUARANTEED TO GIVE SATISFACTORY SERVICE FOR 12 MONTHS FROM DATE OF PURCHASE, WITH ANY TUBES OF STANDARD TYPE!

Amplipower is creating a sensation everywhere—winning unparalleled popular acceptance—building good-will and earning greater profits for dealers who sell it!

Get your share of this profitable business—ask your jobber about Amplipower today, or write direct to us.

BRIGHT STAR BATTERY CO.
HOBOKEN, N. J.

Chicago

San Francisco

“NINETEEN YEARS BUILDING THE QUALITY LINE”

Jiffycases Popular With Radio Shippers

Packing Case Made by the Northwestern Cooperage & Lumber Co. Utilizes a Minimum of Storage Space

During the past several years an amazing amount of progress has been made in the designing and manufacturing of radio receivers, and the cabinet manufacturers have aided by making the radio receiver an article of living-room furniture. In fact, during the past few months the phrase "radio furniture" has been in its ascendancy and is being widely used in the selling of radio and radio cabinets throughout the country. The manufacturers whose business it is to prepare packing and shipping cases for radio products have also kept pace with developments, and, as a result, to-day we find radio receivers arriving in the hands of distributors and dealers with a very small amount of breakage or harm done to the cabinet or the receiver.

The Zenith radio receiver shown herewith is packed for shipment in the Jiffycase, a plywood pack, built for manufacturers by the Northwestern Cooperage & Lumber Co., Gladstone, Mich. The Jiffycase is a sturdy packing case made of light yet strong plywood panels, which are reinforced to meet the requirements of all types of loads. The receiver is protected from mars and scratches by Kimpak crepe wadding.

The Jiffycases are usually shipped to the radio or cabinet manufacturer in knock-down form, utilizing a minimum of storage space, for they may be assembled as needed by the manufacturer in a short space of time. The Jiffycase is so constructed as to reduce the amount of shipping room necessary, and they are made in a variety of styles, the firm maintaining a staff

of packing experts who co-operate with manufacturers in designing special shipping cases for specific receivers and cabinets. The Jiffycase is built of hard maple and yellow birch, the two woods which ranked the strongest in recent tests of three-ply panels conducted by the United States Department of Agriculture.

The Northwestern Cooperage & Lumber Co. maintains a large plant at Gladstone, Mich., and among its other products are veneers, plywood, maple flooring and lumber. W. J. Mot-



Zenith Set Packed in Jiffycase

tel is general sales manager of the company, and C. L. Strey, general sales representative of the firm, makes his headquarters in Wabash, Ind. In Chicago the firm is represented by Republic Box Co., and in New York City by Rulofson & Sayre.

Columbia Issues Schubert Album

Masterworks Album Set No. 89 Contains Eight Twelve-Inch Records With Sixteen Songs by Leading Artists

In response to widespread calls for a Masterworks Album of Schubert's songs the Columbia Phonograph Co. released on August 10 such an album, Set No. 89, as its next offering in this year's Schubert Centennial observances which it is sponsoring. Eight twelve-inch records carry sixteen representative songs, sung individually by Elsa Alsen, soprano; Sophie Braslau, contralto; Charles Hackett, tenor, and Alexander Kipnis, basso. Thus Margaret's famous "Spinning Wheel" song, from Goethe's "Faust," requires a soprano soloist, and is properly entrusted to Mme. Alsen. The equally dramatic "Wegweiser," or "Sign Post," written for basso, is given to Mr. Kipnis, and so on. This album is the first all-vocal album issued in Columbia's Masterworks Sets, as tribute to Schubert, whose genius in song was particularly outstanding.

Big Majestic Radio Demand

Shipments of Majestic electric radio receiving sets by the Grigsby-Grunow Co., Chicago, manufacturer, during the month of June, 1928, represented net sales of \$2,240,760.07, of which \$1,874,226.24 represented billings of radio receivers and \$366,534.33 represented tube equipment therefor. Estimated net earnings of the company for June after all charges except Federal taxes are expected to exceed \$220,000. Factory production in July was scheduled in excess of 2,000 console type receivers per day.

The Trade in PHILADELPHIA and LOCALITY

Consistent Record Sales Prove Feature of Philadelphia Trade

Local Distributors Report Marked Increases in Record Sales for Month of July—Philadelphia Victor Distributors Hold Formal Opening of New Home

PHILADELPHIA, PA., August 7.—Despite the depressing Summer weather and the general slower pace of industry the talking machine trade held very well in many of its branches which ordinarily show declines in the dog days. Outstanding in the sales of the month was that of records, with many of the local distributing branches showing marked gains in July. Talking machines were in fairly active demand among the retailers while the distributors were optimistic in reporting the demands for the month and regarding Fall outlook.

While the June demand for radio was most gratifying to the distributors in the Quaker City trade, July witnessed the quieter trend for their customarily slow-selling Summer trade wares. Though business was slackened it still held above the same period of 1927 when the usual falling off in demand occurred. There is a great deal of interest shown by the dealers in the new types of radio that will be the main features of Fall offerings and chiefly in the electrical sets of improved makes that have been brought out in the past two months. Combination radio and phonographs, too, hold the interest of the retailers with a brisk demand looked for when the September days are at hand. This optimistic attitude for the Fall is assumed by the dealers and distributors upon the present interest that is being shown by the trade, and from the orders already placed by the firms.

Talking machine manufacturers report a broader demand for both combinations and the popular-priced models. Manufacturers of accessories and parts report a satisfactorily maintained Summer demand for mainsprings, sound boxes and other parts. Portable talking machine producers are engaged on the usual Sum-

mer time schedule with a fairly good advance business to keep all hands busy for the next few weeks.

Hold Formal Opening of New Home

Dealers in the Victor talking machines were included among the numerous visitors who attended the opening dedication of the new home of the Philadelphia Victor Distributors, Inc., at 240 North Eleventh street, in the most modern of buildings just completed at this address and known as the Manufacturers Exchange. The new structure is 16 stories in height and is especially constructed to permit of elaborate and attractive display quarters for manufacturers such as the Victor Co. The Philadelphia Victor Distributors, Inc., occupies the first and basement floors of the building with more than 50,000 square feet of space available for offices and warerooms.

The formal opening of the new home was held on July 30th and 31st when a steady stream of visitors journeyed to the new location to inspect the enlarged distribution quarters. Among those prominent in the industry attending the open house celebration were President E. E. Schumacher and Vice-President E. F. R. Johnson, of the Victor Talking Machine Co., along with Sales Manager Grubb and Roy A. Forbes. They congratulated President Louis Buehn on his expansive new home and expressed admiration for its attractive appointments and furnishings that harmonized with the old ivory and mahogany decorative scheme. Those from the firm who welcomed the visitors were, besides President Buehn, Vice-President Harry A. Ellis; Secretary Frank B. Reinick; W. L. Anderson, manager of the service department; Record Manager Raymond J. Boldt and

several members of the sales organization.

Those who visited the new home were taken through the various offices of the executives and shown private offices for the officials, then through the Board of Directors' Room with its handsome surroundings, and were conducted to the display room in the right wing of the floor. In the display room were shown a complete assortment of the line of talking machines, Orthophonics, radio combinations and Electrola type



General Offices, Phila., Victor Distributors, Inc. machines made by the Victor Co. These are to be permanently on exhibition in the new location. Adjoining the main offices, where the executives and staff are centered, the record department is located. All steel rafts hold the tiers for record filing and the packing department is connected with this room so that all shipments may be handled with despatch. Back



A Corner of the Record Department of the general offices are the warerooms for portables and service division for repair work. The basement is devoted to the warehousing of larger machines. Many floral tributes were spread around the modern home and with the artistic and attractive furnishing enthused the stream of visitors with the up-to-date quarters.

Artistic Brunswick Displays

The J. R. Wilson Co., Brunswick dealer of Philadelphia, is located in one of the most



J. R. Wilson Co.'s Brunswick Display prominent and select business sections of the Quaker City. Thousands of people pass by its windows daily and invariably find a beautiful Brunswick display. Here the Brunswick products are featured in a way that will attract the attention of every passerby. A good example of the firm's effective displays is one recently run in which a model of the Brunswick Panatropé was featured beneath a beautiful and startling large scroll on which there was the word Brunswick. A few pictures of Brunswick artists and a short selling message on the Pana-

(Continued on page 82)



The world's great music is on Victor Red Seal Records

VICTOR Foreign Records provide an all year business. Our Foreign Record Dept. is complete and can serve you best.

Wholesale Exclusively

PHILADELPHIA

Victor Distributors, Inc.

240 No. 11th Street



"HIS MASTER'S VOICE"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 81)

trope, beside the palms and light, completed this attractive display.

Louis Buehn Takes Over Building

With the acquisition of the new home the former quarters of the Philadelphia Victor Distributors, Inc., at 835 Arch street, have been taken over by the Louis Buehn Co., which removed from 1025 Arch street, just a few squares away. The increased demand for the Atwater Kent radios, for which the Buehn Co. is distributor, necessitated the larger home. The Buehn Co. will occupy the entire four floors of the building for the display and warehousing of the Atwater Kent receiving sets and loud speakers made by that company.

New Edison Line Soon on Display

As the September month arrives the local distributors of the Edison Phonograph will have on display the newer types of radio and combinations of radio with talking machines in the headquarters of the Girard Phonograph Co., Broad street above Wallace. There will be shown four of the new models in the new types with two complete six-tube radio AC sets and two combination radio and phonograph sets. The combination radio and talking machine types will be adapted for all records of the prominent manufacturers. They and the radio sets will be combined with the dynamic loud speakers. These will be on display late in August and will be ready for delivery in early September. The Girard Co. also distributes the Magnavox Speakers for the Philadelphia territory.

Exhibit Latest Brunswick Products

For the purpose of acquainting the dealers with the latest models of the Brunswick-Balke-Collender Co., there was held during the last week of July an exhibition of the improved and most modern radio line and combinations. From July 30th to August 4th, the Adelphia Hotel featured the Brunswick with dealers' discussions and sales talks as part of the program and a social touch in the luncheon hour when the local offices of the Brunswick extended the hospitality of the manufacturers with District Manager E. S. Germain in charge. The line shown included three new radio sets, the latest combination Panatrope and radio and three mechanical models, 9-8, 12-8 and 15-8, all with the enlarged tone chamber productive of richer tonal qualities. There were two uprights and a console model in the lot, with attractive cabinets. Visitors from all over the State journeyed here to view the new sets and lines of phonographs.

CROSLEY RADIO

"You're there with a Crosley"

A genuine A-C electric 6-tube receiver **\$65**



The Crosley Dynamic Speaker **\$25**

This will be Crosley's biggest year. Dealers are invited to inquire for particulars of the full Crosley line.

Wholesale Distributors

For Eastern Penna., Southern New Jersey and Delaware

WILKENING, Inc.

820 No. Broad Street, Philadelphia

In the closing days of the week sales talks were given to the fourteen members of the sales staff for this territory, with District Manager of the Panatrope Division Germain as the speaker.

Theodore Fairchild, who is manager of the record department of the Brunswick, reports that the sales of records during July were 150 per cent greater than in the same month of 1927. The record department has, for the convenience of the dealers, compiled a list of 25 records which are the best sellers in the present season and these have been helpful in sales promotion during the hot weather.

Tying up with the Tunney-Heeney fight the Brunswick Co. gave special radio service through its own sets on the roof of the Adelphia Hotel throughout the evening of the bout. There were seven Panatropes placed on the Steel Pier in Atlantic City the same evening,

with loud speaker units for reporting on the bout throughout its duration.

Stages Special Concert

Pat Conway, nationally known band director, now playing at Wildwood, N. J., for the Summer season, gave a special concert on July 28 with the Famous Forty, of Elks Club, Brunswick recording artists, in conjunction with his program for the evening. The concert was staged in Convention Hall and the local dealers and Elks Fraternity joined in promoting the entertainment. W. K. Waldis, who is assistant to District Manager Germain, of the Quaker City office, journeyed to Wildwood for the week and aided in the exploitation of the program at the shore resort, tying up with the dealers. He was accompanied by John Neubeck, of the sales staff. Both spent the week in advertising exploits and in displays among the dealers' shops.

Plans Series of Displays

There will be a series of displays of the new Brunswick Phonographs and radios in the coming month with a specified round of up-State territory including the cities in central Pennsylvania and the coal regions, beginning with the State Capital at Harrisburg. The route will cover Pottsville, Reading, Scranton, Wilkesbarre and other points where the Brunswick is sold.

Assisting With Victor Promotion

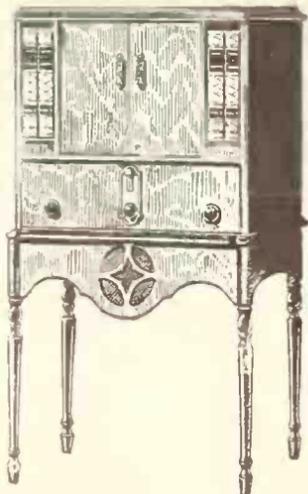
Miss Irma Groell, who until her recent attachment to the Philadelphia Victor Distributors, Inc., 240 North Eleventh street, was connected with the Victor Talking Machine Co., is now assisting with sales promotion work for the local wholesale house. Miss Groell will conduct promotion programs similar to those followed by the Victor Co. for the Victor Distributors. She will aid in sales promotion work in the individual dealers' stores, going to the various houses and taking part in the sales of records by direct personal contact with the customers.

Inaugurates Truck Sales Service

During the month of August a specially arranged truck sales service is being featured by C. J. Heppe & Son, 1117 Chestnut street. With a corps of women sales representatives a campaign of the various better residential sections of the city is being made. The women workers make door-to-door sales appeals while a salesman closes the deal with delivery directly from the truck driven along with the working forces.

(Continued on page 84)

A Combination of the Two Leaders in One



Victor and R. C. A.

Every sale of a Victor Radiola Combination means added yearly Victor Record sales.

The Radio is operated from electric light socket.

No. 7-11 Victrola Radiola
Spring motor \$250.00 (List)
Electric motor \$285.00 (List)

H.A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.
Victor Wholesalers

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

Counter Balance Pick-Up Arms

Designed Specifically for Electric Pick-Ups

WITH THE INCREASING POPULARITY of electric reproductions, Manufacturers have asked for an arm especially constructed to counter balance the weight of the pick-up, yet of attractive lines combined with good quality of design and finish. Oro-Tone now offers you these new Counter-Balanced Arms designed exclusively for this purpose.

The new Model 19 $\frac{1}{4}$ -88C (with throw-back) is designed particularly to accommodate any pick-up fitting at right angles to tone-arm. The new Model 16 $\frac{1}{2}$ is the correct arm for use with a pick-up which requires a mounting against the back of the case. These arms exactly meet the requirements of each type of mounting and hold the pick-up in proper playing position.

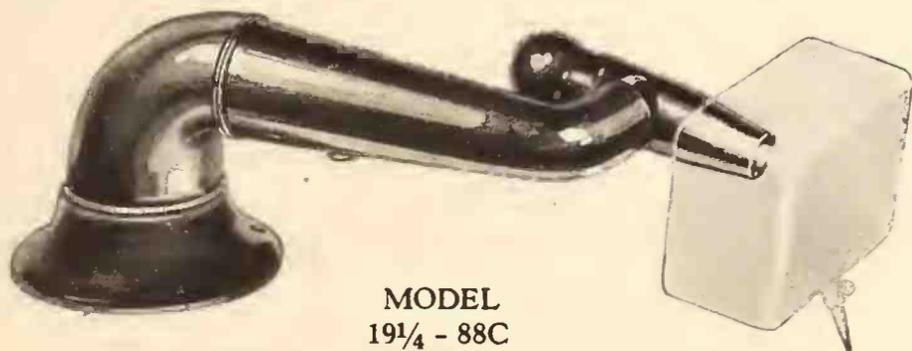
These new models have distinctive Oro-Tone features and are constructed to meet all the needs of pick-up service.

The needle point is correctly centered in relation to the pivot. Each arm is equipped with a Counter-Balance which properly distributes the weight of the pick-up, giving exactly the right pressure at contact point of needle and record. A distinctive Oro-Tone feature! Cast of selected metal alloys, and built entirely in the Oro-Tone plant --- these new products have all the built-in guaranteed Oro-Tone quality. Manufacturers, Jobbers, and Dealers, have long awaited this announcement. Samples gladly sent upon request wire or write for details!

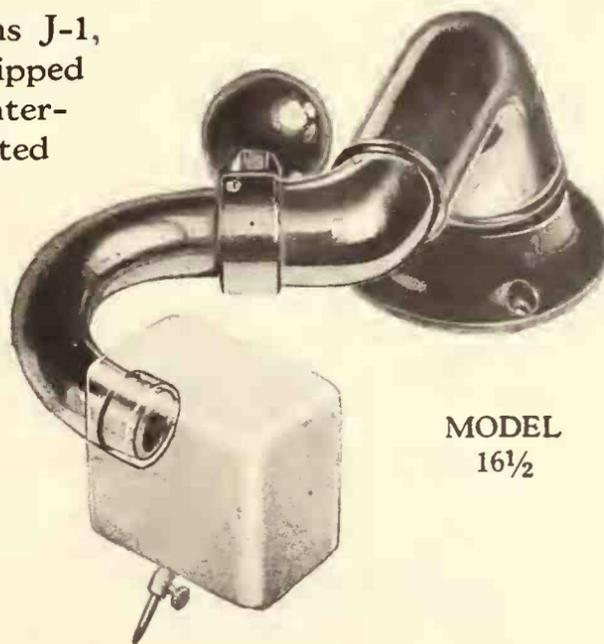
The Model 19 $\frac{1}{4}$ -88C is designed particularly to accommodate a pick-up fitted with a mounting bracket on the side. Note special Counter-Balance feature.

The Model 16 $\frac{1}{2}$ is the correct arm for use with the pick-up designed for mounting against the back of the case. Note special Counter-Balance feature.

The standard Oro-Tone arms J-1, H-1, or M-1 may also be equipped with the Oro-Tone Counter-Balance. Samples submitted promptly.



MODEL 19 $\frac{1}{4}$ - 88C
Patent Pending



MODEL 16 $\frac{1}{2}$

The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 82)

The Atwater Kent radio, Zenith and RCA radios and the Victor talking machines are delivered with the closing of the sales contract. The machines are hauled along, with six of each included in the two truckloads, and demonstrations are held immediately that a prospect is secured in the canvass of the homes. During the month of July the C. J. Heppe & Son, talking machine section under management of Leo Cromson, disposed of a large number of the new Victor combinations selling at \$250 and a fairly large number of the \$450 model combination recently produced.

Sales of Valley Forge Line Grow

Early August sales of the Valley Forge main springs and the Val Phonic reproducers, made by the J. A. Fischer Co., 730 Market street, have been growing, with many inquiries for future deliveries. The Fischer Co. has been especially active in view of the hot weather and demands for the season have been beyond expectations. The Summer months, ordinarily quiet for talking machine parts and accessories, have been most satisfactory so far. The Val Phonic has been very active and orders are increasing as the Fall needs are anticipated.

T. W. Kohl in New Post

T. W. Kohl has been assigned by the Philadelphia Victor Distributors, Inc., to cover the southern section of New Jersey for the local distributors of the Victor. W. W. Riday, is the newest sales representative for the Wilkesbarre and Scranton, Pa., section, both now looking after their respective fields for the coming Fall requirements.

Displays Cooley Rayfoto Picture Receiver

The Radiovision Corp., New York City, staged a week's demonstration of the Cooley Rayfoto picture receiver at Strawbridge & Clothier's department stores, this city, from July 16 to July 21. The dealers were addressed by Stuart Rogers, the company's sales manager. Motor Parts Co. has been allotted the distributorship of the Rayfoto product for the entire Philadelphia territory.

Isadore I. Margolies has taken on the agency for the Cooley Rayfoto Kit in this city and also in Camden, N. J.

Dealers Tie-up with "Ramona"

Two tie-up programs were made with the appearance of the screen version of "Ramona" by two local Victor dealers, Taylor Bros., and Louis P. Morsbach. Taylor Bros., whose store is located in the mill district in Kensington at 3030 Kensington avenue tied in with the Allegheny Theatre while the Morsbach store was featured in conjunction with the showing of Ramona at the Broadway Theatre, just adjoining the store. Both houses were represented at the theatres with stage and outside displays. Outside there was a large six-foot Victor record reproduced on a baffleboard which was connected with a Victrola in the ticket booth. On the reproduction of the record were the words "You Are Now Listening to The New



Victor Record, 'Ramona'." On the stage an Orthophonic played "Ramona" while the orchestra accompanied the machine rendition of the Del Rio record. A trailer on the screen also exploited the "Ramona" recordings and announced in that tie-up they could be bought at the dealer's.

Lang Co. Expands

The Lang Piano Co., with headquarters at 1204 West Columbia avenue, has added another store to its chain of piano, general musical merchandise, talking machines and radio stores. The latest house is located in the Germantown district with store at 5847 Germantown avenue. It is being directed by Max Lang, head of the firm. There are now five stores conducted by the firm all carrying talking machines and radios along with other musical wares. Recently the store in West Columbia avenue took on the Brunswick phonographs and radio combinations, the first talking machines to be carried in the main store. Meyer Lang, who conducts the Ridge avenue store of the company, is now sojourning in Europe where he will visit the manufacturing centers for musical instruments with a view to importing several lines. During his absence his younger brother and student of the University of Alabama, Morris Lang, is looking after the management of the business. The traveling member of the firm will return in September in time for his brother to resume studies at the University.

Featuring Fada Radio

Dickel Distributing Co., 1327 North Broad street, local distributor for the Fada radio, during the past month made a drive on the newer type of electrically operated receiving sets of that make. The new Fada 10 was exploited in the co-operative advertising with a large number of Quaker City dealers combined in the factory ads largely featured in the local press. Two large central city department stores now are making the Fada radio permanent stocks with N. Snellenberg & Company and the Strawbridge & Clothier Store carrying the Fada 10.

T. W. Barnhill Touring Country

President T. W. Barnhill, of the Penn Phonograph Co., distributor of the Zenith and Majestic radios, 913 Arch street, is touring the country with a view to spending several weeks in California. He will remain in the West until the middle of August. The Penn Co. distributed a large number of the Majestic radios that were bought for the Tunney-Heeney fight. The Zenith made a very good showing with its large list of dealers who tied in the extended

Velvaloid Record Brush

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

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

advertising campaign which the Evening Bulletin carried in the past month.

E. T. Eiler Convalescent

E. T. Eiler, of Schuylkill Haven, Pa., dealer in talking machines and radio with the Victor a special line in stock, was stricken on July 19th with an attack of the heart which confined him to his bed for several days. He still is obliged to remain away from business pending complete recovery from the ailment, but is rapidly improving in health.

News Gleanings

Assistant Manager William J. Lawrence, of the Columbia Phonograph Co., who has been vacationing at the seashore, returned to his desk during the current week. Joseph Westervelt, son of Columbia sales representative, J. D. Westervelt, who graduated from Harvard University in June, is confined to the Jefferson Hospital with an attack of appendicitis, where he was operated on in late July.

Manager Jeanne Kutisz, of the record department of the Ludwig Piano Co., 11103 Chestnut street, who was confined to her home for several weeks with pneumonia, is now at her desk again, completely recovered.

The store of G. M. Andrews & Son, located in Woodstown, N. J. is now reopened after a modernizing of the premises and the extension of floor space. The firm represents the Victor Co. in the New Jersey town, and special dedication of the remodeled quarters was held on July 20th when local friends and associates participated in the re-opening program.

MacIntosh Bros., Victor dealers with headquarters in Woodbury, N. J., now are remodeling and modernizing their store. The space has been extended, the interior redecorated, and a larger bulk window installed in the front gives two attractive display spaces. New booths have been installed along with record files.

Carson's Radio & Music House, 1041 South street, is now enjoying the new quarters that recently were completed under a modernizing and rebuilding program which began several weeks ago. During the week of August 6th a special program was held at the store in celebration of the newly constructed business quarters. New record racks, hearing booths and counters have been installed.

H. R. Baldwin, who has been most successfully engaged in piscatorial pursuits along the Jersey coast during a vacation of several weeks, is back at his talking machine headquarters in Haddonfield, N. J., and plans a busy season.

(Continued on page 86)

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

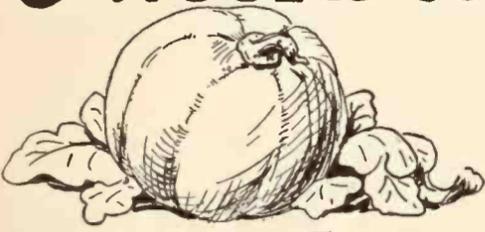
Penn Phonograph Co., Inc.

913 Arch Street

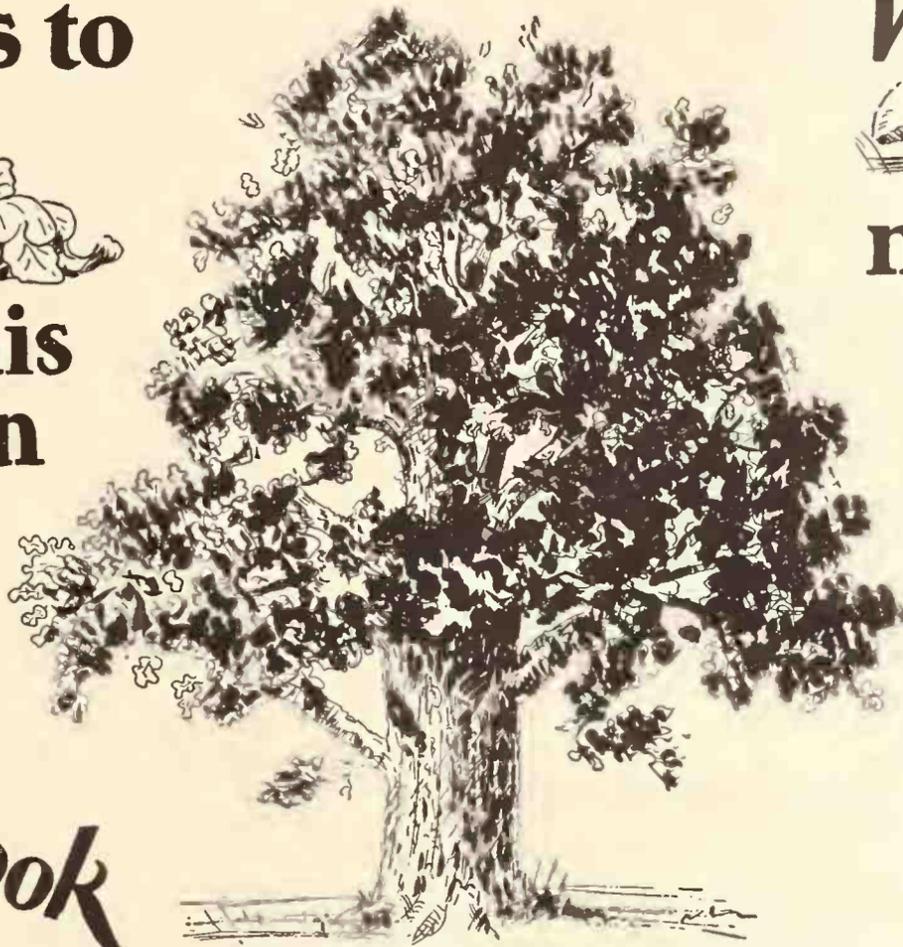
Established 1898

Philadelphia, Pa.

6 Weeks to



**grow this
pumpkin**



While these



**mushrooms
grew
overnight**

but it took

100 Years to Grow this Oak!

Plenty of "pumpkins" in radio again this year, and plenty of dealers will know more about "mushrooms" before New Years.

When family doctors are made in a month, and you can get a \$10,000 job from reading a \$2.00 book, we will believe that good radio sets can be built without experience and that dealers can prosper selling them.

In the meantime we will go on using the knowledge that seven years of radio manufacturing experience has supplied us, and selling our sets thru merchants who believe that success is built on sound policies and sound merchandise.

If you believe that experience counts and that quality will win for you, as it has for others, send the coupon.

Bremer-Tully

656-662 Washington Blvd.

TMW-8
I believe experience counts and that quality wins. What is your proposition?

Name _____

Street _____

City _____ State _____

Mfg. Company

Chicago

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 84)

Distributors for Eastern Penna. and Southern New Jersey



KOLSTER

"GROW WITH US"
is our slogan, and it expresses
two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers; and by giving our dealers a Service that leaves nothing to be desired.
2. That Trilling & Montague's dealers subscribe to the same business principles in their relationship with their customers in order to "grow with us."

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N. W. Cor. 7th and Arch Streets "Grow With Us" PHILADELPHIA, PA.

Branch Office: 218 Chestnut St., Sunbury, Pa.

The Philadelphia Victor Distributors, Inc., are urging their dealers to tie-up with the advertising of the Victor Talking Machine Co. which will start in the Fall and will use the Evening Public Ledger and the Evening Bulletin as mediums.

Michael Friedman has opened a general radio shop at 2331 North Front street in the Kensington section.

Louis Polakoff and his brother, Benjamin Polakoff, who have been associated with the Parker Radio Stores and the United Radio Stores, with

ing in various sales territories in the South, Pacific Coast and New England, and became assistant to Mr. Beach when the latter was manager of the Victor traveling department. He then became sales manager of the Victor wholesale department of the Knight Campbell Music Co., Denver, Col., leaving that post to take the position of New England manager for the Victor Co. He was appointed assistant sales manager of the Freshman Co. in 1927.

"Plans for increased business are well under way," said Mr. Frye. "The company is now in a position to expand, and our policy is to weld together the closest co-operation between factory and dealer, so that the dealer may enjoy satisfactory sales at a profit."

Harger & Blish Now Distribute Columbia

Prominent Des Moines Concern Appointed Wholesaler for Columbia Line for Most of the State of Iowa

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced this week the appointment of Harger & Blish, Inc., of Des Moines, Iowa, as wholesale distributor of Columbia products for the State of Iowa except Council Bluffs and Sioux City. Harger & Blish, Inc. started the distribution of Columbia products on August first, and they have already experienced an active demand for Columbia Viva-Tonal phonographs, Columbia-Kolster radio combinations, Columbia-Kolster electric reproducing phonographs and Columbia New Process records. This firm is one of the leading wholesalers in the central west and the organization has won the esteem and friendship of the dealers throughout the territory. They are admirably equipped to give excellent service to Columbia dealers and are making plans for a banner Fall season.

several branches in the city, during the past month withdrew from the various concerns, filing their withdrawal notice with the State Bureau of Investments. Harry Polakoff, brother of the retiring members, will continue the business and conduct the several stores with main offices at 625 Market street.

Philadelphia associates of the Atwater Kent Co. learned with regret of the passing of one of the former officials of that radio and electrical manufacturing concern, former Vice-President and General Manager Walter J. Little, whose passing took place in Atlantic City in the mid-July days. Mr. Little was Summering at his shore home when he succumbed to acute heart dilatation following three years' illness from this affliction.

A voluntary petition in bankruptcy was filed by the Pioneer Music House, Inc., of Indiana, Pa., in the United States District Court of Pittsburgh. The firm, which dealt in a general line of musical merchandise, including talking machines and radio, stated its liabilities as \$74,470 and assets as \$94,600, of which \$57,000 is due on accounts. The music concern is one of the oldest in the trade in the western section of the Keystone State.

Yates and Lawley, exclusive Victor recording artists, were the guests of the B. B. Todd Co. in a two days' appearance at the music house of that concern, 1306 Arch street, in the late days of July. The two artists tied up the exploitation of their recordings during their appearance at the Earle Theatre here under the management of the Stanley Co. While the guests of the Todd Co. they autographed for the customers their Victor records "Laugh, Clown, Laugh" and "Back In Your Own Back Yard" during the noon lunch hours. As a result there was a good demand for these recordings.

J. A. Frye Is Freshman Sales Manager

Promoted to Sales Managership of Chas. Freshman Co., Succeeding H. A. Beach—Has Long Been Active in Trade

James A. Frye, formerly assistant sales manager of the Charles Freshman Co., Inc., New York, is receiving the congratulations of his



J. A. Frye

many friends in the music-radio industry upon his promotion to the post of sales manager of the Freshman organization. Mr. Frye succeeds Harry A. Beach, who was recently elected vice-president and general sales manager.

In his new executive responsibilities Mr. Frye will continue a happy association with Mr. Beach which began many years ago when both were with the Victor Talking Machine Co. He joined the Victor organization in 1916, operat-

Edison Managers Hold Conference in Orange

Heads of Distributing Branches for Edison Products Gather at Headquarters to Discuss Sales Policies and View the New Radio and Combination Products

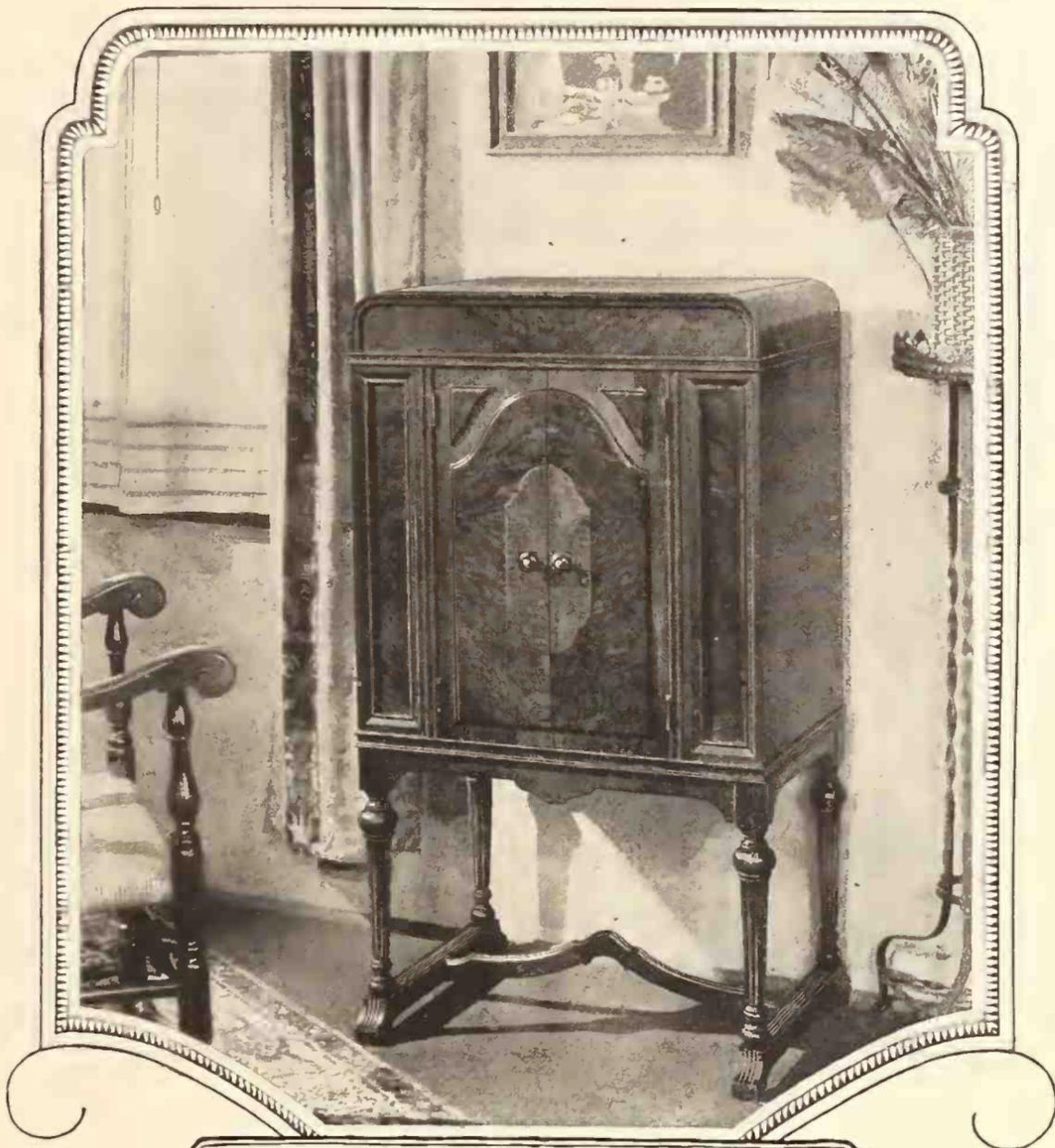
A general conference of the branch managers of the Edison Phonograph Distributing Co. was held at the company headquarters in Orange, N. J., last week, the conference starting on August 8 and winding up on Saturday. The managers were addressed by Arthur L. Walsh, vice-president and general manager of the phonograph and radio division of Thos. A. Edison, Inc., who outlined the sales policies to be followed in the marketing of the new Edison radio and radio-phonograph combinations. Other members of the executive staff also talked to the managers on various pertinent subjects.

The district managers were enthusiastic over the new Edison products and particularly over the great interest shown by dealers in the new line, hundreds of the latter having taken the occasion to make inquiries regarding styles, prices, etc., even before the products were ready.

Although the various sessions at the factory were devoted strictly to business, during the evening and following the conference on Saturday, branch managers were royally entertained by the company executives.

On or about the first of September there will be held special displays and demonstrations of the new Edison phonograph and radio-phonograph combinations, at a number of points throughout the country, and chiefly where distributing branches are maintained. These displays will enable the dealer to study the new instruments first hand, and will also prove a means for acquainting the public with the entire line.

Slagle Radio



Slagle Model Nine

SLAGLE RADIO for the Nineteen Twenty-eight and Nine season again utilizes the same new and revolutionary circuit which made its performance so outstanding last year. Important additions and refinements have been made, and almost every conceivable feature providing beauty, convenience, power, range, and richness of musical expression, is abundantly supplied.

*Some interesting facts on radio profits
await Dealers writing to the factory.*

Slagle Radio Company
Fort Wayne, Indiana

Division United States Electric Corporation

Licensed under patents of Radio Corporation of America and associated companies—and The Techuidyne Corporation

New England Radio Show Held for the Benefit of Trade

First Trade Exposition Attracts Exhibits of Fifty Manufacturers and Their Representatives and Distributors at Hotel Statler—New A. K. Models Arrive

BOSTON, MASS., Aug. 7.—Considering that it is practically mid-Summer, business in both talking machines and radio outfits has been more than normal; and those dealers who did not expect much of a Summer demand have been most agreeably surprised. The big fight in New York, for one thing, held the attention of radio enthusiasts; and as a forthcoming event which is going to mean much in the radio world there is the election in November, and all that leads up to it, meaning political gatherings at which some of the big men will be speakers. Dealers are therefore anticipating a good business in advance of mid-Fall, and most of them are stocking up with desirable merchandise.

Radio Trade Show a Success

At the Hotel Statler for two days, August 1 and 2, the first New England Radio Trade Show was held for the benefit alone of the dealers, for the public was not invited, their opportunity coming when the big exposition is held later in the Fall at Mechanics Building. This is the first time that such a show has been held, and it afforded a good opportunity for the men of the trade to see and hear the latest offerings in the business. Fifty of the leading manufacturers and jobbers occupied seventy-six booths, and the show was in charge of Clarence F. King, sales manager for Sheldon Fairbanks Exposition, Inc. There were several meetings held for dealers who were visiting the show. Among those who had good exhibits were the Victor Talking Machine Co., M. Steinert & Sons and the Atwater Kent Co.

Received Latest A. K. Model

The J. H. Burke Co. has just received samples of the newest Atwater Kent model, No. 532 console, which is not yet out to the trade. This model is to be featured in big window displays in both Boston and Providence, the windows to be dressed by Atwater Kent representatives, who are coming here from the fac-

tory. Also being shown along with this model is the new Atwater Kent speaker, E2 and E3. A local visitor to the Burke Co.'s warerooms a few days ago was Percy Ware, promotion manager of the Atwater Kent Co.

Joe Burke's trip west was a great success, socially (for he visited relatives on the Coast) as well as business-wise.

Reports Good Columbia Business

After spending two weeks in Georgia (he knows the State well, for he's a Southerner, you know) Bill Parks was in New York for a time visiting the executive offices of the Columbia, for which, as the trade knows, he is the New England representative. Bill saw the new radio models and when he got back here on July 19 he was well informed on what the company is to put out this Fall. Then he started off again, this time to visit the trade in his own jurisdiction, spending his time especially in Vermont and Massachusetts; then to Portland, Me.

Brisk Brunswick Business

The record business in particular is reported to have been unusually good this Summer thus far, one learns at the local warerooms of the Brunswick and the radio types of instruments, too, are showing up well insofar as volume of sales goes. New models that are especially popular are 5KR and 5KRO as well as the Brunswick A speaker. Two new field men have been added to the local Brunswick staff. They are R. J. Shevlin, formerly of Charlotte, N. C., whose territory here is to be the States of New Hampshire and Vermont; and H. H. Sheldon, of Providence, who is to have several of the counties in Massachusetts. J. B. Elliott, the sales manager, who took hold here a few months ago, and who is rapidly acquiring a valuable knowledge of the territory, is back from a few days' trip. W. H. Stevens, of the Brunswick staff, spent two weeks at Eastham, down on the Cape; and J. H. Keim, the expert mechanician

of the staff, has returned from a trip to New York and Philadelphia.

Many Dealers Add Line

The local quarters, through Manager Shaw, has just announced a number of new Brunswick dealers. These include John O'Shea, Inc., of Holyoke; E. O'Brien DeWitt of Roxbury; W. I. Main, of Wakefield, R. I.; Colonial Music Co., of Augusta, Me.; Up-Town Music Co., of Providence; George LeClair, of Augusta, Me.; Gideon Picher, of Augusta, Me.; R. D. Brocher, of Salem; Falmouth Radio Co., Service at Central Drug Co., Winthrop; Konczanon Music Co., Worcester, and H. N. Bennett, Winchester.

F. D. Pitts Co. Busy

Manager F. D. Pitts, of the F. D. Pitts Co., returned a few days ago from a trip to Quebec, which trip was taken in lieu of his expected fishing trip earlier in the season to the wilds of Maine. He reports business as "really wonderful" and the month of July, he added, would probably average 70 per cent over the same month of a year ago. Mr. Pitts thinks that the prospects are very good for a big Fall business and all his departments are getting in line to meet the demand for the makes which the house carries, the Majestic, of course, being considerably in the spotlight insofar as the Pitts Co.'s business is concerned.

Majestic Radio Dealers Meet

The Roycroft Co., of Minneapolis, Minn., Majestic distributor, sponsored a meeting of Majestic radio dealers in the Northwest territory at the Nicollet Hotel on August 7. Among the speakers were: William C. Grunow, E. D. Coats, Western Sales Manager of Grigsby-Grunow Co.; R. O. Foster, of Foster & Waldo, this city; Louis Melamed, advertising specialist, and H. H. Cory, secretary of the Northwest Radio Trade Association.

Special Victor Release

The Victor Talking Machine Co. has issued a special release of the coupling, "That's My Weakness Now" and "Get Out and Get Under the Moon," both sung by Helen Kane. The record is being featured in the company's advertising.

Ditson Victor Service



is based upon a thorough understanding of the dealer's problems and his needs gathered during many years of experience and close contact.

It serves with intelligence.

Oliver Ditson Co.
 Boston

Chas. H. Ditson & Co.
 New York

The Newest in Radio



Edison Model R-1

Thomas A. Edison, Inc., Orange, N. J. Edison radio with dynamic speaker, Model R-2; Edison radio with dynamic speaker, Model R-1; Edison radio and electric phonograph, Model C-2, and Edison Radio and Electric phonograph, Model C-1. The distinguishing features of these instruments are: the chassis with three stages of radio frequency, detector and two stages of audio. AC operation—using four "226" tubes, one "227," one "250" and one "281" rectifier. Chassis is solidly and rigidly constructed and is insulated against high voltages; all models are equipped with super-power amplifiers

using the new RCA "250" tube; all models have the new-type extra size Peerless dynamic speaker built-in; a long distance switch when turned on increases distant station performance; the single dial tuning control has divisional numbers and calibrated wave lengths and is illuminated from the interior; a radio to phonograph change-



Edison Model R-2

over switch is located on the front panel of the radio set in the combination models—the jack, however, does not plug in from the front but a concealed lead-in gives permanent installation; combination instruments are fully electric with the only electric pickup that plays all types of records—both



Edison Model C-2

hill-and-dale and needle type. The cabinets enclosing the instruments are specially made of the finest woods in the company's own plants. The workmanship is of the best and every set undergoes numerous inspections under rigid Edison standards.

Model R-9 radio with dynamic speaker housed in a blended walnut finish relieved with burl maple panels is a graceful piece of furniture. 42½ inches by 22 inches by 16 inches in size and lists for \$260, including dynamic speaker, less tubes.

Model R-1 with dynamic speaker is housed in a cabinet of blended walnut finish and panels of burl maple in keeping with controls of inlaid maple and trimmings of statuary bronze. Doors fold back flat against sides. Is

compact and adjusts itself ideally to modern home. Is 40 inches by 22½ inches by 18 inches in size. Price, including dynamic speaker, less tubes, \$315.

Model C-2 radio and electric phonograph. Completely electrified in a cabinet of blended walnut finish with ornamental panels of burl maple, designed to harmonize with any furniture. Doors fold back inconspicuously, flat along the sides, revealing four gold-embossed record albums. Is 48½ inches by 23¼ inches by 18 inches in size. Price, including dynamic speaker, less tubes, \$495.

Model C-1 radio and electric phonograph is an exact reproduction of an



Edison Model C-1

Italian Credenza, handsomely carved from solid walnut, with rich polychrome motifs. Has built-in record containers and special super-power amplifier using two "250" tubes and two new-type, extra-size Peerless dynamic speakers. Is 48¾ inches by 43 inches by 20 inches in size. Price, including two dynamic speakers, less tubes, \$1,100.



Utah Speaker Model 65

Utah Radio Products Co., Chicago. Utah Model 65 dynamic speaker, finished in five ply walnut, antique brown finish, embossed. Width 16¾ inches, height 18 inches, depth 6 inches. Equipped with Utah R 300 dynamic unit, 6 to 12 volts direct current, \$50; equipped with D 200 Utah dynamic speaker, 110 to 220 volts direct current, \$55; equipped with Model A 100, 110 volt alternating current, \$65.

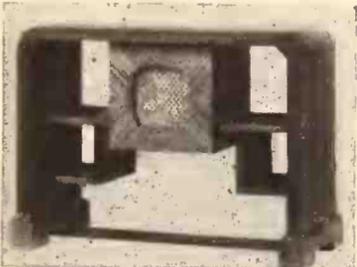
Model 55 dynamic speaker housed in an inexpensive mahogany cabinet providing ample baffle for cabinet use and installation where the speaker is in an inconspicuous position. The price of Model 55 is \$5 above the list prices of Models R 300, D 200 and Model A 100, Utah dynamic units, listing at \$35, \$40 and \$50 respectively.

Watsonstown Table & Furniture Co., Watsonstown, Pa. Complete line of radio cabinets and tables. Shown here with Model 943, an all electric phonograph cabinet, equipped with dynamic speaker, Baldwin electric phonograph motor and turntable, Patent De Luxe model Phonovox pick-up, Master Power switch with pilot light, completely wired to plug in radio set, large record drawer, drawer panel arrangement for radio set. No. 945, radio speaker table in the Art Moderne type, finished in brown banded in black, Radiola 100-A speaker built-in, 16 inches by 30 inches top to accommodate set. No. 946. This radio speaker table carries the modern influence in making one piece of furniture do the work of both table and bench. Shades of brown with black borders are used and the 100A Radiola speaker is built-in. 18 inches by 24 inches top. Also presents for the coming season Model No. 944, same ex-



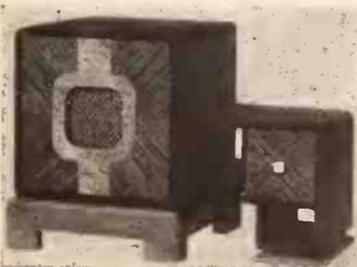
Watsonstown Table 943

terior cabinet as Model 943, but without phonograph combination, equipped with Radiola 100-A speaker or dyna-



Watsonstown Table 945

mic speaker. No. 940, a walnut table to accommodate all standard radio sets.



Watsonstown Table No. 946

No. 941 similar to 940, but with Ra-

diola 100-A speaker built-in. No. 942, table cabinet with enclosure for set, also equipped with 100-A Radiola speaker.



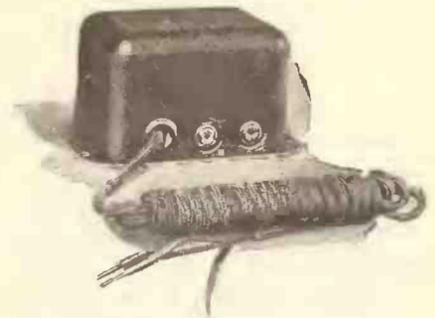
Freed-Eisemann Model NR-80 and Magnetic Speaker Model 345

Freed-Eisemann Radio Corp., Brooklyn, N. Y. Model No. 80, available for both AC and DC current, there being two types of AC receivers—for 25-40 cycle supply as well as for 60 cycles. Is housed in both metal and

metal and walnut finish. Model 80 W-AC contains seven tubes besides the rectifier tube, incorporating three stages of tuned radio frequency. An output transformer supplements the audio stages. Four tuning condensers operating by a single tuning drum are utilized. The radio stages are fully neutralized. Matched copper inductances are used with individual copper compartments for each coil. The receiver has an illuminated dial and the cabinet bears an ornamented bronze statuary escutcheon plate. The set lists for \$125.

New Freed-Eisemann console, one of a dozen models just introduced and which are moderate in price.

Radio Corp. of America, New York City. RCA output transformer designed to insure the proper application of loudspeakers to any type receiver or power amplifier. Is intended as an



RCA Output Transformer

efficient coupling means for outputs in excess of 10 milliamperes of direct current and serves to by-pass the direct current component with minimum resistance so as to operate the power tube at highest efficiency while transferring the alternating current component to the loudspeaker. An increase in volume and a marked improvement in tone quality result from the use of this matched output transformer. This accessory is not required with any of the present models of RCA Radiolas when the RCA Radiola 100-A is employed.

Dubilier Condenser Corp., New York. Dubilier Spark Suppressor, type PL-1083, a new type of interference prevention device intended for use directly across sparking or arcing contact points. Claimed to effectively prevent interference with radio receivers in the vicinity, also to eliminate errors in operation caused by sticking contacts.

The Newest in Radio



Brunswick Model 5 KRO

Brunswick-Balke-Collender Co., Chicago, Ill. Model "A" loud speaker,

electro-magnetic cone type, finished in American walnut, mantel clock design, 15 3/4 inches wide, 12 1/4 inches high, 7 inches deep. Designed for use with Brunswick table type receiver, model 5KR, but an effective reproducer with any receiving set. Retail price \$35.

Model 5KR, table type, seven-tube radio receiver, employing three stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification, with power tube in second stage. Single dial control, operates over a range of 550 to 1,400 kilocycles. Impedance output permits passage and amplification of entire frequency range. Set operates directly from light socket supplied with either



Brunswick Model A Speaker and 5 KR Receiver

25-40 cycle or 50-60 cycle, 105-125 volt



Brunswick Model 3 KRO

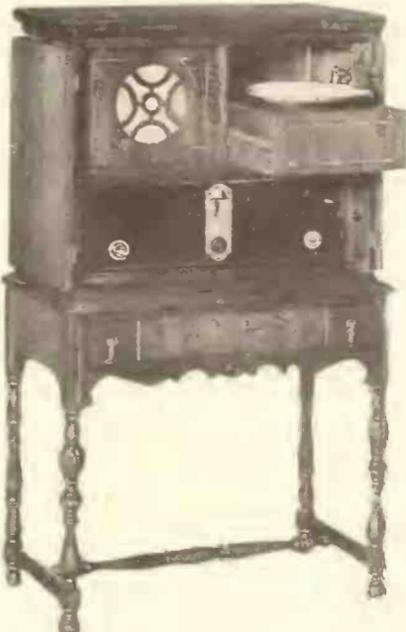
alternating current. Tubes include four UX-226, one UY-227, one UX-171-A and

one UX-280. Designed for use with Brunswick Model "A" speaker. Uses either indoor or outdoor antenna. Cabinet finished in American walnut with exterior metal parts in oxidized antique finish. Cabinet is 27 1/2 inches wide, 9 1/4 inches high, 8 1/4 inches deep. Price, complete with tubes, \$137.50.

Model 5KRO, console highboy. Cabinet finished in American walnut with exterior metal parts in oxidized antique finish. Cabinet is 27 inches wide, 47 1/4 inches high, 15 inches deep. Specifications of radio receiver are the same as for Model 5KR. Built-in speaker of electro-magnetic cone type, with output filter. Designed for use with either outdoor or indoor antenna. Retail price, complete with tubes, \$237.50.

Model 3KRO, Brunswick Panatropo-Radiola, combining Model 5KRO and electrical Panatropo reproduction, in highboy console cabinet. Radio receiver is in lower section of cabinet, just below loud speaker. Electrical record reproducing equipment is in top section of cabinet, with entire lid opening as in model P-13 Panatropo. Cabinet is in American walnut finish with exterior metal parts in oxidized antique finish. Storage space for twenty records at left of turntable. Equipped with induction type electric motor. Retail price, complete with tubes, \$395.

Excel Phonograph Mfg. Co., Chicago, Ill. No. 90 radio cabinet, burl walnut finish. Designed especially for Atwater Kent, Crosley, Fada receivers.



Excel Model 90

Panel opening 24 x 9 3/4 x 13 1/2 inches deep. Cabinet is 54 1/2 inches high, 20 inches wide, and 18 inches deep.

No. 95 Highboy cabinet, finished in burl walnut. Furnished with any loud speaker desired or without speaker. Panel opening 28 1/2 inches wide, 9 1/4



Excel Model 94

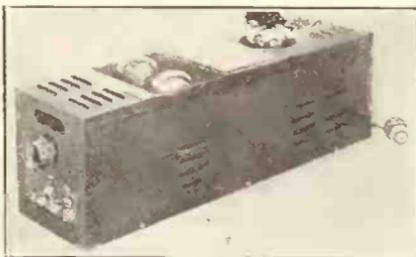
inches high, 13 1/2 inches deep. Cabinet is 54 1/2 inches high, 33 1/2 inches wide, and 18 inches deep. Contains ample space for Radiola 18.

No. 94. Finished in burl walnut, with space for speaker below. Panel

opening 28 inches x 7 1/2 inches x 15 inches. Cabinet is 40 inches high, 32 inches wide, 18 inches deep.

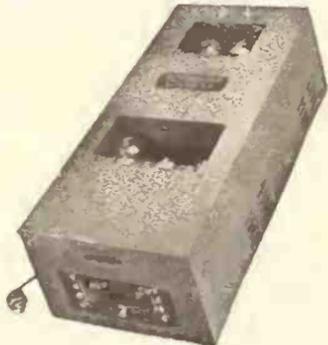
No. 93. Same as No. 94 in finish and design. Overall dimensions, 40 inches high, 26 inches wide, 18 inches deep. Accommodates sets up to 21 inches x 7 1/2 inches x 15 inches.

Radio Receptor Co., New York. Complete line of powerizers. Model PX-2, a power amplifier, \$75, for ordinary



Powerizer Model PX-2

radio or phonograph use. Slightly higher power than used in electric phonographs. PX-3, \$185, a supertone, superpower amplifier using three stages of amplification and employing the new



Powerizer Model PX-3

supertone amplifying tube UX-250, designed for use in concert music, dance halls, auditoriums etc. Although designed for tremendous tone, it can be regulated to ordinary room strength.

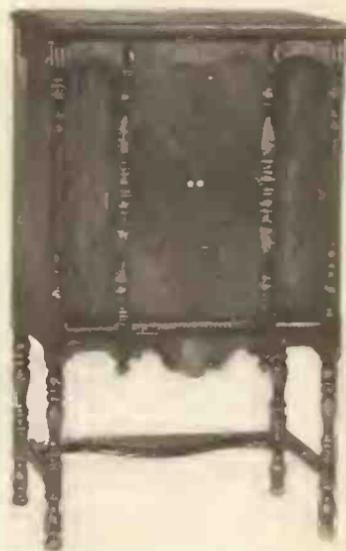


General Model Powerizer

General model, \$54, a powerizer that gives power amplification for all standard sets with A, B and C supply. Also makes the Powerizer Junior which con-

verts a battery set into the usual electric, employing the 171 Radiotron in the last stage. Supplies current for six or seven 226 tubes, two to three 227s and 171s. Hum control—external on and off switch.

Showers Bros. Co., Bloomington, Ind. Model J 55, radio cabinet, slide door model, genuine ash burl overlays are used in the front panels; screen



Showers Cabinet Model J-55

back is used to insure proper ventilation and the Showers improved ventilated bottom is used in this cabinet.

Decatur Manufacturing Co., Brooklyn, N. Y. Decatur cabinet power speaker, type 125 in two toned walnut cabinet of heavy construction. Is



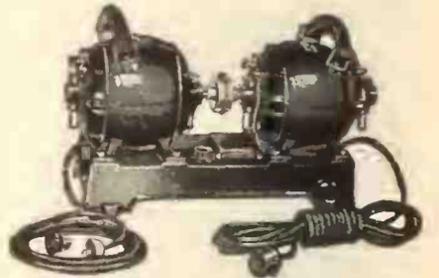
Decatur Cabinet Speaker

solidly built to withstand abuse, will handle any volume and is particularly designed to pick up weak signals. No separate battery or light connections are needed. This model is 12 inches high and 10 inches wide; weighs 9 pounds. List price \$33.

Decatur power cone finished in gold-

en brown chosen to blend harmoniously with any style of interior decoration. Has the ability to carry the volume of a power tube with unusual purity, clarity of sound and fidelity of reproduction. List price \$27.50; in Far West \$30.

Bodine Electric Co., Chicago, Ill. Bodine radio motor-generator set which converts direct current to single-phase, 60 cycle alternating current, enabling dealers to successfully demon-



Bodine Motor-Generator

strate and test AC radio receivers and accessories. This improved model incorporates a new filter system and a change in design permitting the filter and regulating rheostat to be enclosed in the base of the set, thereby protecting them from damage. The set delivers 250 watts, sufficient to operate any radio or radio-phonograph combination. It is small, compact and easily handled. No wiring is necessary.



Pierce-Airo Seven-Tube Chassis

Pierce-Airo, Inc., New York City. Pierce-Airo seven-tube chassis is now available in a handsome two-tone russet bronze metal cabinet. The chassis is the same as that formerly on the market.

Chicago-Jefferson Fuse & Electric Co., Chicago, Ill. Tube checker for testing AC tubes, No 291, which enables the set owner to locate worn-out or paralyzed tubes and keep the receiver in efficient working order. Is equipped with a meter, two sockets for the four or five prong tubes, a rheostat and a push button. The tube is inserted in the socket, the rheostat set to a predetermined reading given on the instruction sheet and readings are taken with the button up and down. The difference in the readings shows the condition of the tube.

NEWCOMBE-HAWLEY RADIO REPRODUCERS

The most complete line of radio reproducers ever offered by one manufacturer. Covers the three leading types of loudspeakers — Magnetic — Air Column — Dynamic. Alert dealers and jobbers appreciate the outstanding sales advantage of one complete line, and are featuring the Newcombe-Hawley line.

Send for latest bulletins today!

MAGNETIC CONE REPRODUCERS



Portable

A beautiful portable reproducer in burl walnut cabinet.



Table

For large receivers such as R. C. A. Model 18 A. C. sets.

AIR COLUMN REPRODUCERS



Portable

Equipped with Nathaniel Baldwin unit. Air column is 56 inches long.



Table

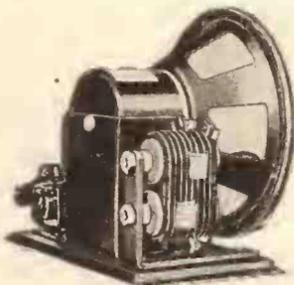
With Newcombe-Hawley 72-inch air column and Nathaniel Baldwin unit.

DYNAMIC CONE REPRODUCERS IN ALL MODELS



Table

With D. C. or A. C. Dynamic Cone Reproducer. Wide enough to hold most radio receivers.



The Heart of Newcombe-Hawley Dynamic Cone Reproducers

A remarkable unit of unsurpassed tone quality and volume. Furnished for battery or A. C. light socket operation.



Small Console

With Dynamic Cone Reproducer.



Radio-Phonograph Combination

With Dynamic Reproducer, electric turntable pickup, and space for set.



Portable

Satinwood front. Dynamic Cone Reproducer.



Portable

Burl walnut cabinet. Dynamic Cone Reproducer.



Large Console

For large R. C. A. Model 18 and other large sets. With Dynamic Reproducer.

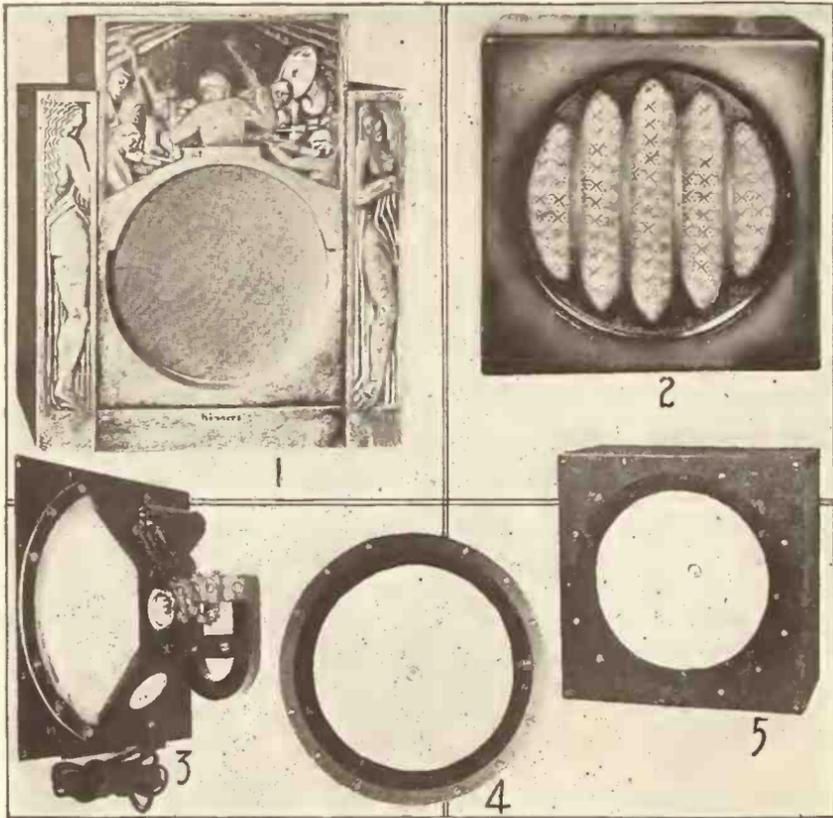
MAIL THIS COUPON

Newcombe-Hawley, Inc.
203 First Ave., North, St. Charles, Ill.
Please send at once latest bulletins on the Newcombe-Hawley Line.

Name.....

Address.....

The Newest in Radio



F. A. Hinners Co. (1) Type A-35. (2) Type S-27. (3) Chassis Type B Plate. (4) Chassis Type B Frame. (5) Console Type B.

F. A. Hinners & Co., Inc., New York. Type B speaker, chrome steel magnet, steel alloy armature and armature spring of spring steel, pole pieces of silicon steel and laminated. Two windings are used on coils, die cast coil housing and armature support. Filter arranged to cut off undesirable and crating high frequencies. Back of cabinet enclosed with padding to avoid

undesirable cabinet resonance. Chassis for table models and baffleboard mounting 9 inches diameter, 5½ inches deep \$13.50; console model 9¼ inches by 9¾ inches by 5¼ inches deep \$16; chassis plate 9¾ inches by 9¾ inches by 5¼ inches deep \$13.50. Type A-35, containing type B chassis, \$35; Type S-27, containing type B chassis, \$27.

illuminated dial, voltage regulator, 18¼ inches wide, 9 inches high, 10½ inches deep, price \$145. Also Simplex



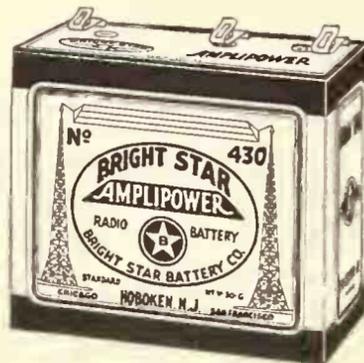
Simplex 8-Tube Set

speaker, new type power motor (magnetic) cone, designed especially for high power amplification.



Sterling Table Model Dynamic Speaker

Sterling Varitone speakers are made in two models, one in a handsome table



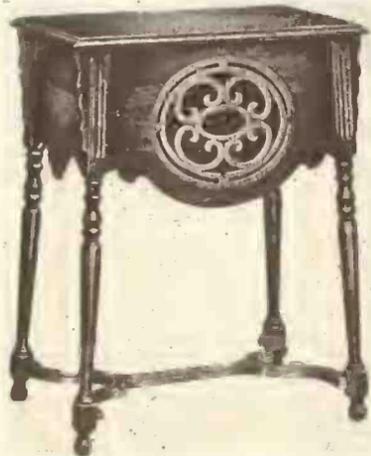
Bright Star Amplipower Battery

Bright Star Battery Co., Hoboken, N. J. Amplipower radio B battery. Guaranteed by manufacturers to give twelve months' service on the basis of three hours use per day, with any tubes of standard type.



Sterling R-2 Varitone Speaker design and the other a cabinet type of solid walnut.

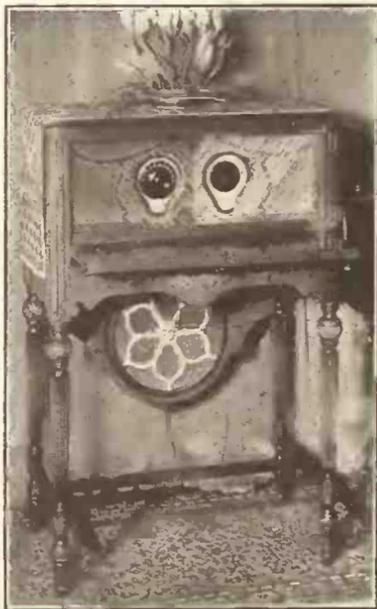
Sterling Manufacturing Co., Cleveland, O. Complete line of Sterling dy-



Operadio Barcelona Model

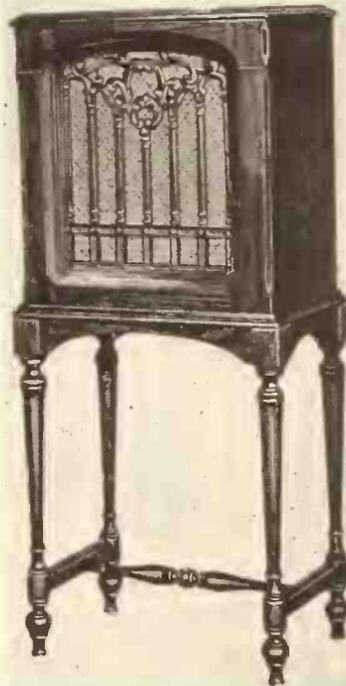
Operadio Manufacturing Co., St. Charles, Ill. Barcelona speaker table, Spanish design with same air column as used in the new Senior Operadio

type, with built-in speaker. When closed, both the radio panel and speaker are entirely concealed. The speaker located below the receiver case automatically folds up horizontally. Reversing the action, the speaker drops



Red Lion Cabinet Model 18

down into vertical position when the shelf is lowered to reveal the dial board. Will accommodate any of the Atwater Kent AC models and is built to contain the new Atwater Kent Model E-3 speaker. Two new models of the desk type have also been produced, Desk Model 40 and Secretary Model 121.



Sterling Console Dynamic Speaker

dynamic and Varitone magnetic speakers. Sterling magnetic speakers are provided in four forms of chassis for 6



Findlay Console for Stewart-Warner Robert Findlay Mfg., Inc., Brook-



Operadio St. Charles Model

model. Finished in walnut, 30 inches high, 15¼ inches deep, and 27 inches wide. Price \$42.50. St. Charles model—electro dynamic speaker in an attractive cabinet 30 inches high, 15¼ inches deep, and 27 inches wide. Model 42 equipped for 6 volt \$70; model 52 equipped for 110 volt AC \$90.



Simplex Speaker

Simplex Radio Co., Sandusky, O. Simplex AC operated 8 tube set available for either 25 or 60 cycle current,



Sterling R-4 Varitone Speaker

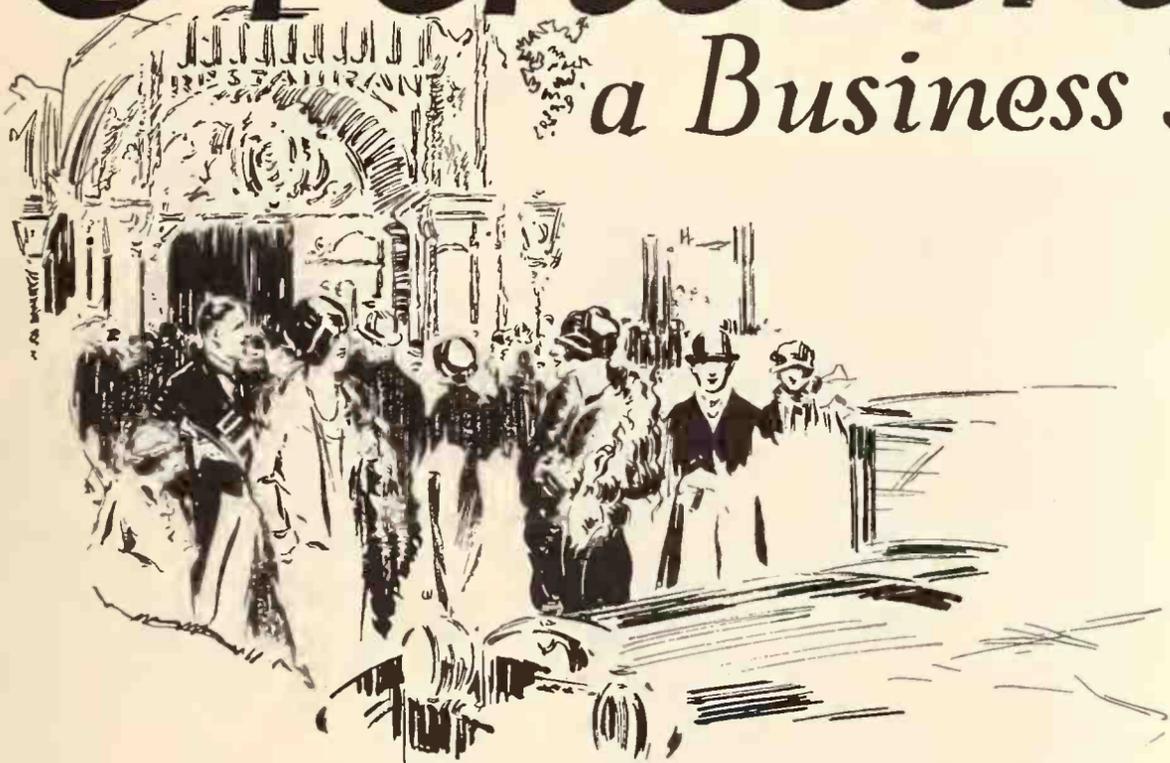
volt DC, 110 volt DC, 110 volt 50-60 cycle AC and a special model for 110 volt 25-40 cycle AC. Two furniture models are provided, one being a console type and the other a table type.



Findlay Table for Kolster lyn, N. Y. Complete line of metal (Continued on page 94)

Red Lion Cabinet Co., Red Lion, Pa. Model 18, compact cabinet of console

THE CAPEHART *Orchestrope* a Business Stimulator



The ORCHESTROPE plays 28 records on both sides continuously, turning and changing them automatically . . . 56 selections . . . four hours of uninterrupted harmony without ANY attention.

Its powerful amplification, immense volume, remarkable clarity and its outstanding beauty and smartness make the ORCHESTROPE the ideal instrument for public entertainment.

The American Public loves music for its entertainment—music that is exactly recorded as the Great Masters themselves play it!

Heretofore it has been impossible to reproduce the exact tonal qualities of an Orchestration with enough controlled volume to overpower the distracting noises of a large audience. This feat has been accomplished. THE ORCHESTROPE can be distinctly heard in the most crowded dance hall. The shuffling and scraping of hundreds of feet are drowned in the music of this wonderful instrument. And, too, THE ORCHESTROPE can be volume controlled to record the sweetest melody to perfection in the most exclusive surroundings.

Hotels, Clubs, Restaurants and Dance places have accorded THE ORCHESTROPE a most tremendous welcome.

To a limited number of reliable dealers will be granted a local sales franchise. We suggest that you lose no time investigating this market.



Sold only through Dealers

THE CAPEHART
Orchestrope

The CAPEHART AUTOMATIC PHONOGRAPH CORPORATION

Factory and General Offices: HUNTINGTON, INDIANA

The Newest in Radio

(Continued from page 92)

tables for all standard makes of radio sets. Shown herewith Model 4/20-21, made exclusively for Kolster 20 and 21AC receiving sets, and to be sold exclusively through authorized Kolster distributors. Equipped with lower shelf to support speaker. Model 9/801-802, made for Stewart-Warner AC models 801 and 802, and to be sold through authorized Stewart-Warner distributors. Provision has been made to suspend speaker under set as illustrated, or it may be placed on lower shelf.

Jensen Radio Mfg. Co., Chicago, Ill. Model 7 Console, containing Jensen dynamic speaker unit. Front, back



Jensen Model 7 Console

and sides of cabinet are of one piece of wood. Has built-in toggle switch located in rear of cabinet. Finished in walnut, hand rubbed, with contrasting color offsetting molded edges at top, bottom, and around grille. Grille is



Jensen Model 6 Cabinet

of hand-carved design, backed by brocaded gold cloth. List prices.—With D-4 dynamic speaker unit, \$75, with D-4 AC dynamic unit, \$90, with D-5 dynamic unit, \$75.

Model 6 Cabinet, containing Jensen dynamic speaker unit. Cabinet is of same finish and design as cabinet of Model 7. List prices—equipped with D-4 dynamic unit, \$55, with D-4 AC dynamic unit, \$70, with D-5 dynamic unit, \$58.

Gray Sales Co. Opens New York Offices

The Gray Sales Co., radio manufacturers' representative, which has operated in the New York metropolitan territory for seven years from the Philadelphia office, recently opened a New York office and showroom at 222 Fulton street, New York City, with Max Witz in charge. Among the lines represented are those of the Webster Co., consisting of "A" and "B" eliminators, voltage regulators, etc.; Fidelity Radio Corp., loud speaker units, magnetic cone and dynamic speakers; Union Metal Products Co., aeriels, metal tables for sets, etc.; Gardiner & Hepburn, Inc., and the R. B. M. Mfg. Co.

Adam Stein, Jr., Made Acoustic Executive

Production Manager of Acoustic Products Co. Is Elected to Vice-Presidency—Has Had Long and Varied Career

Adam Stein, Jr., production manager of the Acoustic Products Co., has been elected vice-president of that company. Mr. Stein is recognized as one of the foremost radio engineers



A. Stein, Jr.

in the world to-day. He is now in entire charge of the production and engineering activities of both the Acoustic Products and Sonora Phonograph Companies.

Mr. Stein was graduated from the University of Pittsburgh in 1903 with the degree of electrical engineer, and joined the Fessenden National Light Co., where he remained until 1909. In 1909 and 1910 he made a survey of various wireless stations; namely at Old Point Comfort, Va.; Washington, D. C.; Brant Rock, Mass., and at stations in Cuba and Brazil. From 1910 to 1916 Mr. Stein served as commercial engineer with the American Telephone & Telegraph Co. and the Southwestern Bell Telephone Co.

In 1916 he went to the Marconi Wireless Telegraph Co. as works manager and assistant chief engineer where he contributed materially to the inventive and experimental activities of that company. In 1919 Mr. Stein joined the General Electric Co. as managing engineer of the radio department, remaining there until his appointment as production manager of the Acoustic Products Co. in January, 1928.

C. J. Hopkins Making Extended Trip Abroad

Manager of Foreign Department of Crosley Radio Corp. Is Making Business Trip in Mediterranean Area

Charles J. Hopkins, manager of the foreign department of the Crosley Radio Corp., sailed from New York, July 28 on the steamer "Roma" for an extended business tour of the Mediterranean countries.

Among the trade centers to be visited by Mr. Hopkins are Naples, Rome, Florence, Venice, and Milan in Italy; Barcelona and Madrid in Spain; and Lisbon in Portugal. Returning to the United States in the Fall, Mr. Hopkins will sail from Cherbourg, France.

While crossing the Atlantic the "Roma" is expected to pass close to the steamer bearing Powel Crosley, Jr., president of the corporation, back to the United States. Mr. Hopkins will communicate with his chief via radio.

Early Showing of Filtertone Planned

David Grimes to Demonstrate His New Device Before Federal Radio Commission at Washington, D. C.

David Grimes, radio engineer, has announced that his new device, Filtertone, for the elimination of heterodyning will soon be demonstrated before Federal Radio Commission, Washington. "It has been the attitude of the Federal Radio Commission and the individual Commissioners," said Mr. Grimes, "that the remedy for heterodyning lay in the development of the radio art and not in the elimination of broadcasting stations. I have communicated with the Commission and have been invited to show my device."

Tobe Deutschmann in a New Factory

Manufacturer and Importer of Technical Apparatus Moves From Cambridge to Canton, Mass.—In Modern Plant

CANTON, MASS., August 7.—The Tobe Deutschmann Co., manufacturer and importer of technical apparatus, formerly located in Cambridge, Mass., has now taken possession of its new factory in this city. This company's trade-mark "Tobe" has become nationally known wherever condensers are used. It is pointed out that this move to larger quarters is due to the rapid growth and steadily increasing volume of sales. The new Tobe factory has 92,000 square feet of floor space, situated in the center of Canton,



New Tobe Deutschmann Factory

and offering every facility for increased production. In addition to its regular line of condensers and resistors, it also produces the Tobe "A" Supply Unit and Light Socket Aerial.

E. E. Shumaker Back From European Trip

President of Victor Talking Machine Co. Is Enthusiastic Regarding Activities of Company's European Affiliations

E. E. Shumaker, president of the Victor Talking Machine Co., Camden, N. J., returned recently to America after spending six weeks abroad. Regarding the outlook for Victor activities this year, Mr. Shumaker stated that 1928 Victor earnings should show a material increase over last year and the official Victor figures issued since Mr. Shumaker's return substantiate this statement. Mr. Shumaker was also keenly enthusiastic regarding the activities of the Victor European affiliations, stating that the annual report for the year ending June 30 showed sales and net earnings well ahead of the previous twelve months.

A voting contest recently conducted by a Paris, France, newspaper resulted in Thomas A. Edison being chosen as the world's greatest inventor. The phonograph and the electric lamp are given as his greatest achievements.

The Authorized Furniture for all ATWATER KENT RADIOS



Model 40, Desk
Finished in Walnut. Cabinet is 30 inches long, 20 inches wide and 38 inches high. For use with Atwater Kent Set 40, and Atwater Kent Speaker E-3. List Price, \$40.



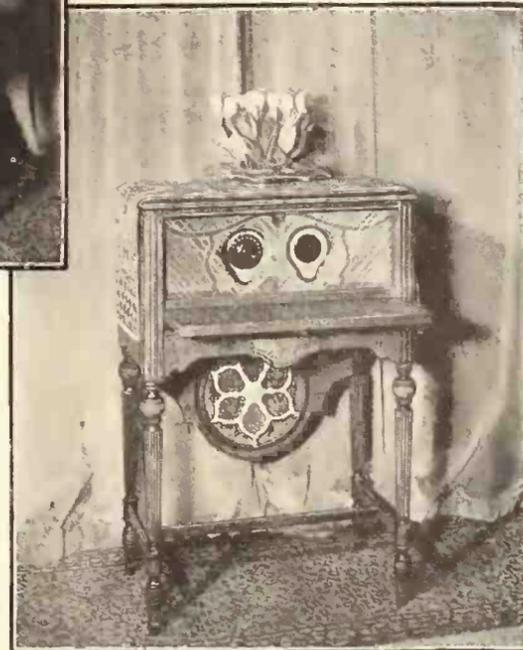
Model 30, Console
Finished in Walnut. Cabinet is 21 inches long, 12 inches wide and 38 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers E-2 and E-3. List Price, \$30.



Model 121, Secretary
Finished in Walnut. Cabinet is 29 inches long, 13 inches wide, and 49 inches high. For use with Atwater Kent Sets 40 and 42, and Atwater Kent E-3 Speaker. List Price, \$45.



Model 18, Spinet, (with disappearing speaker; closed)
Finished in Walnut. Cabinet is 25 inches long, 16 inches wide, and 38 inches high. For use with Atwater Kent Sets 40, 42 and 44, and Atwater Kent E-3 Speaker. List Price, \$45.



Model 18, Spinet (with disappearing speaker; open)
This view shows the speaker as it appears when in use. As the folding shelf in front of the dial board is lowered, the speaker automatically swings down into its operating position. Design Patented.



Red Lion Cabinets

THE four new models shown above are meeting with a most enthusiastic reception from Atwater Kent dealers everywhere. They bid fair to outdo the popularity of the previous season's big sellers in Red Lion Cabinets.

Their beauty, practicability and convenience make these cabinets fitting furniture for the new and highly-developed Atwater Kent Receiving Sets and Speakers. Atwater Kent and Red Lion are a sales-winning, profit-making combination.

RED LION CABINET COMPANY, RED LION, PENNA.

St. Louis Distributors Open Many Phonograph Accounts

Local Branches Announce Opening of New Departments—Artophone Introduces New Portable Models—Aeolian Co. of Missouri Occupies Remodeled Building

St. Louis, Mo., August 7.—The beginning of the last half of 1928 finds the talking machine and allied trades in the St. Louis district generally maintaining the high standard of business that characterized the first six months of the year.

The local branch of the Columbia Phonograph Co. reports that business has been accentuated by the opening of four new accounts—the A. Runnels & Sons, of Mulberry Grove, Ill.; H. M. Dewey Co., of Marshall, Ill.; Johnstone Hardware Co., of Cairo, Ill., and the J. H. Neeley Co., of Thayer, Mo. All of the dealers have taken on the entire list of Columbia products.

The Ponce sisters, Columbia artists, were members of Nat Nazarro's stage show at Loew's State Theatre here the latter part of the month. The two sisters are popular, and Columbia dealers took advantage of their presence in the city to feature their recordings.

Announcement was made also during the past month that Ed Lowry, master of ceremonies at the Ambassador Theatre here and popular Columbia artist, will record a new series of records for Columbia. An early release of these records is expected and local dealers are confident that they will give added stimulus to Columbia business in the city.

The introduction of two new portable models, 77 and 88, have aided Artophone business in this section. The 77 is covered with a beautiful fabrikoid, obtainable in several different colors and embossed with an attractive gold

stipple. The outstanding features of this instrument, however, are the new specially constructed tone chamber, which is soldered instead of welded, and the metal record album which automatically opens and closes with the lid of the portable. The 88 is similar in many respects to the new Artophone 60, insofar as general appearance is concerned. The company also reports that designers are busily engaged in producing blueprints on new radio cabinets to supplement Artophone's popular models now on the market.

Three new salesmen have been added to the Artophone road force. Charles Keyes, of Nashville, and Al Tate Posten, former St. Louis newspaperman, have been assigned to the Kansas City branch of the company, while M. M. Johnson was sent to Memphis. The company also has added Eugene Beumer and A. C. Stricker to its St. Louis force. Beumer was assigned to the position of assistant general correspondent under Jesse Kramer, secretary, while Stricker, a former newspaper feature writer and artist, has been obtained to take over the position of advertising manager.

One of the most outstanding features of the past month's activity in the local trade was the announcement by the local branch of the Brunswick Co. that the Schweig-Engel Co., formerly exclusive dealers in radio, had taken on the full line of Brunswick products. The company is one of the largest RCA and Atwater Kent radio dealers in the city, but recently decided to install a phonograph and record department in

its two attractive and busy stores at 4930 Delmar avenue and 5911 Easton avenue.

Practically 50 per cent of the quota of Brunswick radios and loud speakers allotted to the local branch of the company have already been disposed of, despite the fact that the company has not yet started making deliveries.

Brunswick reproducing instruments and combinations are moving in good volume, according to H. E. Brown, manager, who added that sales of Brunswick records in this district had shown an increase of nearly 100 per cent during the first six months of this year as compared to last year.

During the past month the Aeolian Co. of Missouri, local Victor dealer, formally reoccupied its remodeled building at 1004 Olive street.

Announcement was made during the past month that the Vance Electric Co., of St. Louis, has been made exclusive distributor of the All-American Mohawk Corp. radio line; L. E. Nelson has been appointed district sales representative of the Arcturus line; and that Lindeman & Hoffer, of Kansas City, have been made sole distributors in St. Louis of the Zenith line of products. The latter firm will also represent the Peerless line of loud speakers.

L. J. Smith Joins Radiovision Corp.

The Radiovision Corp., New York City, has announced the appointment of Lombard J. Smith to cover Southern California territory running north to Bakersfield and including Los Angeles. A. J. Anderson will sponsor the Rayfoto product in San Francisco and south to Bakersfield. It is also reported that B. H. Rosenberg, who represents the Radiovision Corp. in the vicinity of Minneapolis and St. Paul, has already lined up several jobbers to handle this picture receiving kit.

At these New York and Chicago radio shows the trade and public meet. Set manufacturers will display many new models for the first time. Parts manufacturers will show the latest in accessories. These

displays set the radio vogue, affording the trade and public an opportunity to learn what's what in radio for the 1928-1929 season. Dealers should commence talking these shows now and tell their customers to

SEE THESE SPECIAL FEATURES

Television; "Televox" the mechanical man; the Radio Controlled Train; the Cardiograph, that draws pictures of the human heart's actions; and many electrical and radio developments from the experimental laboratories of the General Electric and Westinghouse Manufacturing Companies.

**5th ANNUAL
RADIO
WORLD'S FAIR
MADISON SQUARE GARDEN
NEW YORK
SEP 17th TO 22ND
INCLUSIVE**

**WORLD'S
PREMIER
RADIO
SHOWS**



**7th ANNUAL
CHICAGO
RADIO SHOW
COLISEUM
CHICAGO
OCT 8th TO 14th
INCLUSIVE**

SPECIAL BUSINESS SESSIONS
for the trade 11 A. M. to 1 P. M.

OPEN DAILY TO THE PUBLIC
from 1 to 11 P. M.

RADIO MANUFACTURERS SHOW ASSOCIATION
U. J. HERRMANN *Managing Director* G. CLAYTON IRWIN JR. *General Manager*

Lund Radio Cabinets and Tables

Write for descriptive illustrated catalogue of the complete new Lund line which includes suitable radio cabinets and tables for every set and every requirement. Low prices. Prompt shipment.



No. 123. Takes any panel up to 21 x 10 1/2 inches. Price, \$90.00



No. 119. Takes any panel up to 21 x 10 1/2 inches. Price, \$92.00



No. 131. Takes any panel up to 21 x 10 1/2 inches. Price, \$126.00

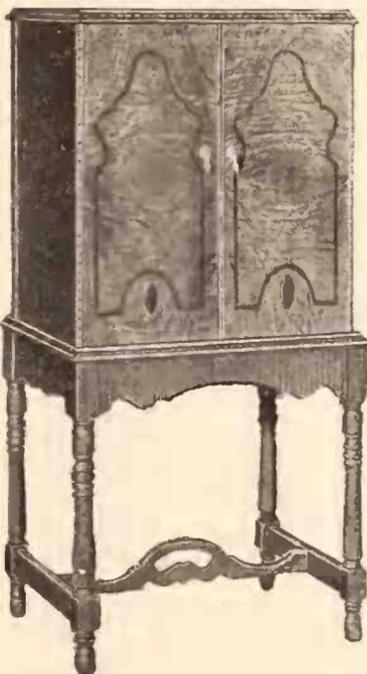
THREE BIG LEADERS



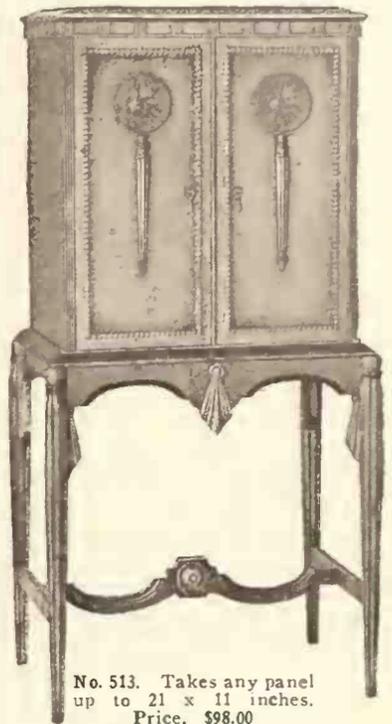
No. 3. 5-ply Walnut top, size 24 x 14 inches. Price for table, \$14.00. Price complete with guaranteed magnetic speaker, \$24.00



No. 5. Walnut console, takes A. K., Crosley or any 18 x 7 panel. Price for cabinet, \$25.00. Price complete with guaranteed magnetic speaker, \$35.00



No. 25. Walnut cabinet, matched burl Walnut doors. Takes any panel up to 21 x 10 inches. Price, \$55.00



No. 513. Takes any panel up to 21 x 11 inches. Price, \$98.00



No. 125. Takes any panel up to 21 x 10 1/2 inches. Price, \$98.50



No. 13. Suitable for battery or AC sets. Takes any panel up to 21 x 8 3/4 inches. Price, \$42.00

J. A. Lund Corporation

1018 South Wabash Ave., Chicago, Illinois

Fifth Annual Radio World's Fair to Open in New York, Sept. 17

Indications Are That Event in Madison Square Garden Will Be Largest and Most Complete Ever Held—Radio Industries Banquet to Be Held on Tuesday, Sept. 18

The Fifth Annual Radio World's Fair to be held in Madison Square Garden, New York, during the week of September 17 to 22, bids fair to be the largest and most complete in the history of the radio industry, according to G. Clayton Irwin, Jr., general manager. It is announced that the entire exhibition space in Madison Square Garden, comprising 60,000 square feet, will be filled with receivers and accessories from the factories of 250 of the country's leading radio manufacturers. It is said that many new models which were not quite ready for display at the Chicago Trade Show in June are to be exhibited at the New York fair for the first time, including a number of models which have been developed since June.

The opportunity which the exhibitions provide dealers and jobbers to inspect new lines all under one roof will be facilitated by the management of the Radio World's Fair, which has arranged for special trade show hours from 11.00 to 1.00 p. m. each day, excepting the opening day, at which time the public will not be admitted. Each dealer or jobber wishing to inspect exhibits before the doors are thrown open to the public at 1 p. m. may obtain credentials for two company representatives by making the request in writing to G. Clayton Irwin, Jr., general manager, 1800 Times Building, New York.

In order to focus the attention of retail buyers on community dealers during the New York Show, Mr. Irwin has arranged to furnish without cost to those New York metropolitan dealers who make the request in writing a complete window trim consisting of streamers and appro-

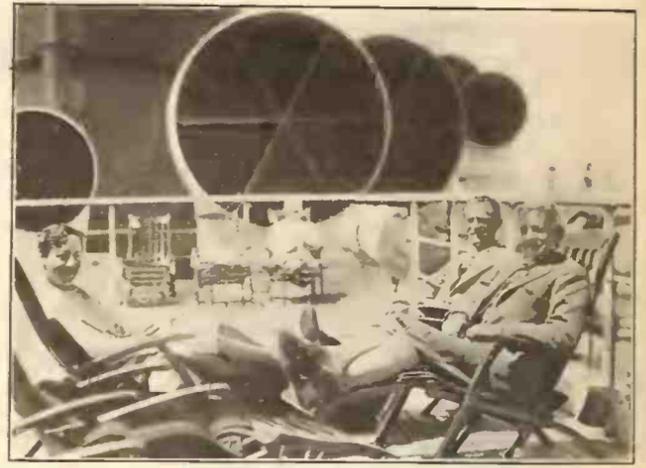
priate cards. These may be obtained upon application to Mr. Irwin.

The Fifth Annual Radio Industries' banquet, sponsored by the National Association of Broadcasters, Radio Manufacturers' Association and the Federated Radio Trade Association, is announced for Tuesday, September 18, at the Hotel Astor, New York. The radio listeners of the country will be entertained with a special two-hour broadcast. Linked together from 10.00 p. m. to 12 midnight Eastern daylight saving time will be the Red, Blue and Pacific Coast networks of the National Broadcasting Co., the Columbia Broadcasting System and a large number of other stations not included in either chain, but which are members of the National Association of Broadcasters.

The most popular announcer from each of the four networks will officiate before the microphone one-fourth of the time. Witnessing the broadcasting will be some 2,500 members of the radio industry, dealers, jobbers and manufacturers. The general chairman of the Radio Industries Banquet is Paul B. Klugh, of Chicago, vice-president and general manager of the Zenith Radio Corp.

RCA Station Directory

"The RCA Radiotron Broadcast Station Directory" is an attractive booklet in color which has been prepared by the Radio Corp. of America, listing broadcasting stations throughout the country, with spaces for dial-



Otto Heineman, president of the Okeh Phonograph Corp., and Joseph Wolff, Head of Quality Factories, Inc., Conferring Together on the Aquitania Regarding a New Phonograph Venture. The Lady in the Photograph Is Mrs. Wolff, and It Is Stated on Good Authority That the Coloring of Mr. Heineman's Nose Is Due to Sun Exposure and No Other Cause.

setting notations. This information is given, together with complete descriptions and illustrations of the entire line of Radiotron tubes designed for various purposes. An important feature of the booklet is a chart giving the average characteristics of receiving Radiotrons.

Plaza Music Co. Issues House Organ

"The Bugaboo of Turnover"—a new slant on the turnover problem, is the title of the leading article in the August issue of Sound Facts, the new house organ published by the Plaza Music Co., New York. This article was written by Miss G. Cheadle, merchandise manager of the Plaza Co. The balance of this sixteen-page magazine is given over to both the presentation of Plaza merchandise and helpful hints on merchandising.

Buckeye Phono Radio Combination

Open View



Model No. 44

This cabinet is of Walnut with beautiful Burl doors and apron and finished in rubbed lacquer. As a whole it is an artistic treat to the eye.

SPECIFICATIONS:

Equipment: Gordon electric induction motor, Gordon electric pick-up, volume control, "on and off" switch, RCA 100-A cone speaker, two (2) phonograph record albums. Dimensions: 50" high, 30 1/4" wide, 16 1/2" deep. Packed in veneer case.

List price—

\$130.00 complete

f.o.b. Springfield, Ohio

Manufactured by the

Buckeye Manufacturing Company

Springfield, Ohio

National Sales Agent

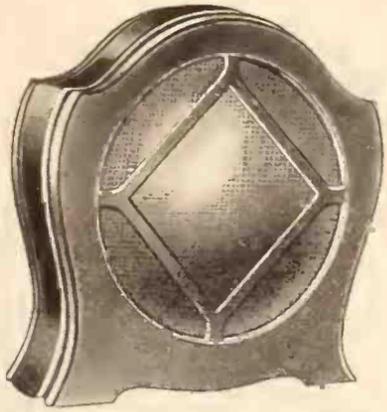
Studner Brothers, Inc.

New York City: 67 West 44th St.

Chicago, Ill.: 28 E. Jackson Blvd.

Closed View





No. 790

No. 790—Walnut case, exclusive design, incorporating Molded Wood, non-vibrating, non-metallic Tone Chamber and Fairfax "Green-Cap" Reproducing Unit. Price \$25.00

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 Cabinet Speakers



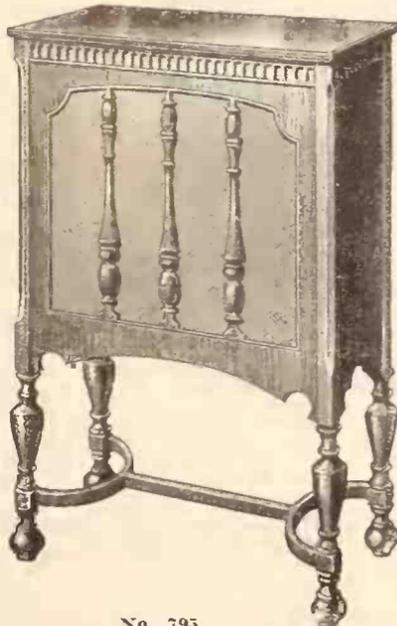
No. 570

No. 570—Tone travel 6 feet; made of all wood. A graceful, compact, non-vibrating Molded Wood Tone Chamber. Comes to you completely mounted in plywood box, measuring 12" wide, 15" high and 12" deep. Price \$13.00
Also 8-foot Tone Chamber. No. 595 measuring 18" wide, 21" high and 15" deep. Price \$18.00



No. 112

No. 112—Fairfax "Green-Cap" Unit. A sensitive, heavy duty unit, expressly built to withstand the power of modern A.C. operation. Price \$6.00

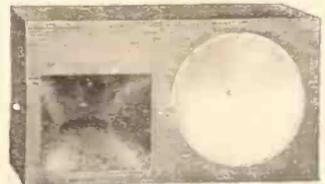


No. 795

No. 795—Tripl-Tone Cabinet Speaker. Aristocrat of floor speakers. The Tripl-Tone Speaker Unit No. 301 is standard equipment with this model. Tripl-Tone the "3-in-1" speaker with the golden voice.

Price \$80.00

Will be furnished with 8-foot exponential tone chamber and Fairfax "Green-Cap" Reproducing Unit. Price \$70.00
Height 32", width 22 3/4", depth 16"



No. 301

No. 301—Tripl-Tone. At a turn of a dial you have cone reproduction at its best. At another turn you have tone chamber reproduction at its best, especially for speech. And still another you have a combination of both, and this combination is positively entrancing. Manufacturers and jobbers can easily install Tripl-Tone in their own console. Price \$30.00
Height 9 3/4", width 16 3/4", depth 5 3/8"

Send for catalog and full details on complete line



MOLDED WOOD PRODUCTS, Incorporated
219 West Chicago Avenue
CHICAGO, ILLINOIS

The Farther You Look

—beyond the horizon

The More You See

—big business to be had on every hand

Nobody can SEE beyond the horizon, but everybody must LOOK beyond it in order to get ahead. Whether you pilot a ship, aeroplane or a business, you must look further than the immediate prospect. You must CHART your course according to what you KNOW lies ahead as well as what you can SEE just ahead.



"The New Horizon"—a tremendous, powerful selling medium just made available by the Victor Talking Machine Company to all Victor dealers, clearly indicates a broad, swift channel to successful new business.

"The New Horizon" is truly the most phenomenal collection of selling plans and ideas that has ever been put before the talking machine trade. Everything in this book is concisely, precisely and convincingly presented so that nothing is left to chance in arousing the prospect's interest and closing the sale.

The Victor Dealer who reads, studies and applies the selling plans and ideas embodied in "The New Horizon" will be a better dealer. He will be more successful, prominent and valuable.

Lose no time in getting down to brass tacks. Put your head and hands to "The New Horizon" right now. Learn the facts it conveys. Know what to do with every piece of selling and advertising matter. Understand the exclusive points of sales appeal that it embodies and so get the benefit of the brains and practical ideas obtained at a cost of thousands and thousands of dollars and made available to you for nothing.

Remember, you are in the talking machine business permanently. You want to be a big merchant and a successful one, and "The New Horizon" will help you to realize your dreams if you will but "follow through." Bruno is ready, willing and anxious to help any Victor Dealer who will help himself.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1928

Carryola Corp. Makes Extensive Additions to Production Plants

Additional Floor Completes Motor Division, Making It One of Most Modern in Country—New Building Is Equipped for Nickel, Bronze and Gold Plating

The Carryola Co. of America, Milwaukee, Wis., has added an additional floor to its steel plant, which completes the motor division, mak-

In addition to this it has added a building adjoining the steel and brass foundry that is completely equipped for nickel, bronze and gold

Two new and completely equipped modern experimental laboratories with the usual skylight and glass sides, research machinery with experienced engineers in charge, who are constantly developing new and advanced ideas in portable phonographs both mechanically and electrically.

Announcement comes from the Carryola Co. that it has also increased production in the woodworking assembling plants and all departments to a capacity of several thousand a day. Carryola has grown each year of its existence



Carryola Woodworking and Assembly Plant

ing it one of the most modern and complete phonograph motor, tone arm and reproducer plants throughout the entire country.



Carryola Steel Plant

in the portable industry, manufacturing nothing in the Carryola plant but portable phonographs and electric portable pick-ups.

Pooley Co. Issues Attractive Catalog

The Pooley Co., Philadelphia, Pa., manufacturer of radio cabinets for Atwater Kent sets, has issued its new catalog for the coming season fully describing and illustrating the eight models of the new line. The new catalog is artistic in appearance and half-tone engravings present the various models in full detail. At the same time the new series of Pooley bulletins for the 1928-29 season are announced. These bulletins are intended as a clearing house containing everything of trade interest.

Sylvania Display for Trade

The Sylvania Products Co. Emporium, Pa., manufacturer of radio tubes, has recently prepared a new and attractive lithograph display



sign to be distributed free of charge to all Sylvania dealers. It is reproduced for window display and in a smaller size for counter display in retail establishments.

The Hille-Baldwin Music House, of which Earle Hille is proprietor, in Independence, Kan., has acquired the business of the Radio Sales & Service Co., which is now part of Hille's store.

Shamrock Prospects Exceedingly Bright

Nate Hast, General Manager of Shamrock Mfg. Co., Tells of Jobbers' Enthusiasm for the Coming Season

Prospects are bright for an excellent business year on the Shamrock line of radio receivers, according to Nate Hast, general sales manager of the Shamrock Mfg. Co., Newark, N. J., who has just returned to his desk from a trip through New York State and New England.

"In Syracuse the Howard Radio Co. is enjoying a splendid success with Shamrock, which they have handled exclusively for four seasons," said Mr. Mast. "In Rochester three distributors are interested in our line and we will

close with one very shortly. In Buffalo, we are negotiating final details with a prominent distributing house there. The Southern New York Electric Co., with headquarters at Binghamton and a branch at Elmira, has handled the Shamrock line for four seasons and is very enthusiastic. The Sanford Motor Supply Co., at Williamsport, Pa., expects to do volume business on Shamrock this year. Our forethought in furnishing the Shamrock set in a Duco lacquered wood cabinet instead of metal, and finishing it in five colors, has proven to be a successful idea. Eighty-five per cent of the demand is for cabinets in colors.

"The Shamrock line was displayed at the recent Boston Trade Show, and our New England distributors are booking heavy orders.

L. M. Welch has opened a new, complete music store on First street, Jena, La.

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

Powel Crosley, Jr.



endorses Showers

Radio Cabinets as

Ideal for Crosley Radio

In Showers cabinets he finds VALUE—comparable to the VALUE in Crosley receivers. Showers gigantic production methods create economies that cannot be realized in smaller concerns.

SHOWERS
Walnut
Veneer Cabinets
Radio's Greatest
Cabinet VALUE!

Only Showers with their many years experience and large resources could produce values such as these. Rich walnut veneers, rare woods and genuine decorative wood carvings beautifully designed make these cabinets the greatest value the radio world has ever seen.



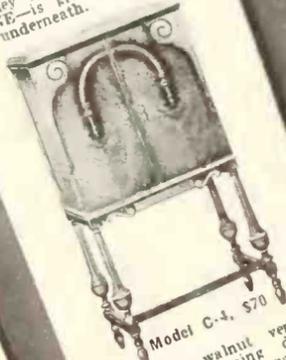
Model C-1, \$84

Here is beauty! Masterfully designed and exquisitely made. Rare zebra wood and moiré walnut veneer with genuine wood carvings. Full swinging doors are equipped with solid brass hardware. The Crosley DYNACONE is built in.



Model C-2, \$70

The finest walnut veneer creates a beautiful combination of wood grainings. Delicate wood carvings add a note of real beauty. The door falls down to form an arm rest for writing or operating radio controls and the new Crosley speaker—the DYNACONE—is gracefully mounted underneath.



Model C-4, \$70

Matched walnut veneer creates charming doors with overlaid decorations of curly maple veneer. Genuine wood carvings and high lighted top are beautifully finished. Top opens for access to radio chassis and doors are full swinging type with solid brass door pulls. Crosley DYNACONE built in.

Manufacturing operations by the straight-line or mass production method is the most economical way of producing merchandise today. Showers use this method to produce the Showers Crosley radio cabinets—1928-29's greatest radio cabinet VALUE.

In the world's largest furniture manufacturing plant are found the greatest economies of production.

Because of Showers' great resources, are permitted:

1. Construction engineering that gives strength and durability without sacrificing grace and beauty.
2. Use of rare and costly woods in decorative treatment.
3. Designing talent of the very best.
4. Use of genuine wood carvings.
5. Use of baffle boards to give the best possible tone effect to the Crosley speaker—the DYNACONE.

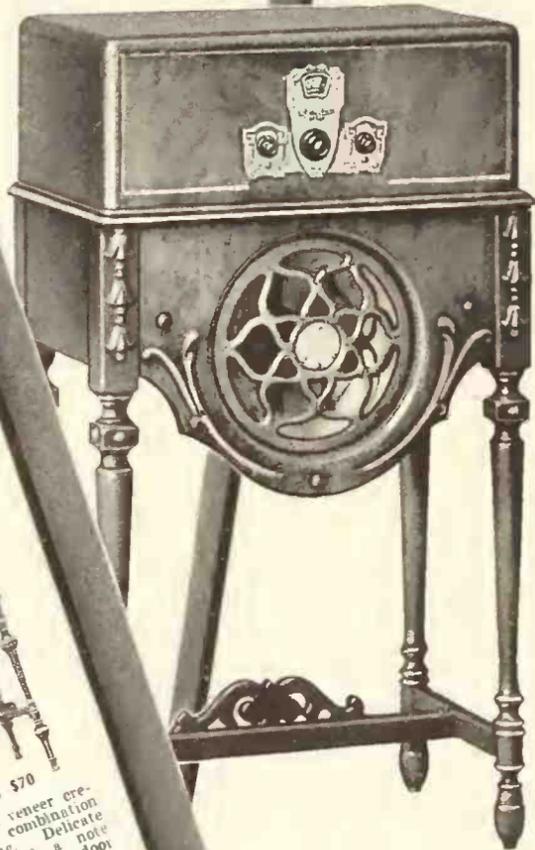
Through their many years of furniture building experience, Showers are able to give the world values in radio cabinets that competition CANNOT MEET. This experience results in well built furniture made to conform with the furniture mode of today.

Sell your customers the BEST—Showers cabinets at prices below competition. Mail the coupon below for complete information.

CONSOLE RADIO CABINET *with built in* **DYNACONE**

\$ 50

THIS is SHOWERS most amazing value — MODEL C-3 CONSOLE, equipped with the new CROSLY DYNACONE, the greatest loud speaker achievement of 1928. This beautiful walnut veneer console stands 38 inches high. Exquisitely matched patterns of beautiful grained veneers and genuine wood carvings are splendidly handled in a decorative note of real beauty. There is nothing in the radio world to compare with this wonderful super-value.



CROSLY Radios
interchangeable with
SHOWERS Cabinets

This is the real advantage of selling SHOWERS cabinets for CROSLY receivers. Any Crosley set can be installed in any Showers-Crosley cabinet. Selection of cabinets and receivers is made by the customer. With this feature dealers can sell their customers easily and permit them to select the cabinet which they like best.

WORLD'S LARGEST FURNITURE MAKERS

This is one of eleven plants. 92½ acres of floor space is needed to produce SHOWERS fine furniture.

COUPON

SHOWERS BROTHERS CO.
Dept. 26—Bloomington, Ind.

I am interested in the combination of value you and Crosley make possible. Please send me further literature and advise me if a sale franchise is open in my territory.

Name

Address

SHOWERS
RADIO FURNITURE

SHOWERS BROTHERS CO.
BLOOMINGTON, IND.

Replace Your Old Radio!

Your radio may seem to be pretty good—but you will not be satisfied when you hear the new, improved, full-toned Crosley sets.

Few radios at any price combine ALL the following features which are so necessary to the fine radio reception you may have today. Crosley gives you them ALL at the world's lowest prices.



The Crosley neutrodyne circuit is sharp, sensitive and selective. Farms and homes remote from broadcasting stations will welcome the great number of stations available with these new sets.



Crosley Radios are shielded. Each element is shielded from each other. This improves the efficiency of the set. Stations close together are easily separated. This feature is featured in the most expensive radio.



Crosley Radios are selective. In the lower end of the dial where stations are crowded together you will appreciate the selective qualities of Crosley radio. You only listen to ONE station at a time with Crosley.



Crosley Radios have volume.

The volume of Crosley radios is phenomenal for the slight amount of battery or AC current consumed. The volume may be increased tremendously without distortion.



Crosley Radios can be softened to a whisper.

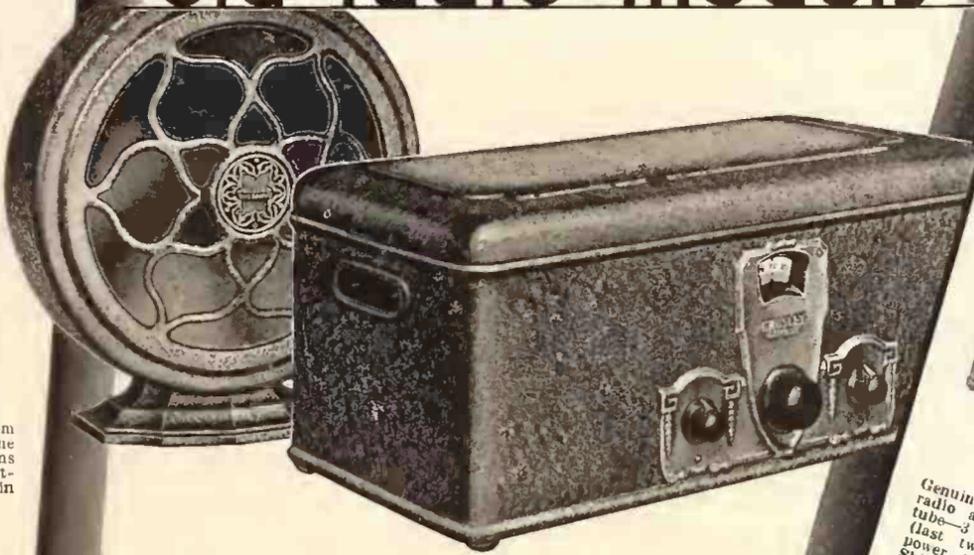
The volume control of Crosley sets is so positive that the operator may cut any broadcast program down to faint and scarcely audible reception.



Crosley Radios fit any kind of furniture.

Outside cases of Crosley radios are easily removed for installation into any cabinet. Such installations are quickly made. Any one the least bit handy with tools can make them.

New AC electric receivers replace old radio models



Genuine 6 tube Neutrodyne Crosley GEMBOX \$65.

Self-contained AC electric receiver. Utilizes two radio, detector, two power and a rectifier tube (171 power output tube). Operates from 110 volt 60 cycle AC-home lighting current.

Try this amazing set. Prove to your self on a 5 DAY FREE TRIAL IN YOUR OWN HOME that no radio that approximates Crosley prices can compare in performance. Why pay higher price?

This wonderful little Gembox is designed to use the new and astounding dynamic

DYNACONE

the Crosley power speaker, which is radio's greatest development, this year. A genuine dynamic speaker selling for \$25 equals ANY in pure realistic tone—unmatchable in price.

5 tube dry cell operated BANDBOX Jr. \$35.



Uses 199 tubes with 120 power output tube. Ideal set where recharging of storage battery is inconvenient. Uses type D Musicone for speaker.



Improved Musicone \$15

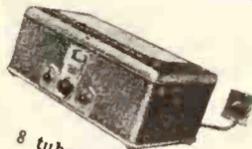
This Crosley achievement is the world's greatest success in the field of magnetic type speakers. Improved—it adds brilliance to the tone of the receiver.

CROSLEY AC Electric Radio Sets unequalled values

Crosley AC Electric Radios operate on 25 to 40 and 60 cycles. Where AC 110 volt current is available they are perfect radio receivers. No better performance is obtainable. Cabinets can be built at any price to make radio expensive, but for realistic, powerful reception Crosley receivers know no superior



8 tube AC Electric JEWELBOX \$95
Genuine neutrodyne—3 stages radio amplification—227 detector tube—3 stages audio frequency (last two stages 171 push-pull power tubes) and 280 rectifier. Shielded coils, modern illuminated dial. Highly selective.



8 tube AC Electric SHOWBOX \$80
Genuine neutrodyne—3 stages radio amplification, detector, 3 stages audio (last two being 171 push-pull tubes) and 280 rectifier.



The 6 tube BANDBOX Battery type—\$55

The Bandbox is the ideal radio for places where electric current is not available for AC receivers. Genuine Neutrodyne housed in a beautiful gold high-lighted case. This receiver can be converted for use from the power lines by means of a suitable power supply unit.

WHATEVER HAPPENS IN 1928 YOU'RE THERE WITH A CROSLEY

FREE TRIAL

Ask any Crosley dealer to hitch a new Crosley radio to your antenna. Test, try and prove in your own home (under the exact conditions you will enjoy your radio) the superior performance of Crosley sets. If you can't locate a nearby dealer, fill out the coupon below.

CROSLEY RADIO

THE CROSLEY RADIO CORPORATION
CINCINNATI, OHIO
Powel Crosley, Jr., President
Montana, Wyoming, Colorado, New Mexico and West.
Crosley Radio prices do not include tubes

COUPON

THE CROSLEY RADIO CORPORATION, Cincinnati, Ohio, Dept. 26.
I cannot locate a Crosley dealer. Please arrange for FREE 5 DAY TRIAL in my own home of the Crosley Radio I have checked.

Gembox () Musicone ()
Showbox () Bandbox Jr. ()
Jewelbox () Dynacone ()
Bandbox ()

Name
Address

Mail this

Brunswick Radio Line Announced

(Continued from page 32a)

combination is also housed in a highboy console cabinet with the receiver in the lower section and with an attractive grille covering the loud speaker. American walnut with hardware of antique oxidized finish adds to the beauty of



B. E. Bensinger

this cabinet. The model "A" speaker of the electro magnetic cone type, representing the result of extensive development work, is in a walnut case of mantel clock design.

The announcement of these models of the new Brunswick radio line is to be followed by a gigantic campaign appearing in leading newspapers and magazines throughout the entire country. With the placing of the new models on the market a beautiful brochure fully describing and illustrating the instruments was sent to every Brunswick dealer. This piece of

literature is said to be one of the most attractive ever distributed in the music trades. Other sales aids prepared by the Brunswick Co. to assist dealers in launching the new models include color pamphlets, window streamers, prepared newspaper advertisements and electros.

Unusual Publicity for Plaza Products

A new type of advertising has been entered into by the Plaza Music Co., New York, whereby the names of its products will be seen on the highways from coast to coast.

Mr. and Mrs. J. W. McNamara, of Cullom, Ill., are the owners of a house car which has all the comforts of home, including a standing bed, two closets, running water and a kitchenette. After a pleasant Winter spent in the balmy South the McNamaras journeyed up to New York and are now leaving on a trip to the Coast. On the front of the car has been installed one of the new daylight signs which reads "Pal Phonographs." The sides of the car call attention to "Pal Portable Phonographs" and the back of the car to "Veribest Phonograph Needles."

Splitdorf Officials Making Trade Tour

Walter Rautenstrauch, president, and Hal P. Shearer, general manager, of the Splitdorf Radio Corp., Newark, N. J., recently started on a tour of the leading cities of the country to address dealer meetings. An exhibit and demonstration of the complete Splitdorf line will take place in every city visited.

J. L. Heltebrake has opened a new music store, called the Milroy Music Co., at 569 Lincoln avenue, Winnetka, Ill.,

Joins All-American Mohawk Corp. Staff

E. R. Kuhn, Eastern sales manager of the All-American Mohawk Radio Corp., Chicago, Ill., announced this week the appointment of Fred J. Neidig as a member of the company's Eastern sales staff. Mr. Neidig, who was formerly connected with the Yonkers Electric Light & Power Co. and the L. S. Brach Mfg. Co., will visit All-American Mohawk jobbers and dealers in the Eastern territory, co-operating with them on the development of their sales. Mr. Kuhn recently spent three days in Philadelphia attending a very successful dealer convention at the Hotel Sylvania sponsored by the Philadelphia Motor Accessories Co., All-American Mohawk jobber in that city. Mr. Kuhn stated that the dealers were very enthusiastic regarding the new product with particular interest being manifested in the various phonograph-radio combinations.

E. C. Hill Appointed Federal Sales Head

E. C. Hill, formerly special field representative of the Federal Radio Corp., Buffalo, N. Y., has been appointed manager of the sales and service division of the company, succeeding S. M. Doak, who was recently promoted to the post of advertising manager. This is in line with the Federal policy of promoting to vacant executive positions men who have served in the field organization.

Mr. Hill has been with Federal for three years. Previously he was with the Edison Phonograph Co. at Chicago, and the Baldwin Piano Co., Cincinnati and has a wide understanding of retail problems.

SUPERIOR Leads Again

Muskegon, Mich.

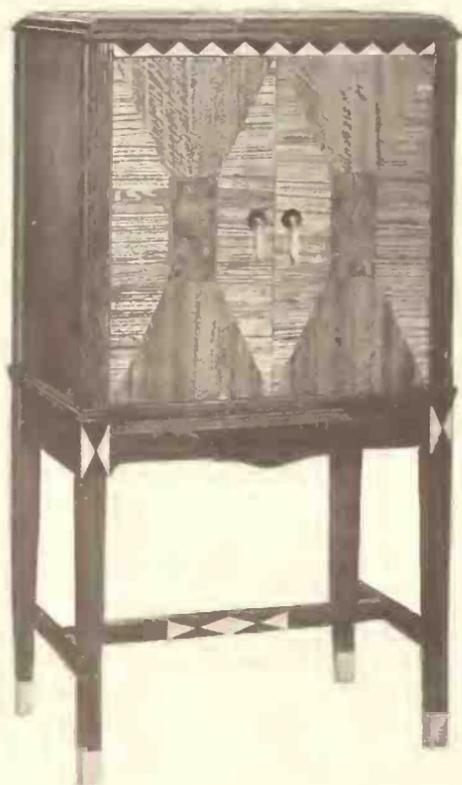
Two New Models

No. 818

This beautiful model cabinet has a combination of wood treatment that should command immediate attention. The center panel on the doors is of nicely figured Carpathian Elm. On either side there is figured Zebra wood and the top and bottom of Oriental Walnut. The front apron has a center portion made of East India Rosewood and with Walnut on either end. Dimensions of this cabinet are as follows: 44 $\frac{3}{8}$ " high 23 $\frac{1}{4}$ " wide 15 $\frac{1}{4}$ " deep

No. 819

Beautiful cabinet made in Walnut with the doors in beautiful burl. The overlays are of Maple and finished in a beautiful color to harmonize with the rest of the cabinet. This cabinet is finished in a lacquer hand-rubbed finish and accommodates most of the popular sets. Dimensions of this cabinet are as follows: 50" high 28" wide 16 $\frac{1}{2}$ " deep



No. 818



No. 819

SUPERIOR CABINET COMPANY
MUSKEGON MICHIGAN

Studner Brothers, Inc.

National Sales Agents

67 W. 44th St., New York
28 E. Jackson Blvd., Chicago

Bellphonic



"THE BELL TONED PORTABLE"

BELLPHONIC PORTABLES ARE NOW EQUIPPED WITH THE NEW HEINEMAN MOTORS. BELLPHONIC NUMBERS 5, 10 AND 11 ARE GUARANTEED TO PLAY TWO TO THREE RECORDS AT ONE WINDING. No. 7 WILL PLAY THREE TO FOUR RECORDS.

MODEL No. 7 IS THE ONLY PORTABLE BUILT WITH A THREE-PLY VENEER CONCEALED TONE CHAMBER OF VIOLIN CONSTRUCTION. THIS CHAMBER COMBINED WITH THE MATCHED SERPENTINE TONE ARM AND REPRODUCER GIVES FORTH THAT WONDERFULLY CLEAR AND LIFE-LIKE TONE.



NO. 7. LIST \$25.00



NO. 10. LIST \$20.00



NO. 11. LIST \$15.00



NO. 5. LIST \$12.50

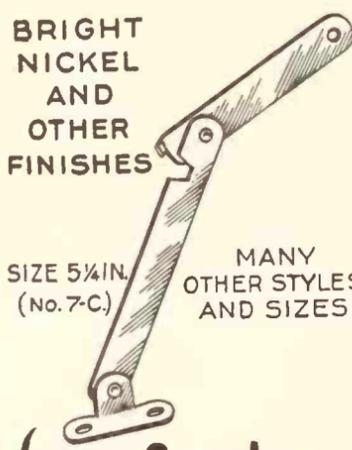
Samples Sent on Approval. Write Us Today.

THE LIFTON MANUFACTURING CO.

40-46 WEST 20th STREET

NEW YORK CITY

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

Radio Business in Milwaukee Exceptionally Good, Say Dealers

Morley-Murphy Co. Now Distributing Federal Ortho-sonic Line—Yahr-Lange Co. Putting Strong Campaign Behind New Antenna—Trade Prepares for Fall

MILWAUKEE, Wis., August 7.—Radio business in the Wisconsin territory is exceptionally good, according to a survey which showed the season at the opening of August as far ahead of last year, and the prospects for Fall good. During the Summer months a number of changes have taken place in the Wisconsin field, and various new lines are now being handled by different distributors.

The distribution of the Federal radio in Wisconsin is now being handled by the Morley-Murphy Co., 454 Milwaukee street. Charles E. Willert, manager of the company, reports that business looks very good and that radio is above the average this season.

The Yahr-Lange Co. has opened up with strong activity on the new Ball selling at \$4.75. During the early part of August Fred Yahr made a swing around Minneapolis, St. Paul, and down to Chicago and St. Louis, visiting the Ball distributors. Yahr-Lange has sectional distributors in Salt Lake City, Denver, Los Angeles, Spokane, Dallas, St. Louis, Boston, and Kansas City. Mr. Yahr stated that J. W. White is calling on the trade from Milwaukee to Buffalo.

Sidney Neu, manager of the radio department at Michael Ert, Inc., featuring the All-American Mohawk Corp. line, says that the Mohawk is "going like wildfire."

At the Standard Radio Co., 150 E. Wells street, jobber of the Kellogg line, I. R. Wittuhn reported business as being very satisfactory. There will be a big Kellogg exhibit at the Wisconsin State Fair which will be held in Milwaukee during the last week in August, Mr. Wittuhn announced.

Eric Pflieger, secretary-treasurer of the General Ignition Co., 347 Florida street, distributor of the Freed-Eisemann line, reports that the company has gotten well under way.

One of the most enthusiastic reports on Summer business is given at the George C. Beckwith Co., 341 Broadway, by G. K. Purdy, manager. Mr. Purdy also announced that the Orth Music Co., one of the live Milwaukee music retailers, has taken on the Crosley. Other important key

retailers in the State who are selling the Crosley are the H. C. Prange Co., Sheboygan; the Wilson Music Co., Oshkosh, Wis.; Vandenburg Music Co., Green Bay; and the Kramer Furniture Co. at Fond du Lac. The George C. Beckwith Co. is featuring the Crosley and Amrad.

Richard Zinke, manager of the Interstate Sales Co., Kolster and Bosch distributor, says that activity on radios during the Summer has been particularly satisfactory, and has given a basis for real confidence in the Fall and Winter.

Flanner-Hafsoos, Inc., retailer featuring the Kellogg, and Atwater-Kent lines, has recently completed the fitting of all its radio demonstration rooms with an installation which allows the use of AC sets in every room. The house has erected four outside antennae, and now reports that it gets a wonderful reception which is helpful in demonstrating sets. The Flanner-Hafsoos house also reports that the Carryola Porto-Pickup is going very well.

The music department at Gimbel Bros. store is being improved, and remodeled to furnish a more suitable background for the store's phonograph, radio, and piano lines.

The Badger Talking Machine Co. reports that the new combination Victor model 7-11 recently placed on the market is meeting with popular approval and the house is experiencing heavy re-orders on it.

Milwaukee Victor dealers held their annual picnic on Thursday, August 2, at the Summer home of P. J. Rinzel, of the Rinzel-Tesch Co., on Okauchee Lake.

Carl Lovejoy, Brunswick representative in Milwaukee, reports that things are opening up very well and point to a big Fall business. "During the Summer record business has been excellent," said Mr. Lovejoy. Abe Lyman's recording of "Good News" has been in exceptional demand. Al Jolson numbers have also been enjoying a heavy demand, and they have been effectively featured by dealers.

When the planes in the national reliability air tour arrived in Milwaukee on July 26 the Crosley-Waco plane was accorded a rousing reception arranged by the George C. Beckwith Co., Crosley distributor in the Wisconsin territory, under the direction of G. K. Purdy, manager. A number of Crosley dealers were on hand to greet the plane, and after it had been "parked" at the airport, gathered round to have their pictures taken. The Beckwith Co. had arranged to serve lemonade to all the Crosley



Crosley-Waco Plane in Milwaukee fans at the county airport in Cudahy, and Mr. Purdy reports that there was much appreciation of this, particularly among the youngsters.

Minilux Speaker Display for Trade

Importers of Le Minilux Radio Speakers Supplying Dealers With Effective Window Display Material

The Minilux Sales Corp., New York City, importers of Le Minilux speakers and who recently introduced this particularly attractive and petite speaker to the trade, has evolved a window display for the dealers' use which is already appearing in various sections of the country.

This display, which is furnished the dealer



Minilux Speaker Display with his initial order, consists of lithographic reproductions of sea shells reproduced in a particularly attractive blending of colors to form a fitting background for the display of the speaker. The sets are three in number, one large and small. The accompanying photograph shows a display that has been effected through the use of this material.

SPRINGS
REPAIR PARTS
RENE MFG. CO.
MONTVALE, N. J.

WANTED
Radio Cabinet Salesmen

Good live line. Eastern, Western and Southern territories are open. References necessary. GOLD-SMITH PIANO CO., 1227 Miller Street, Chicago, Ill.

Radio Furniture

for America's Finest Homes



484

FURNITURE'S greatest genius now turns to radio. Would that it were possible to show in actuality the true beauty of these gorgeous pieces, the magnificence of design, the richness of the rare woods, the proud, unhurried craftsmanship.

Here is radio furniture you may well be proud to show—the product of the Robert W. Irwin Co., of Grand Rapids, one of America's oldest and greatest furniture builders.

Already, although the line has been but recently created, it has met with truly remarkable success. A number of the country's largest and most influential wholesalers have already signed.

Everywhere dealers too are ordering. They appreciate fully the tremendous advantage offered by a cabinet line which so completely steps away from all present-day competition—a line so gorgeously beautiful — yet so sensibly priced.

Created by
ROBERT W. IRWIN CO.
Grand Rapids



485



486



487



489



488

EXCLUSIVE NATIONAL FACTORY REPRESENTATIVES

MADDEN-SCHENKEL COMPANY
INCORPORATED
19 West 44th Street New York



Display of Kolster Radio Products Arranged by John G. Rapp Corp., Los Angeles, California Jobber for the Kolster Radio Corp., at a Recent Meeting of Southern California Dealers. The Gathering Was Addressed by Dr. F. A. Kolster, Chief Research Engineer

Lektophone Licenses Jensen

The Lektophone Corp., which owns and controls important patents on controlled edge radio cone speakers, has issued a license to the Jensen Radio Mfg. Co., Oakland, Cal., and Chicago, Ill., for the manufacture and distribution of new dynamic and other speakers, it was recently announced by Col. Robert Davis, president of the corporation.

H. Smith With Studner Bros.

Studner Bros., Inc., national sales representatives of New York and Chicago, have announced the appointment to their staff of Herman Smith. Mr. Smith is well known in the radio trade through his former connection with the United Radio Corp., maker of Peerless speakers, and previous to that he was connected with the Music Master Corp.

D. W. May Is Host at Enjoyable Outing

D. W. May, Inc., Newark, N. J., one of the leading wholesalers in Eastern territory, officiated as host to over 250 of their dealers at a carnival and outing held on August 8. This is an annual event for the dealers served by D. W. May, Inc., and, as usual, Mr. May and the members of his organization were perfect hosts, providing the dealers with a continuous round of entertainment and jollity from early morning till late at night and leaving nothing undone to give originality to the various amusement stunts.

A feature of this year's outing was the presentation in a row of tents of the various products distributed by the May organization. Executives and sales representatives from the different manufacturing companies were in

Cabinet Opportunity

A reputable radio manufacturer has small stock of table model cabinets in two sizes and types which may be bought reasonably as a job lot.

Address "Manufacturer" Box A
Care of Talking Machine World
420 Lexington Avenue
New York

charge of the exhibits, and the dealers were keenly interested in the demonstration of the products. Among the lines represented in this unique method of dealer demonstration were the following: Allen portable phonographs, Marti sets, Majestic sets, Shamrock sets, Philco sets, Newcombe-Hawley speakers, Stevens speakers, Peerless speakers, Cunningham tubes, Burgess batteries and the television kits made by the Daven Mfg. Co. Don T. Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., was awarded a special prize as the long-distance visitor at the outing.

J. H. Burke Co. Staff Visits the A. K. Plant

The entire sales force of the J. H. Burke Co., of Boston, Mass., Atwater Kent distributor, visited the Atwater Kent factory in Philadelphia



J. H. Burke Co. Staff at Atwater Kent Plant recently. After a tour of the factory, where they saw over 5,300 employes busily engaged in producing a portion of the 1,000,000 sets which will be made this year, they had lunch at the Alden Park Manor in historic Germantown. The afternoon was spent at the ball game, after which followed a business session at the Penn Athletic Club. John McCoy, special Atwater Kent representative, spoke on the "Tone In The Home" campaign and "New Roads to Radio Sales." Leon Charbonnier, service manager, covered service.

Studying at Federal Plant

F. B. Hobbs, former manager of the Federal Radio House, at Auckland, New Zealand, is now located at the plant of the Federal Radio Corp., Buffalo, N. Y., where he is making an intensive study of factory methods. Mr. Hobbs will remain at the Federal plant for about six months.

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



You Take Pride in Your Quality

But—What About That Shipping Case?

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

We Take Pride in Our Quality

Birch and Maple Plywood Cases with Spruce Cleats

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

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

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

Northern Maine Plywood Co.

Statler Building

Boston, Mass.



Herewith Exclusive Photograph of the Newlyweds Taken at Higby Lodge, Big Moose Lake, in the Adirondacks, Showing Very Plainly the "Reason" Why Emerson Yorke, of the Brunswick Recording Laboratories, Joined the Loyal Order of Benedicts

and wholesalers in the metropolitan territory.

G. L. Bailey is a new Majestic sales representative who will operate out of the New York office. Mr. Bailey's experience covers many years in the phonograph trade, particularly nine years with the Columbia Phonograph Co., covering Chicago and New York territory, and he is very capable in the field of retail and wholesale sales promotion. Mr. Bailey's experience with radio covers several years of research work, particularly with speakers, and for this reason he is firmly convinced that the Majestic super dynamic speaker is truly the last word in radio reproduction.

H. D'Almaine Appointed Bodine Sales Manager

The Bodine Electric Co., Chicago, manufacturer of fractional horsepower electric motors and electric phonograph motors, announced that H. D'Almaine has recently been appointed assistant sales manager. Mr. D'Almaine was formerly advertising manager of Louis Allis Co., Milwaukee, Wis., and, previous to that, assistant sales manager of Charles Cory & Son, Inc. He also was assistant manager of the fuse department of the Federal Electric Co., in charge of sales promotion work for jobbers and dealers.

RCA Reports Best Quarter's Earnings

Gross Revenue for Quarter Ending June 30 Amounted to \$11,690,679, as Compared With \$6,183,050 Last Year

The best earnings for the second quarter of any year in its history has been reported by the Radio Corp. of America for the quarter ended June 30. Gross revenue from sales, communications, real estate and other sources amounted to \$11,690,679, as compared with \$6,183,050 for the June quarter of last year. Gross revenues were \$16,792,547 for the first quarter of 1928. Deductions for expenses, patent amortization, depreciation, estimated Federal taxes and accrued reserves for year-end adjustments totaled \$10,284,774, against \$13,669,674 in the first quarter and \$5,757,463 in the June quarter of 1927.

The net profit for the quarter amounted to \$1,401,905, compared with \$425,587 in the June quarter last year, while net profit for the first quarter of 1928 totaled \$4,524,779, against \$552,365 in the first half of 1927.

The profit for the half-year was equal to \$3.31 a share earned on 1,155,400 no-par common shares, after a half-year's dividend requirements on 395,597 shares of \$50 par 7 per cent preferred stock as compared with \$1.39 a share earned on the preferred stock in the first half of 1927.

This showing is expected to be reflected in substantially higher annual earnings this year, because the Radio Corporation's more profitable half-year period is the second. In 1927 net income for the full year was equal to \$6.15 a share on the common stock after preferred dividends. In the first quarter of the current year net profit was equal to \$2.40 a share on the common stock after preferred dividends, while in the first quarter of 1927 32 cents per share on the preferred stock was earned. In the second quarter of 1928 net profit was 91 cents a common share after preferred requirements, against 7 cents a share in the second quarter of 1927, the increase illustrating substantial growth of the corporation's earnings.

In 1927 the September quarter profit was \$2.80 a share on the common stock, and in the final quarter \$3.45 a common share after preferred dividends.

Join the Majestic Eastern Sales Staff

Milton J. Barrett Appointed Special Majestic Sales Representative—G. L. Bailey Is Other New Addition

Several additions have recently been made to the sales and field staff of Grigsby-Grunow Co., manufacturer of Majestic electric radio. Milton J. Barrett, well known to the radio trade of New York and Philadelphia, has been appointed special sales representative for Majestic in the East. Mr. Barrett will make his headquarters at the Eastern offices of Majestic at 33 West Forty-second street, New York City, but will spend a large part of his time in direct contact with Majestic retailers

No Sale is complete without these two—



A necessary accessory to every set, new or old, factory built or home built. A real tone and volume control at the operator's fingertips. Attached without tools or changes in wiring.

TABLE TYPE CLAROSTAT
REG. U. S. PAT. OFFICE



Eliminates the troublesome, costly, messy antenna installation. Just insert in nearest light socket or outlet. Sells on sight at a handsome profit to you.

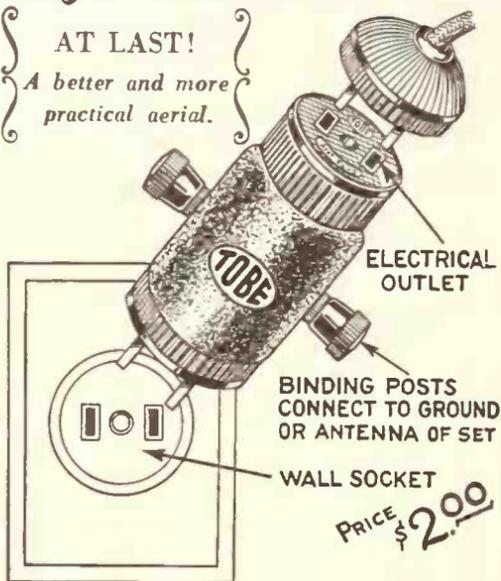
ANTENNA PLUG CLAROSTAT

If you are not yet acquainted with the CLAROSTAT line, ask your jobber or write us for sales literature

CLAROSTAT MFG. Co., Inc.,
285 N. 6th St., Brooklyn, N.Y.

TOBE*Now Offers***THE 4 PURPOSE
LIGHT SOCKET AERIAL**

AT LAST!

A better and more
practical aerial.**A Better Aerial or
Tobe Would Never Build It**

This Tobe product is GOOD and does the work for which it was designed. The device combines—a perfect antenna or ground, a through way power outlet and eliminates the necessity for lightning arrester. Uses no current.

**Reduces Static Pick-Up
to a Minimum**

Compare this light socket aerial with others—if you have never used one you are in for a pleasant surprise. The quiet receptive qualities of this new TOBE product will amaze you.

This light socket aerial is TRUTHFULLY better and is sold by all good dealers with a trial money-back offer, because we have faith in its performance.

Individually packed, 12 Socket
Aerials in one display Carton.

Tobe Deutschmann Co.
CANTON, MASS.

Buffalo Radio Dealers Prepare for Coming Federated Convention

Committees Appointed to Make Arrangements for Annual Convention of Federated Radio Trades Association—Neal, Clark & Neal Sponsor Radio Programs

BUFFALO, N. Y., August 8.—Every one identified with the radio industry in this section is getting behind plans to make the annual convention of the Federated Radio Trades Association, to be held in Buffalo next February 18, 19 and 20, the greatest in that organization's history. Plans for the convention were discussed recently at a conference at which members of the trade from all parts of western New York were present.

Elmer C. Metzger, president of the Buffalo Radio Trades Association, was named chairman of the committee which will be in charge of convention arrangements. Herbert C. Siller, president of the Rochester Radio Trades Association, was named vice-chairman; and Arthur T. Haugh, past-president of the Radio Manufacturers' Association, was named honorary chairman and chairman of the main contact committee.

Edward W. Wrape, president of the Federated Association, was the speaker at the meeting and expressed pleasure at the plans which are being made to make the gathering one of the most notable of all time. The Buffalo Association has engaged L. S. Thomas as its full-time secretary and he will have charge of much of the detail in arranging for the convention. Mr. Thomas also is working on plans for the fifth annual Buffalo radio show to be held in the Broadway auditorium September 17 to 22, inclusive.

Federal Radio's extensive national advertising campaign will get under way the latter part of this month, it is announced at the big Elmwood avenue plant. Following the first showing of the new Federal models at the Chicago exposition, Federal dealers have been placing stock orders which are a mute testimony to the enthusiasm with which they have been received. Production at the Federal plant is being speeded and it is expected that close to 600 Ortho-sonic sets a day will be turned out there when production reaches its peak the latter part of this month.

The Rochester radio dealers held their annual mid-Summer picnic at Springbrook Inn, Caledonia, N. Y., on July 19, with a large crowd in attendance.

Neal, Clark & Neal, one of Buffalo's pioneer talking machine and, later, radio houses, has engaged the facilities of Station WKEN for broadcasting from 6 until 7 o'clock each evening except Sunday. Attractive programs are being presented.

The Victor Co., which recently opened a music and radio department occupying an entire floor of its new building in Genesee street, has added Federal models to its extensive radio line and is showing them in a special section of the store.

Nearly 300 persons were guests of Harold B. Alderman, western New York Sparton distributor, at a dinner meeting in the Hotel Statler recently. Edward T. H. Hutchison, sales manager of the company, was the principal speaker at the dinner, outlining plans for distributing the new Sparton models. Others who spoke were G. L. Goodsell, district representative; Ken Lee, service department man-

ager, and Douglas P. Rigney, of A. H. Grebe, Inc., of New York. Roland H. Davidson, sales manager of the Alderman Co., predicted a pronounced trend toward all-electric sets this season. A vaudeville program followed the speaking.

The King Mfg. Co. is operating its Buffalo plant at top speed, producing hundreds of sets a day, but still being far behind dealer orders, it is reported by officials.

A special showing of the new Zenith radio sets was held recently in the Hotel Lafayette by the Joseph Strauss Co., Buffalo district distributor. William Gaynor, East Coast sales manager for Zenith, was in charge of the display, aided by G. W. Dodson, of the United Radio Corp. Many dealers attended the showings of the Zenith products.

A similar showing of Crosley and Amrad sets was held in the same hotel by the H. D. Taylor Co., Buffalo distributor, this display being opened to the public after dealers had called and expressed their satisfaction with the general lines shown.

F. B. Hobbs, of Auckland, New Zealand, has been a visitor to the Federal plant here, studying production of these sets, for which he is manager of New Zealand sales. There is a wide field for radio sales in that region, Mr. Hobbs said, as there are only 40,000 sets for a population of 1,500,000 persons.

Selling in New Zealand is somewhat different from merchandising in America, Mr. Hobbs declared, it being the general rule that a prospective purchaser will have half a dozen sets sent to his home on approval and then purchase the one he likes best. It is customary for sellers to guarantee reception from stations within 1,200 miles before sales are made.

Fire caused several thousand dollars damage in the talking machine and radio store of the Columbia Music Shop at 451 Michigan avenue.

J. E. Henderson to Pay Visit to Pacific Branches

J. E. Henderson, Brunswick record sales manager, spent the week of July 23 vacationing in Minneapolis with Selman Schulz. Mr. Schulz is a son-in-law of Mr. Henderson and district manager of the Minneapolis Brunswick branch. Mr. Henderson leaves for a tour of the Pacific Coast, where he will visit each branch in the Far West in the interest of the record department and with the thought in mind of giving the West Coast a personal report of the Brunswick plans in connection with its line for the immediate future.

New Victor Models to Include the Radiola 64

The Victor Talking Machine Co., in a recent announcement to its dealers, stated that the new Electrola-Radiola combinations to be presented in the Fall will include the new RCA AC superheterodyne receiving set, Radiola No. 64. A series of meetings of Victor dealers will be held in the very near future, at which these instruments and the new Automatics will be introduced to the trade.

Casson & Bartlett recently opened a store for the sale of talking machines, radios and other musical instruments at 509 Belmont avenue, Springfield, Mass.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

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

QRS Introduces Three New Products

Cabinet Type Talking Machine, the Consolette and Two New Portable Phonographs Are Placed on Market

The QRS Co., Chicago, is introducing a new cabinet type talking machine known as the Consolette. The instrument is motor-driven from power supplied by the three dry cell batteries placed in a space in the bottom of the Consolette. When the power supply needs replenishing the old dry cell batteries may be removed and new ones installed with a minimum of trouble, as no wiring is necessary.

The Consolette is finished in genuine walnut throughout and is forty inches high, eighteen inches wide and nineteen inches deep. It contains an entirely new amplifying system, utilizing the principle of sound deflection to amplify the vibrations from the record. The Consolette retails at \$98.50 and will be ready for delivery early in September.

The QRS Co. is also placing upon the market a new electric portable phonograph finished in black elephant hide fabrikoid and retailing at \$50. Model No. 25-A is another new QRS portable which is now making its appearance. The QRS exponential tone chamber is a feature of Model 25-A and it is equipped with a record album accommodating both twelve-inch and ten-inch records. This new instrument is finished in several attractive colors, brown, red, blue and black, and retails for \$25.

A complete display of QRS products, including the new QRS movie camera and projector, will be maintained at the convention of the Ohio Music Merchants' Association to be held at the Commodore Perry Hotel, Toledo, O., starting September 10.

News of the Trade in Detroit Territory

Dealers From All Sections of Michigan Attend Radio Show Conducted Exclusively for Trade—Majestic Selling Well

DETROIT, MICH., August 6.—Dealers in radios and phonographs from every section of the State were in Detroit the latter part of July to attend the radio show given by the distributors and manufacturers' representatives in Michigan. The exhibition took place at the Book-Cadillac Hotel and was not open to the public—being exclusively for the trade. There were about 150 exhibits. Harry Abrahamson, of the Detroit Electric Co., jobbers for the Majestic radio, was chairman of the show. The entertainment feature of the affair was a banquet and dance held at the Oriole Terrace, the special entertainment being under the command of Charles W. Hamp, Columbia record artist, and a now featured entertainer over Station WWJ, Detroit.

One order for 500 Majestic radio sets to be delivered to one dealer before December 1 made the entire staff of the Detroit Electric Co. smile during the trade show held at the Book-Cadillac Hotel the week of July 23. Harry Abrahamson, president of the company, said that never since he started in the radio business has a receiver set met with such a reception as the new Majestic.

The Detroit Music Co., whose store on Woodward avenue was recently destroyed by fire, has opened offices on Brush street, near Columbia, for the collection of accounts. The firm was one of the oldest Columbia phonograph dealers in the city. Charles Smith, secretary-treasurer, would not state definitely future plans, as there are many financial matters to be adjusted because of the damage by fire and water.

Charles F. Cooper, talking machine and radio dealer, now has two stores, both of which are doing exceptionally well. One store is at 9217 Grand River avenue, in the very heart of one of the best retail sections of Detroit; the other is at 11641 Dexter boulevard. In the radio field Mr. Cooper features the Majestic.

The Grinnell Bros. radio concert broadcast over WJR on Sunday, July 22, was dedicated to the Victrola department of the main Detroit store, of which H. W. Porter is manager. The concert comprised late record hits of the Victor Co., including such artists as Paul Whiteman, Gene Austin, The Revellers, Jack Shilkret, Frank Crumit, George Olsen's Orchestra, etc.

The Central Music Co., of 4707 Michigan avenue, has opened a second store at 3930 Fenkell avenue. Samuel Ramey, proprietor, has appointed M. Proza in charge of the store.

Thomas Devine, in charge of the Columbia wholesale branch here, reports very good July business, exceeding last year for the same month. He attributes this increase to the new

Columbia portable, the new artists now making records, and the new models of the Columbia-Kolster. Mr. Devine predicts a record year for the Detroit branch.

A. O. Berlin recently opened the Rialto Music Shop at 6336 Gratiot avenue. This store features Victor, Columbia, Sonora and RCA, handling both talking machines and radios.

When Guy Lombardo and his orchestra (Columbia artists) recently played an engagement at the Eastwood Park Dance Pavilion, Manager Reddaway of the People's Outfitting Co. music department arranged for a half-hour broadcasting over Station WJR. It had a tendency to stimulate the sale of his records throughout the city.

In Bankruptcy

A petition in bankruptcy has been filed against Bernard M. Honig, doing business as the Royal Radio Supply Co., Brooklyn, N. Y.

Build Your Radio Business On a Solid Foundation

This You Can Do by Selling
Quality Merchandise



Solves Your Problem of Selecting
a QUALITY RECEIVER on Which
to Build for Permanency

Blackman
WHOLESALE RADIO
DISTRIBUTORS
DISTRIBUTING CO., INC.
28-30 W. 23rd St., New York, N. Y.

BLACKMAN and DEPENDABILITY—
One Suggests the Other

Irwin Cabinet Line Proving Popular

Madden - Schenkel Co., Manufacturers Representative, Reports Great Demand for Radio Furniture in All Sections

The Madden-Schenkel Co., Inc., New York City, manufacturers' representative, reports that in the short space of one month distributors have taken on the Robert W. Irwin line of radio furniture in almost every section of the country and plan to feature it.

The Robert W. Irwin Co. has long enjoyed a reputation in furniture circles as the producer



Emil Schenkel at His Desk

of high-grade furniture. This concern is the successor through consolidation of two of the oldest Grand Rapids furniture manufacturing institutions, the Phoenix Furniture Co., organized in 1871, and the Royal Furniture Co., organized in 1889. Robert W. Irwin, president of the company, is a firm believer in the importance of proper designing and accordingly

has built up a designing staff that is said to rank high among the furniture factories.

Immediately upon the conclusion of the negotiations Emil S. Schenkel, of the Madden-Schenkel Co., proceeded with plans which had been carefully laid out beforehand and started on a trip which carried him to a large number of the leading distributing centers of the country. Mr. Schenkel took with him a caravan of the entire eight models constituting the line, or, in other words, traveled with over one ton of samples. Through the use of express and motor vans Mr. Schenkel was fortunate in having



Robert W. Irwin

his samples with him at each hotel on the date planned. Simultaneously with Mr. Schenkel's caravan another caravan in charge of the Chicago representative of the company traveled out of that city.

Mr. Schenkel is familiar with jobbers' needs and in several instances co-operated with them by organizing several cabinet shows. While

away Mr. Schenkel appointed resident representatives in Philadelphia, Baltimore, Washington, Pittsburgh, Boston, Buffalo, Chicago, San Francisco, Los Angeles and other cities.

Herbert E. Young Is Majestic Sales Mgr.

Herbert E. Young, for the past two years or more Eastern sales manager of the Grigsby-Grunow Co., with headquarters in New York City, has recently been made general sales manager of the company. Mr. Young will be in full charge of the sales department of Grigsby-Grunow Co., having complete direction of the personnel and handling the distribution of Majestic electric radio products.

Mr. Young has made an enviable record in the service of the Grigsby-Grunow Co. in the Eastern territory and his influence and the effect of his work has been so far-reaching that distributors throughout the country will be pleased to know he has accepted the post as director of sales for Majestic.

New York Jobber Adds Steinite Line

Carl Kaufman, president and general manager of the Auto Hardware & Equipment Co., radio distributor, New York City, has announced that, in addition to the Splitdorf line of receivers, his organization has taken on the distribution of Steinite electric radio, made by the Steinite Radio Co. of Chicago. The Auto Hardware & Equipment Co. is also distributor of Cunningham tubes, Stevens loud speakers, Sterling line, and Westinghouse batteries.

The Music Shop, 20 East Main street, McLeansboro, Ill., has been incorporated.

Fulamatic
Creations
TRADE MARK

Deca Disc Co.
Waynesboro, Pa.

Watch for New Models

Plan Ad Campaign for Kellogg Radio

(Continued from page 32a)

types of advertising copy, the "cathedral theme" mentioned above, characterizations of "tone-conscious" people and a third type, more analytical in character. The query "Are you tone-conscious?" appears in all of the advertisements and is used to awaken the reader to the fact that radio has now reached a state of perfection which makes it acceptable and pleasing to the most discriminating tone-conscious ear. The third type of Kellogg advertising copy, which is more analytical in character, depicts the piano, the organ and the symphony orchestra, and, by a unique type of illustration, calls attention to the fact that all notes, both the highest and the lowest, are broadcast, and are in the ether, but the radio receiving set is, literally, the "neck of the bottle," which determines whether or not these notes are reproduced.

In this issue of The Talking Machine World there appears an attractive sixteen-page advertising section sponsored by the Kellogg Switchboard & Supply Co. and its distributors. In this advertisement reproductions of the three types of advertising copy mentioned above are shown and serve to give a very definite idea of the attractiveness and appeal which the newspaper advertising campaign will contain.

The Kellogg Switchboard & Supply Co. has announced the following distributors and the individual territories which each distributing organization serves: Boley-Oliver Co., New York City, factory agents for the metropolitan area; Grinnell Bros., Detroit, Mich., distributors for southern Michigan; J. W. Jenkins Sons Music Co., Kansas City, Mo., distributors for Kansas, northern Oklahoma, northwestern Arkansas and western Missouri; the Kelvinator-Cleveland Co., Cleveland, O., distributors for northeastern Ohio; Lucker Sales Co., Minneapolis, Minn., distributors for Minnesota and western Wisconsin; Morris Auto Supply Co., Binghamton, N. Y., distributors for central New York; Northeastern Radio Co., Scranton, Pa., distributors for northeastern Pennsylvania; Raymond Rosen & Co., Philadelphia, Pa., distributors for eastern Pennsylvania and southern New Jersey; Standard Radio Co., Milwaukee, Wis., distributors for Wisconsin and northern Michigan; Atlantic Radio & Marine Co., Boston, Mass., distributors for Rhode Island, New Hampshire and eastern Massachusetts; Sickels

& Preston Hardware Co., Davenport, Ia., distributors for eastern Iowa and west central Illinois; E. S. Hughes Co., Abilene, Tex., distributors for northwestern Texas; Collins Electric Co., Des Moines, Ia., distributors for central Iowa; Fobes Supply Co., San Francisco, Cal., distributors for central and northern California; Collins-Kelvinator Co., Inc., Los Angeles, Cal., distributors for southern California, and Henry J. Rowerdink, Rochester, N. Y., distributors in Rochester territory.

Sonora Branch Heads and Jobbers Convene

Sonora Phonograph Co. Executives, Branch Managers and Distributors Discuss Plans for Intensive Campaign

The first conference of the Sonora Phonograph Co., Inc., to discuss its new line of products which will be presented to the public in September was held at the New York office of the company recently. The sales staff was represented by A. J. Kendrick, vice-president and general sales manager of the Sonora Co.; H. B. Haring, Eastern sales manager; H. L. Spencer, New England sales manager; H. B. Bibb, Mid-west sales manager from Chicago, and H. E. Gardiner, Western sales manager from San Francisco. G. A. Michel, of the Belmont Corp. of Minneapolis, Sonora distributor for Minnesota, North and South Dakota and Montana, and H. C. Schultz, of H. C. Schultz, Inc., of Detroit, Sonora distributor for Michigan and eastern and northern Ohio, were also present. Adam Stein, Jr., vice-president of the Acoustic Products Co., and W. A. Thomas represented the engineering department of the Sonora Co.; C. A. Craig, of the sales promotion department, and C. A. Richards, the export department.

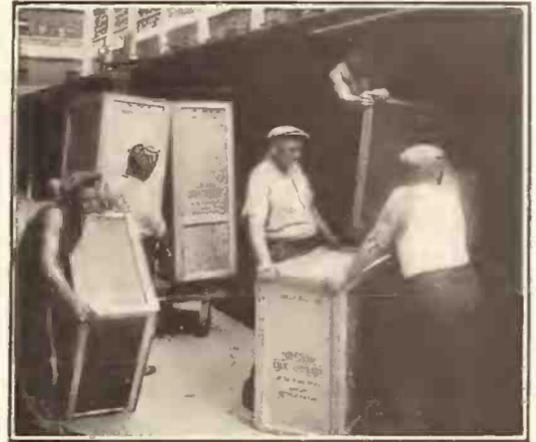
Sales, distribution and advertising were fully discussed and plans laid for an intensive sales campaign for the six months starting September first. Electrical reproducing instruments, radio receiving sets, electrical and acoustical phonographs, electric combination radio and record-playing instruments were exhibited.

At the close of the conference Percy L. Deutsch, president of the Acoustic Products Co. and the Sonora Phonograph Co., gave a dinner on the roof of the Lombardy Hotel. At the dinner Mr. Deutsch at some length disclosed and presented plans for the future of Sonora.

Superior Enjoying Record Sales Volume

Three Carloads of Superior Cabinets Recently Shipped to Pacific Coast—Manufacturing Space Is Increased

The largest volume of business in its history is being enjoyed by the Superior Cabinet Corp., New York, according to B. J. Greenbaum, executive head of the Superior organization. Incidentally, three carloads of Superior cabinets



Big Shipment of Superior Cabinets

were shipped recently to the Pacific Coast, consigned to Los Angeles, San Francisco and Portland distributors, the illustration herewith showing this large shipment being loaded on freight cars at the company's private siding.

"We recently increased our manufacturing space 21,000 square feet, which is almost double the area heretofore in use," Mr. Greenbaum said. "Our sales for July, this year, were 262 per cent over July, 1927, and for the first seven months of 1928 our volume was two and one-half times greater than last year. It is significant to note that our smallest month this year has been bigger than the biggest month last year. We are now operating a national sales organization, with distributors located at strategic points, and are bringing out several new models, which will be displayed at the Radio World's Fair in Madison Square Garden in September."

New Firm Chartered

The Hurtt-Jones-Koeder Co., 110 Curt street, Pekin, Ill., has been incorporated with a capital stock of \$25,000, to manufacture and deal in musical instruments.



PRESENTS THREE NEW MODELS



No. 50. Combination Radio Phonograph. Beautiful Genuine burl walnut cabinet. Phonograph equipped with electric pick-up and Peerless speaker. Radio panel opening 7"x18". Ample space for radio power supply and records. Furnished with either electric or spring motor.



No. 51. Console. Genuine burl walnut finish. Two spring motor plays six selections with one winding. Latest type tone arm and reproducer. Large amplifying chamber assures great volume and fidelity of tone.



No. 95. Equipment same as No. 51. Beautiful genuine burl walnut finish. Supplied only with electric motor.

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

Write for Descriptive Bulletin Covering Our Complete Line of Radio Cabinets and Phonographs.

Window and Outdoor Displays Help Hobrecht's Sell Radio

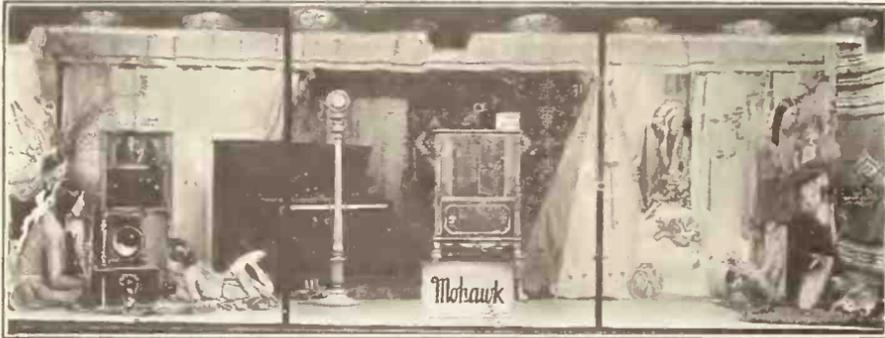
J. C. Hobrecht Co., of Sacramento, Uses Several Advertising Mediums to Keep Sales of All-American Mohawk Products at Peak During the Summer Months

Retailers throughout the country are convincing themselves daily of the futility of sitting idly by, bemoaning their lot during the Summer months. Convincing proof of the aggressive merchant's ability to help himself is apparent. Availing themselves of the stimulation of public

an Eastern city is cited. This group is conducting a four months' co-operative campaign, economical enough for each merchant individually and large and powerful enough to insure results. Their advertisements, which are appearing at regular intervals, are designed to

several mediums, not dependent upon any one alone for its success, but each helping the other, has been this merchant's plan of attack. This year the Hobrecht Co. has one highway bulletin on each of the four main roads leading toward Sacramento, with a total monthly circulation of about 250,000 devoted to Mohawk radio sets. This would seem very conservative, but Mr. Hobrecht stated that this medium has been employed for ten years and has always been successful when backed by other forms of advertising. Among the other mediums used extensively are the daily newspapers, where Hobrecht advertisements appear regularly.

In addition, however, Hobrecht does not fail to make good use of one of the surest means



All-American Mohawk Corp. Radio Display of Hobrecht's



One of Hobrecht's Attractive Billboards

interest in radio events which good advertising insures, many dealers are showing promise of a profitable Summer season. An article in the July 5 issue of Printers' Ink Weekly agrees that Summer is not the best period for radio reception or business. It does not agree with the merchant, however, who lets public indifference go unchallenged. According to this authority a lavish advertising campaign is unnecessary. What is necessary, it is suggested, is a moderate, well-planned campaign to keep public interest alive in important and interesting events to be broadcast.

By way of showing other merchants a specific plan, the experience of a group of dealers in

excite interest in public events. No trade-marks or sales features of specific radio products are mentioned and only the participating dealers are named in these advertisements.

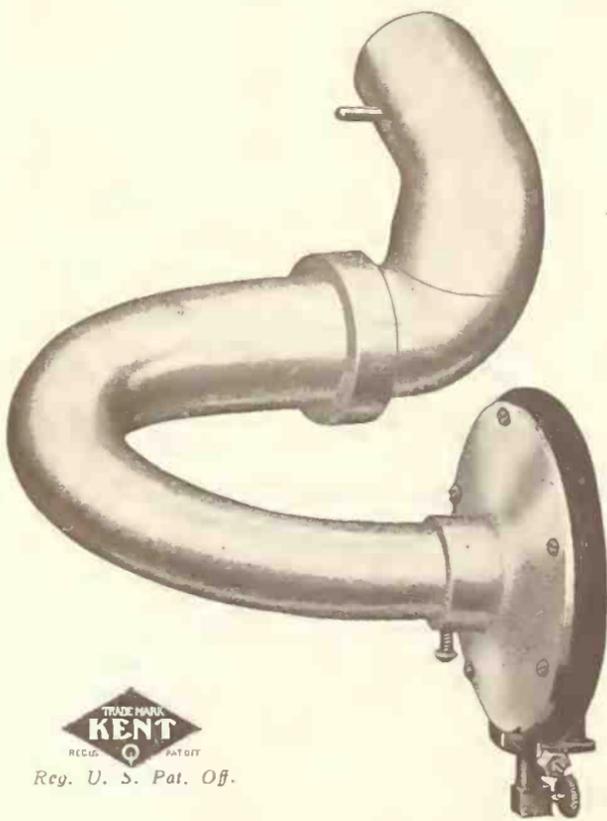
Activities of the J. C. Hobrecht Co., Sacramento, Cal., offer still more convincing proof of dealers' ability to cope with the situation by means of advertising. J. C. Hobrecht, head of the company, recently addressed a communication to the All-American Mohawk Corp., Chicago, concerning his company's experience in merchandising Mohawk radio receivers during the Summer.

Mr. Hobrecht's story is one of advertising. A conservative, well-planned campaign, using

at their disposal in putting Mohawk radio products in the limelight. By means of attractive window displays the whole campaign is tied up directly with the store. During their Spring opening, an annual affair, the store windows were the scene of an especially attractive display and of unusual interest to the many people who crowded the streets on the first warm evenings. A broadcasting studio was employed this year, where prominent artists from the Pacific broadcasting stations appeared. As Mr. Hobrecht relates, "The active windows hold the crowds." Nor is this phrase limited to windows. The active, wide-awake radio merchant today is selling performance.

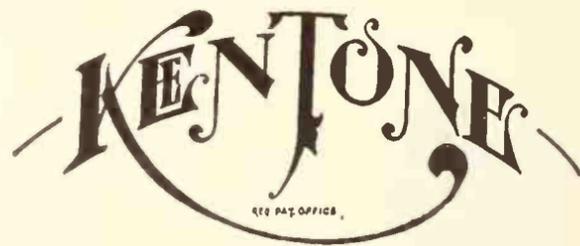
STARTLING PRICE REDUCTIONS

ON



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

The New Improved



ATTACHMENT No. 2

With **SOUNDBOX**
FOR PLAYING

LATERAL CUT RECORDS

ON THE

EDISON DISC PHONOGRAPH

WRITE FOR

DETAILED
INFORMATION

Made by

F. C. KENT COMPANY

IRVINGTON,
N. J., U. S. A.

Manufacturers of TONE ARMS, SOUND BOXES and ATTACHMENTS

LEONARD P. CANTY

Mid-West Resort Dealers Report Big Demand for Instruments

Most Satisfactory Phonograph and Radio Business in Several Years—H. H. Eby Mfg. Co. Opens Branch Office—Tay, Inc., Issues House Organ—Other News

CHICAGO, ILL., August 8.—The music-radio trade in the Middle West is enjoying a more satisfactory business this Summer than has been its lot for several years past. The presidential year "bugaboo," so evident in 1924, has not put in an appearance, and, judging from present indications, a recurrence of that situation of four years ago will not take place this Summer or Fall. Another indication of the healthy condition of this section of the country is the activity in Summer resorts and watering places throughout the Middle West. The attendance of the public at places of this character is indicative of the fact that they have money to spend, and are spending it, something which Summer resort operators have not witnessed to such a great degree in recent years. In Michigan and Wisconsin, both States well spotted with lakes and resorts, dealers are reporting a very gratifying demand for phonographs, records and radio equipment. The crop forecast is also very encouraging, and the morale of the farming communities is higher, due to prospects of good Fall crops and the promises of the two major political parties of early farm relief.

The sales of talking machine records continue to be very satisfactory, exceeding in most cases that of July, 1927, and June of this year. There has been a marked rise in interest displayed in electrical reproducing talking machines during the past few weeks, and dealers report many sales of this type of instrument. There has likewise appeared a lively demand for radio-phonograph combination instruments, many of which have been placed upon the market, and several manufacturers, whose original lines did not include such a product, are planning to introduce combination machines in the near future.

The slight slump in portable phonograph sales which took place in June has entirely disappeared, and is forgotten in the lively demand now being felt for the small machines. Manufacturers' plants are rushed to capacity, and the portables are, for the most part, passing through the distributors' hands to the dealer with no opportunity or cause for lengthy warehousing—a fine state of affairs.

Eby Co. Opens Branch Office

The H. H. Eby Mfg. Co. has opened a branch office in Chicago, at 205 West Wacker drive. E. R. Peel is in charge of the Chicago office, and will direct the mid-West affairs for the Eby Co. at the new location. Mr. Peel was for two and one-half years sales manager of the radio division of the Benjamin Electric Co., Chicago. In the earlier days of the radio industry he was associated with Station WOC, Davenport, Ia., in an engineering capacity.

An Interesting House Organ

C. S. Tay, Inc., Chicago, Bosch distributor, recently issued volume one, number two of Radio Tayles, its house organ. Radio Tayles is a very interesting publication containing a large amount of interesting news and editorial comment for the dealers to which it is sent each month. The publication devotes consid-

erable space to the activities of Chicago dealers, descriptions of the complete line of Bosch radio receivers and loud speakers, and the ad-

vertising campaign which will help to promote the sale of Bosch products. In addition Radio Tayles describes the Jensen dynamic speaker, Findlay radio tables produced especially for Bosch radio receivers and Cunningham tubes, all being lines which C. S. Tay, Inc., distributes in this territory.

Perfect New Tube

Sonatron Tube Co. engineers have perfected a tube which is based on the requirements of AC circuits, the X171 AC. This tube is the result of exhaustive experiment and research and is

(Continued on page 112)

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 111)

created especially for the 171 sockets in AC sets. The new tube is said to offer longer life, volume is appreciably increased, and the tone quality is correspondingly better, according to the maker. Due to the large number of new sets which use either 1 or 2 171 tubes, Sonatron officials anticipate a huge demand for this new tube and the firm's executives state that although many thousands of these tubes are already in use, there has not been a single instance of dissatisfaction.

J. M. Redell Opens Offices

John M. Redell, well-known radio tradesman, recently announced the opening of his offices, at 360 North Michigan avenue, Chicago. Mr. Redell represents Molded Wood Products, Inc.,

the Benwood Linze Co., Acme Electric & Mfg. Co. and the National Tube Mfrs., Inc.

X-L Radio Laboratories Move

The X-L Radio Laboratories, Chicago, have recently moved their headquarters and factory to 1224 Belmont avenue, where larger floor space and increased equipment permit both greater and more economical production. The former quarters of the firm were barely sufficient last year and appeared inadequate for the 1928-29 program planned by the company. The X-L Radio Laboratories manufacture precision variodensers and X-L push posts, used as standard equipment in many manufactured receivers and by custom set builders and its products are in great demand.

Carryola Portables Featured in Displays

Milwaukee and Chicago Dealers Build Sales Volume by Attractive Window Displays of Portable Phonographs

The accompanying photographs illustrate two exceedingly attractive dealer window displays, examples of well-arranged, eye-attracting



Carl Euler's Brunswick Display

exhibits which help to boost sales. Carryola portable phonographs are shown in both of the displays, together with the Carryola electric pick-up, records, ukuleles, motion picture cameras, etc. One window appeared in the music store of Carl Euler, Milwaukee, Wis., and the other was sponsored by the Brunswick Music Shop, 3206 Lawrence avenue, on the northwest side of Chicago. In the Brunswick Music Shop display the well-known Carryola Girl predominates, occupying the most important part of the window display, while the signs to the left



Attractive Exhibit at Brunswick Shop and right of the large display card invite the passer-by to come into the shop and listen to the Carryola portable phonograph. Results have been excellent.

Aeolian Co. in Yonkers

YONKERS, N. Y., August 1.—The Aeolian Co., New York, has leased the building at 14 Main street, this city, for a period of twenty years at an aggregate rental of \$265,000, and as soon as complete alterations are made, the firm will open it as a retail sales branch handling the full line of Aeolian products. An entirely new front will be installed and handsome display rooms are planned.

News of the Trade in So. California

Listenwalter & Gough Appointed Vocalion Record Distributors for State—Platt Adds Majestic and Kolster Lines

LOS ANGELES, CAL., August 1.—The melting-pot of music trades, phonograph and radio, continues. Radio distributors in Southern California have already flirted with phonograph records and portables and now an electrical jobber of many years' standing and distributor of radio has become wholesale representative for an old-time line of phonograph records. Listenwalter & Gough are now distributors of Vocalion records for the State of California.

The Radio Show Beautiful, which is the Sixth Annual Radio Exposition held in Los Angeles, will take place September 2 to 8, inclusive. Larger floor space will be occupied than ever and will aggregate over 70,000 square feet, comprising the main Ambassador Auditorium and an annex constructed along identical lines so as to make up a harmonious whole. Nearly all of the exhibit space has been sold, the exhibitors including many new concerns and 93 per cent of last year's booth renters.

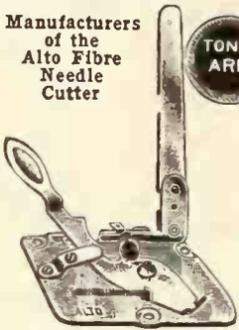
In addition to the several other radio lines already represented by the seven stores of the Platt Music Co., the complete lines of the new Kolster and the Majestic have been installed.

Supported by a big and vigorous advertising and publicity campaign, the phonograph and radio department of the Southern California Music Co. has met with phenomenal sales of Majestic receiving sets during the last five or six weeks and Manager Van Doren and his salesman have been enthusiastic to a degree.

Speaking before 170 members of the Radio Trades Association of Southern California at their July meeting, held at the Breakfast Club, Naylor Rogers, manager of radio station KNX, himself a director of the Association, urged radio salesmen to keep in touch with the radio broadcast stations and advise them in regard to programs which are broadcast. He claimed that these men, through their constant contact with customers, are in a position to make many and timely suggestions.

Over 300 Southern California Sparton dealers held an enthusiastic convention at the Breakfast Club, Tuesday, July 24, under the auspices of Pacific Wholesale, Inc., Southern California distributor of Sparton radio receivers, with Walter M. Fagan, president, acting as host. Interesting talks were given by E. S. French, of Brooks, Smith and French, on the new Sparton circuit; by Leigh Borden, Pacific Coast sales manager, Sparks-Withington Co., on dealers' sales problems; by Frank Perviant, service engineer, Sparks-Withington Co., on retail sales promotion and on the best use of the new illustrated Sparton manual. After the business sessions a banquet and dinner was given with a delightful musical entertainment of orchestra music and special singers.

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.

A special exhibit of television will be given at the Radio Show in September under the direction of K. G. Ormiston, radio technician.

C. E. Winters, special representative of the Victor Talking Machine Co., recently consummated a deal whereby the beautiful public park in Anaheim will be equipped with one of the great Auditorium Victrolas.

Oro-Tone Attachment for the New Edison

Well-Known Firm Brings Out New Product—Designed for Playing Lateral Cut Records—Important Features

A new Edison attachment, the Model 166, has just been announced by the Oro-Tone Co., Chicago, Ill. The model 166 is the latest design of attachment for playing the lateral cut records, such as Victor, Brunswick, Columbia,



Model 166 Edison Attachment

etc., on the Edison phonograph, and it has a number of improved distinctive features which constitute definite improvements on former attachments of this type.

The new Model 166 has a full curved throwback arm which permits change of needles and records with ease and speed. The needle adopts the proper playing position automatically and clears the record completely when control lever is depressed. The attachment permits an easy swing and is notable for its complete absence of surface noise. Edison owners will appreciate the fact that the Model 166 has a full range of travel and will play any size record. A very ready sale for this latest Oro-Tone product is expected.

The B. L. Rich Music Store, of Fitchburg, Mass., under the management of Mrs. Harriet A. Wellington, has moved to a completely remodeled store at 356 Main street.

Window Display Aids Sales of Portables

Brunswick dealers of Richmond, Va., report excellent sales of Brunswick portables, attributed to an attractive window display in which the Brunswick portable and Brunswick records were featured by the Richmond Times-Dispatch.



Effective Portable Display

Just at this season of the year the suggestion of music by means of a portable is timely.

As shown by the accompanying photograph of the Times-Dispatch window, the arrangement combines simplicity and unusual attractiveness. The Brunswick portable has a new-type horn which is said to increase its tone range more than 100%. The exponential-horn principle employed in the exponential type of Brunswick Panatrop is applied to this newest Brunswick portable model.

Kellogg Signboard Attracts Passers-by

Tegtmeier-Rothe & Co., Chicago, believe in using every possible method of bringing Kellogg radio products to the attention of people in their community. This store, which is located on the South Side, is one of the busiest in the city. In addition to radio products, a complete, up-to-date stock of sporting goods and washing machines is carried. The store is situated on South Michigan avenue, one of the busiest thoroughfares leading to and from the city, and as there is a slight curve in the street a large Kellogg signboard above the store strikes the eye of motorist and pedestrian for several hundred feet.

Radio Movies Demonstrated

The first demonstration of radio motion pictures was given at the laboratories of the Westinghouse Electric and Manufacturing Co., Pittsburgh, on Wednesday, August 8. The spots of light which make up the picture are transformed into frequencies transferred to a radio wave and broadcast as electrical energy. In receiving the picture this process is reversed. This system has been worked out by Dr. Frank Conrad, of the Westinghouse Co., and it is said that commercial development is considered possible in the very near future. Regular transmission of radio pictures will begin from station KDKA within the next few months, it was announced.

RCA Installs Model Showcase

A model window display showcase has been installed in the reception room of the Radio Corp. of America's executive offices in the Woolworth Building, New York. Visiting dealers and jobbers have displayed a great deal of interest in this model window, according to RCA officials.

English Firm to Produce Phonovox

Louis G. Pacent, president of the Pacent Electric Co., New York City, recently returned to his desk from an extended European trip. Mr. Pacent visited England, France and Germany and arranged to place the Phonovox in production at the Igranic Electric Co. in England, which has been manufacturing the complete line of Pacent products for more than two years. The European trade is very much interested in the new American radio products, according to Mr. Pacent.

Walter Roche in New Post

Walter Roche, formerly connected with the Chicago headquarters of F. A. D. Andrea, Inc., has been appointed general sales manager of the Victor Electrical Supply Co., of Brooklyn, N. Y., Philco distributor.

July Freed-Eisemann Shipments Best Ever

The greatest volume of July shipments in the history of the Freed-Eisemann Radio Corp. has been announced by Joseph D. R. Freed, president, who stated further that August shipments are expected to show an even larger proportion of increase.

"The rate of production of Freed-Eisemann sets and speakers is much greater than any previous month of August, and some departments are working nights," Mr. Freed stated. "Reports from our jobbers on the amount of business done so far and forecasts for the Fall and Winter are the most enthusiastic ever received. Orders for magnetic and dynamic speakers are keeping pace with the orders for the new sets."

A petition alleging bankruptcy was recently filed against the Stewart Industries, Inc., Chicago, Ill., makers of radio supplies.

The Subject of the Hour—Radio Service

RADIO SERVICE WORK has become more and more a scientific problem and requires of the service man that he be efficiently equipped both in knowledge and in the physical means for quick and effective work. Technical knowledge has been gained by the greater majority of our service men to an extent not thought possible in past years with other than a technical schooling and education. But has the physical apparatus necessary to utilize this knowledge kept pace with this advancement?

That was the question that led to its answer in SUPREME instruments, the first complete arrangement of apparatus for efficient and thorough radio service work. Not only does the SUPREME fulfill the needs and desires of the technical service man, but its use is quickly understood by those less fortunate in technique.

Continuity tests for reading all circuits from the radio socket are, of course, the first essential, but the SUPREME does not stop there. What proper test of a radio tube can be made without knowing its oscillating qualities? Take a few new tubes and notice that they all give the same normal current emission. But, upon obtaining oscillation test, their real working value becomes apparent. It is tests of this nature that make the SUPREME Sound technique.

All testing apparatus must be based on sound fundamental principles, and the principle used in the SUPREME for balancing or lining condensers is sound but simple.

When an audio stage of the radio and the SUPREME oscillator are both drawing on the same plate supply, and the current being consumed is shown on the milliammeter, any sudden change in plate supply, such as happens when a stage of radio frequency becomes resonant with an external frequency, will show in a sudden small change in the milliammeter reading. Thus, we have a practical method of bringing each stage of radio frequency to resonance with both a meter reading and an audible click.

There are many features to the SUPREME, and each one based on the need of service men for quick and efficient testing. Tubes can be rejuvenated and condensers tested for breakdown. Radios with open transformers can be played and condenser choke coil outputs can be demonstrated on radios not wired for that purpose.

With its many other features the SUPREME will also throw out a modulated wave for testing radios, when no station is on the air. A well designed instrument—even to the carrying case which has tube shelves and compartments for all tools and supplies. Everything is furnished with the instrument, down to the solder and electric soldering iron.

The producers of SUPREME did not stop with the instrument, however, as the popular and ever-growing "SUPREME Service League" with its gold button emblems and membership cards is formed of SUPREME users. This League is dedicated to the betterment of radio service, and has its own organ, "The SUPREME Service League News." You get your gold button emblem and membership in the League with your instrument.

SUPREME
SERVICE INSTRUMENTS



SUPREME INSTRUMENTS CORPORATION
GREENWOOD, MISSISSIPPI

Supreme Set Testers

Instrument lifts out of traveling case for store use. Fully equipped with instrument all service tools 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 10½x18x7 inches with leather handle. Polished brass trimming. 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.

Model 100A
0-50-100 Milliammeter; 0-10-50-250 Voltmeter; 1000 Ohms per Volt

Model 100B
0-50-100 Milliammeter, combined with 0-5 Ampere Scale; 0-10-50-250-500 Voltmeter; 1000 Ohms per Volt.

Either Model equipped with large 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 voltage 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, if you already have one.

Model 100A
Time payments \$28.50 with order and 8 monthly payments of \$10.00. With portable A. C. Meter, \$29.50 with order and 9 monthly payments of \$10.00. 5% off for cash.

Model 100B
Time payments \$34.50 with order and 9 monthly payments of \$10.00. With portable A. C. Meter, \$35.50 with order and 10 monthly payments of \$10.00. 5% off for cash.

Place order through your jobber or direct to factory with your jobber's name. Trade references must accompany orders to factory.

Unconditionally Guaranteed—Money cheerfully refunded if instrument is returned in ten days for any reason.

Sparton Dealer Meetings Now Being Held

Officials of Sparks-Withington Co. Are Touring Country—Capt. William Sparks Making 5,000-Mile Air Tour

Captain William Sparks, president of the Sparks-Withington Co., Jackson, Mich., maker of Sparton Equasonne radio receivers, left the headquarters of his firm on July 23, in his new six-passenger airplane, for a tour of the prin-



Sparton Executives With Jumbo Manuals Ready for Trips to Dealer Meetings—Left to Right: Louis Gruen, E. T. Hutchinson, Capt. Sparks, V. A. Searles, Harry Sparks

cipal cities of the East and Middle West. He is visiting various Sparton distributors on his 5,000-mile air trip, co-operating with the jobbers in the staging of dealer meetings at which the new Sparton receivers are being displayed and demonstrated, and the sales campaign for the season mapped out.

During the period extending from July 23 until August 25 all Sparton distributors throughout the entire United States and Canada are holding similar dealer gatherings, in collaboration with the Sparks-Withington Co., at which from 100 to 500 dealers will be present at each meeting. Capt. Sparks; Harry Sparks, general sales manager; E. T. Hutchinson, assistant general sales manager; Louis Gruen, sales division supervisor; E. R. Brower, sales division supervisor, and V. A. Searles, advertising manager, are all touring the country at the same time, each accompanied by a service engineer, aiding the jobbers at their individual meetings. Mr. Searles and W. S. French, of Brooke, Smith & French, Detroit, advertising counsel to the Sparton organization, have been on the Pacific Coast, co-operating with the Western jobbers.

A "Jumbo" sales manual, containing charts, photographs of factory operations, etc., exactly the same manual as is used by the Sparton jobbers except for its giant size, is being employed by the Sparton executives in their addresses to the dealers. Displays of the Sparton line of radio receivers similar to that employed at the Sparton jobber convention in Jackson, in June, are also being used in the distributor meetings. The meetings start at noon and are climaxed with a dinner in the evening. Open discussions of dealer sales and service problems are held, the service engineer leading the technical discussions, and the receivers are demonstrated.

Kolster Common Now on the Stock Exchange

The no-par common stock of the Kolster Radio Corp., Newark, N. J., was recently admitted to listing on the New York Stock Exchange, one of the two radio stocks recognized by that organization. This is the only security of the Kolster Co., as there are no other stocks, bonds or funded indebtedness. No shares of the subsidiary companies, Federal Telegraph of California, Brandes Products of Newark, Canadian Brandes of Toronto, and Brandes, Ltd., of London are traded in.

New Bush & Lane Distributors Announced

Production Plans of Holland, Mich., Manufacturer Include Marketing of the New Dynamic Radio Speaker

Bush & Lane Industries, Holland, Mich., makers of Bush & Lane radio receivers, will introduce in the near future a dynamic loud speaker, according to advices received from the headquarters of the company. The new dyna-

mic speaker, to be known as the Model "C" Cecilian, will be described in the Newest in Radio Section of The World in a future issue.

Several new distributors have recently been appointed by Bush & Lane Industries, including the August H. Meyer Co., Oshkosh, Wis., distributors for the eastern part of Wisconsin; F. B. King Co., Oakland, Cal.; Pennsylvania Radio Mfg. Co., New Castle, Pa.; Cooper Brothers, New Kensington, Pa.; Jones Music House, Washington, Pa.; and Windsor-Poling, Akron, O.

Chicago headquarters of the company were recently opened at 549 W. Randolph street in charge of George W. Marquis, manager of the Chicago territory. At this office there is a complete display of all Bush & Lane models and also a stock of merchandise for the Chicago trade. Arrangements were completed a few weeks ago for a branch office at 2644 Fond du Lac avenue, Milwaukee, Wis. Joseph J. Gill, well known in the Milwaukee radio trade, is in charge of the Milwaukee office.

R. H. Woodford Plans a Visit to the West Coast

R. H. Woodford, radio sales manager of the Stewart-Warner Speedometer Corp., spent a few days in New York recently and subsequent to his return to Chicago will leave for the Pacific Coast, starting on this trip about August 18. Mr. Woodford is planning to visit all of the retail trade centers on the Coast and, judging from the reports of the Stewart-Warner organization in this territory, the new products for the coming season are meeting with an enthusiastic reception. Mr. Woodford spoke very optimistically of the outlook for the coming season, stating that the Stewart-Warner 800 series was receiving the hearty endorsement of the trade and that, judging from all indications, the 1928 Fall season would bring a sales volume far ahead of previous seasons.

Two New Salesmen for Edison Richmond Branch

RICHMOND, VA., August 1.—B. F. O'Neil and E. C. Hatton, both men of wide experience in the phonograph field, have joined the sales force of the new branch of the Edison Phonograph Distributing Corp., of which P. J. Costello is manager. The new branch will distribute Edison products throughout several States.

Victor's Quarterly Income Shows Gain

Statement for Second Quarter Lists Income, After Deductions, at \$1,270,686.28—Is Increased Over First Quarter

CAMDEN, N. J., August 7.—The financial statement of the Victor Talking Machine Co. for the second quarter of 1928 shows a net income for the three months, after deductions for depreciation and provision for Federal income taxes, of \$1,270,686.28, as compared with \$1,004,249.99 for the second quarter of 1927, or an increase of \$266,436.29.

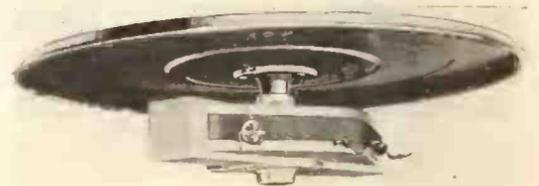
In submitting the report to stockholders the Board of Directors of the company points out that the net income of \$1,270,686.28 for the 1928 period is after adjustments amounting to \$296,353.40 resulting from the acquisition during the quarter of the assets of wholesale distributing companies.

The report shows net sales, less returns and allowances, for the period totaling \$9,911,528.82, compared with net sales of \$9,467,028.34 for the same period of 1927. Net income of the company for the six months ended June 30, 1928, amounted to \$2,838,887.59, equivalent, after the preferred stock dividends, to \$2.70 per share of common stock outstanding at the end of the period. For the corresponding six months of 1927 net income was \$2,006,235.86, equivalent, on the same share basis, to \$1.57 per share of the common stock.

Rotor Corp. Markets Phonograph Rotors

Synchronous Rotor Made in Two Types, One of Which Is Designed for Portable Use—Has Several Features

DAYTON, O., August 4.—The Rotor Corp. of America has placed two types of phonograph rotors on the market and is creating a fine demand for its products. The synchronous phonograph rotor, Type A, is a simple and durable



Phonograph Rotor Type A

piece of apparatus and will carry the heaviest pick-up. The rotor has the essential requirements of low price, noiselessness, constant speed, durability, lightness, compactness and low-current consumption. Its dimensions without spindle are: height, 1 3/8 inches; width, 4 1/2 inches; length, 7 inches. The list price is \$25, complete with turntable.

The type B rotor is considerably smaller, being 3 1/2 inches by 4 1/2 inches. It is intended for portable talking machines, weighs 2 1/2 pounds and can be supplied with a 10-inch velvet-covered turntable, in either nickel or oxidized copper finish. It is designed for a mounting board 3/8-inch thick. The rotor proper in this type runs at 300 r. p. m., and this speed is reduced by means of a steel spur and a bakelite gear to 80 r. p. m.

Televisor Is Perfected

The Baird Televisor is now perfected and is being produced in quantities for sale at the Radio Exposition in September, a recent dispatch from London states. The television set will perform the dual role of receiving programs and showing animated pictures. The perfected instrument has aroused much enthusiasm among those who have viewed it.

Demonstration Built Sales of Carryolas

Window Demonstration by Live Coast Carryola Representative Sells Large Number of Portable Instruments

LOS ANGELES, CAL., August 4.—The Famous Department Store of this city recently conducted a special campaign on Carryola Master portables and the Carryola pick-up with excellent results. One of the methods which played a



Carryolas Featured in Fine Display big part in building sales volume for the instruments was the demonstration of the instrument in a glass booth built at the entrance to the store. A beautiful young lady was selected to do the demonstrating and tremendous crowds were attracted to view the display. The story of the Carryola Electric Pick-up was told by means of display cards which were changed frequently by the demonstrator. Hundreds of instruments were sold during the campaign. The Carryola Girl window display supplied by the Carryola Corp. of America was prominently shown in the display.

Thousands Listen to Fight Via Kolster

Huge Crowd Gathers in Newark Park to Hear Tunney-Heeney Fight Returns—Other Cities Have Demonstrations

The night of the Tunney-Heeney championship bout was Kolster night in Newark, N. J., where a receiver with eight power speakers was placed in the center of Military Park in the downtown section. Bright lights shone down



Kolster Radio "Brings in" the Fight on the speakers and a 16-foot sign "Kolster Radio," on each side. A huge balloon also bearing the words "Kolster Radio" raised the aerial 100 feet in the air. A crowd estimated at 5,000 heard the blow by blow description. A motion picture theatre in Newark also had a Kolster speaker and sign on the stage.

Public radio parties were also held in many cities throughout the country. Kolster equipment in motion picture theatres in New York, Brooklyn, Houston, Tex., Cleveland, O., Portland, Ore., gave the fight to their audiences, and reports are being received daily by Kolster Radio Corp. telling of similar stunts elsewhere. A large crowd on the boardwalk at Asbury Park, N. J., was entertained and several thousand people listened in Times Square, Seattle.

Ohio Music Merchants Announce Program for Annual Convention

Nineteenth Annual Gathering of Association to Take Place at New Commodore Hotel, Toledo, From September 10 to 12—Many Interesting Talks Scheduled

TOLEDO, O., August 6.—The program for the nineteenth annual convention of the Music Merchants' Association of Ohio has now been completed and in view of the interesting details announced, those who attend the sessions are promised an active and worth-while three days. The convention will be held at the New Commodore Hotel, this city, on September 10 to 12, inclusive, and local members of the association have been very energetic in preparing plans for the entertainment of the visitors.

Monday morning, September 10, will be given over to registration and to the visiting of exhibits, a large number of which have been arranged for by various manufacturers and jobbers. On Monday afternoon at 1 o'clock there will be held the opening business session. At this session there will be heard the reports of the council and of the advertising advisory committee, of which Earl Poling of Akron is chairman, and a resolutions committee will be appointed. A feature will be an address by Corley Gibson, president of the Autopiano Co., New York, on the promotion of the piano and player-piano. On Monday night at 8:30 o'clock there will be held a "get-acquainted" meeting, a new idea at convention functions, when the visitors will be the guests of the Toledo committee. There will be a door prize, a handshaking prize, booster prizes, etc., a roll call and numerous stunts.

The second business session will be held on Tuesday afternoon following a special luncheon in the ballroom of the Commodore Perry, with Henry C. Wildermuth as chairman. The visitors will be welcomed by Mayor Wm. C. Jackson, of Toledo, with a response by Robert E. Taylor, president of the association and entertainment will be provided by the famous Ice House Quartet of Toledo, which is really a noted male chorus made up of prominent local business men. The business session on Tuesday will start immediately after the official photograph is taken. F. B. Beinkamp, chairman of the Advancement of Music Committee, will present his report, following which Robert C. Dunn, of the Ohio Savings Bank & Trust Co., will deliver a talk on finance. On Tuesday evening the convention delegates will be taken on an auto trip to La Tabernilla, on the shore of Lake Erie, for a fish dinner, which will be followed by entertainment and dancing.

The business session on Wednesday will open with a report of the Mutual Insurance Committee presented by Henry S. Stucke of Toledo, chairman, followed by a report of the Legislative Committee and the Membership Committee. Harry B. Harter of the Airway Corp. of Chicago will talk on salesmanship, following which the report of the Resolutions Committee will be received and acted upon and officers elected for the coming year. On Wednesday evening will be held the annual dinner and dance at the Commodore Perry Hotel, at which President Robert E. Taylor will act as toastmaster, and the principal address will be delivered by Myers Y. Cooper, candidate for Governor of Ohio. Entertainment will be provided by Maud Lakins and chorus and dance music will be provided by the Tune Tinkers' Band. All the business sessions will be held during the afternoon hours in order to leave the mornings free for the visiting of the exhibits.

The local committee has made special arrangements for the entertainment of the ladies while the men folk are in session, although the former are welcome to attend the business meetings if they so desire. On Monday eve-

ning, for instance, there will be a bridge party for the ladies at the hotel under the direction of Fred N. Goosman; on Tuesday afternoon an automobile sightseeing trip with Henry S. Stucke as guide, and on Wednesday at 12:30 a luncheon provided by the Phonograph Supply Co., followed by a style show at the store of LaSalle & Koch Co. The ladies have, of course, been included in the plans for the fish dinner on Tuesday and the annual banquet on Wednesday night.

The general convention committee consists of A. C. Wildermuth, chairman; W. W. Smith, Fred N. Goosman, Henry F. Stucke and Warren L. Kellogg. W. W. Smith is chairman of the Finance Committee, Henry S. Stucke of the Entertainment Committee, H. C. Wildermuth of the Golf Committee, Fred N. Goosman of the Get-Acquainted Committee and William Whitney of the Transportation Committee, all of them being assisted by members of the local trade. Mrs. Henry F. Stucke is chairman of the Ladies' Reception Committee.

Toledo Dealers Attend Sparton Convention

Sparks-Withington Retail Representatives View New Sparton Models—Company's Officials Give Addresses

TOLEDO, O., August 7.—The second annual convention for Sparton retailers in the Toledo territory was recently conducted by the Toledo Radio Co. The meetings were held in the J. W. Greene Co. Auditorium and were patterned after the recent national convention held by the Sparks-Withington Co., maker of Sparton sets at the factory in Jackson, Mich.

Capt. Wm. Sparks, president of the company, his son, Harry Sparks, and Prof. Roy Glasgow of Washington University, technician, addressed the dealers on sales and advertising as well as service. The new Equasonne developed by Sparton was dwelt upon at some length. Samples of the new sets were shown. It is expected deliveries will start within ten days.

A feature in connection with the convention was a section in the Toledo Blade devoted to dealer advertising covering the entire Toledo territory. Along with these appeared announcements by the wholesalers and the factory. Also an illustrated story relating the history of the Toledo Radio Co. and its officers.

Lunch at noon and a dinner in the evening was tendered the dealers, their wives and guests at the Vanity Fair. After the evening session Capt. Sparks presented new model radio sets and Sparton bugles to a number of dealers.

On August 1st the Toledo Radio Co. moved into new quarters at 136-138 Huron street which will give it three times the former floor space. This is the second time the company has outgrown its quarters in a few years.

A large number of orders were placed by the dealers while at the convention. Officers of the Toledo Radio Co., include—Chas. H. Womeldorf, president; Stanley Ball, vice-president; Arthur Laybourn secretary-treasurer. E. A. Kopf, Fred Fame and Leonard Murphy.

The Belmont Music Shop, Tremont and Belmont avenues, Bronx, N. Y., has greatly increased its patronage through a series of nightly concerts played on the Victor Electrola.

J. Newcomb Blackman Outlines Views on Trade

New York Distributor Sees Combination Instrument as Possessing Best Possibilities

Mr. and Mrs. J. Newcomb Blackman and Miss Betty H. Blackman, their daughter, sailed for Europe recently on an extended trip and will not return until about September first. Before sailing Mr. Blackman was asked for his views as to the outlook in the talking machine and radio business. He replied as follows:

"We recently sold our stock of Victor products to the Victor Talking Machine Co. and retired as a Victor distributor. This naturally excited considerable surprise and comment and, in the absence of some definite statement which might be termed as explanation, many wrong conclusions were arrived at in the trade. We did not lack confidence in the future of the Victor business; in fact, as vice-president of the French Nestor Co., Victor distributor in Jacksonville, Florida, I can assure you that we consider the outlook excellent and our present business even better than expectations, when one realizes what Florida has been going through.

"In New York, however, we have had a most highly competitive condition and have suffered through duplication of effort and uneconomic competitive activities. In other words, for many years there have been too many Victor distributors. We tried to merge and thus bring about economies so often effected through that means. The plan seems to have worked well in Philadelphia, but the attempt in New York failed, at least for the present.

"Looking ahead and realizing that we were handling products that were going to become seriously competitive through the combination of the radio and talking machine, we felt it a good time to concentrate on the radio end of our business, which had grown to a large volume. Perhaps our long connection with the Victor Co. made radio manufacturers feel that with possible future radio expansion of the Victor Co. we would eventually again become exclusively Victor. On the other hand, it was only reasonable to suppose that the Victor Co.

would not have the same confidence in our efforts as before, knowing that we had built up such a large business in the radio branch of our organization. So we decided to discontinue our Victor wholesale business and concentrate upon and further build up the radio department.

"It was, of course, with much regret that we discontinued a relationship extending over a generation, but a pleasure to know that, in doing so, the deal was closed on a basis whereby both the Victor Co. and we were fully satisfied and retained the friendship and good will of each other. We are free to carry on our business without any restrictions against handling talking machines either separately or combined with radio. This privilege was absolutely essential if we were to continue in business and handle radio.

"Anyone who visited the Chicago radio show must have noted the trend of both the talking machine and radio manufacturers to adopt and make a part of their product either the talking machine or the radio, and therefore combination instruments were very much in evidence. The automatic talking machine is very much in the limelight and apparently is going to be the answer for the person who prefers his own program but objects to being obliged to change records constantly. The electric radio set now puts radio on the basis of the automobile when self-starters were perfected to the point of general acceptance.

"With electric operation and the doing away of batteries and so forth comes also the introduction of the dynamic speaker. The latter is being universally adopted as the ideal means of reproducing talking machine records and of getting the finest radio reception. The uncertainty of electric energy necessary to operate a dynamic speaker has for some time limited its use and withheld from the market the ideal instrument of the future, namely, the one that combines the talking machine and radio.



J. Newcomb Blackman

"I believe the greatest future of the combined radio and talking machine industry lies in the combined instrument, and when there is added to it the automatic feature permitting a program of an hour or more and the automatic changing of records we have what the public has been waiting for.

"One of the greatest tributes to the development of the talking machine as a means of furnishing music for entertainment and dancing is evidenced in the new amusement park "Playland" recently opened at Rye, New York, where music is furnished entirely by mechanical instruments. The apparatus used to amplify and make audible public speeches in the largest auditorium further demonstrates the possibilities of the combined instrument and the automatic feature as applied to records. Remote control enables the moving picture operator to furnish synchronized music for his film and from the same control booth operate not only the moving picture machine but the talking machine which furnishes the music. Dance and other musical entertainment or radio programs are now successfully controlled on board ship from the purser's office, while the loud speakers are distributed in the lounge rooms or on deck where dancing goes on.

"The broadcasting programs now linking the various large cities in the country with the best wired programs make possible competitive short-distance broadcasting by air and correspondingly reduces static to the point where it is the exception rather than the rule within a reasonable distance of the broadcasting station. Just as we saw the passing of the nickelodeon with the introduction of the wonderful moving picture palaces showing expensively made films, so we are now going through the period where the ordinary radio and talking machine will make way for the super combined instrument running into hundreds if not thousands of dollars.

"Of course the leading talking machine and radio companies, well established and with large capital and efficient organizations, have every advantage of experience and leadership. These manufacturers are realizing that they will need the same kind of wholesalers, namely, those whose capital and experience extending over years will enable them to introduce their lines among the most desirable merchants capable of handling a high-class musical product.

"So without attempting to comment upon what our future plans are, I can say that we are prepared to develop our business along lines that will meet the changed conditions and by Autumn expect to have in the radio lines that we have been distributing—the Fada and All American-Mohawk—a complete line of instruments, including some very wonderful combinations. We will of course encourage the manufacturers with whom we have present connections in the introduction of so complete

(Continued on page 117)

ATTRACTIVE ADDITIONS TO THE SEASON'S LINES

FINDLAY Metal Consoles for A. C. Sets

An elaborate display of FINDLAY Metal Consoles should be a running mate for every line you handle.



Tables Especially Designed for

AMERICAN BOSCH
ATWATER KENT
BREMER TULLY
CROSLLEY
EVEREADY
FADA
FREED-EISEMANN

KOLSTER
RADIOLA
SHAMROCK
SONORA
STEINITE
STEWART-WARNER
VICTOR

Tables may be supplied with built in speakers. Ask your distributor.

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 Consoles"

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

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

a line of instruments that we need not look elsewhere for anything missing.

"For many years we handled but one make of talking machine and the line was so inclusive that we were seldom willing to listen to the idea of handling any other line. The same was true of the Victor Co. as regards seeking additional distributors. We will welcome the time when radio manufacturers will make their connections with distributors with no thought of a change the following year because they made too many sets and their existing distributors could not promptly sell all that must be sold. And we distributors will welcome the time when the manufacturer and the product will be so reliable and stable, dependable and up-to-date, that we can handle but one line, do a large business and cover a large territory to the mutual satisfaction and profit of the manufacturer, distributor and dealer.

"The industry, I believe, is very quickly being reduced to a few large and dependable radio and talking machine manufacturers. Radio combined with the talking machine will call for distributors equipped and organized to handle and properly introduce such instruments. The success in the Victor line, we believe, came about largely through the factory sticking to their distributors and the distributors in turn representing exclusively the Victor line. It has been the exception rather than the rule for a radio wholesaler to be able to put his eggs all in one basket, because the eggs were so uncertain, the basket was being shifted so often, or even upset. And, to be fair to the manufacturer, how could he depend upon the average distributor being loyal to him? In how many cases did the distributor have the necessary capital, organization and experience to justify his being given the exclusive distributorship in his territory?

"The successful dealer, in my judgment, will handle as few radio and talking machine lines as possible. He cannot afford to do otherwise. The investment required by the dealer and the distributor in any of the outstanding complete radio lines, including radio combinations and the newly introduced automatic talking machine, will be such as to preclude the possibility of handling several different lines.

"The more the manufacturer expects of the distributor the more that distributor naturally will look for from the manufacturer. If he is to be exclusive, the distributor is going to expect that manufacturer to keep up-to-date, to be prompt with his improvements following the accepted and dependable trend of the business, and frankly not to have too many distributors in a given territory. To measure up to his expectations the manufacturer will also require that the distributor have sufficient capital to pay his bills promptly, to carry in stock sufficient goods to give prompt service and to sell only such dealers whose business policy is a credit and not a detriment to the business.

"The leading talking machine and radio manufacturers will go on and the survival of the fittest will be very much in evidence this year. But so it will be with the distributor and the dealer. There is an old saying that 'birds of a feather flock together,' and I hope that will be true this year. In other words, let the manufacturers, distributors and dealers of a kind flock together. If they do, the elimination of the undesirable element will be accomplished more quickly in that manner than by any other method.

"For the next two months I am going to take a long-needed rest, but I shall keep my ear to the ground and when I return I hope to be ready to start another twenty-five years of activity and I expect it to be in the combination radio and talking machine business.

"Radio will not, in my judgment, become a monopoly except to such extent as may be necessary to regulate it for the good of all. The pooling of patents has probably been justified and may continue to be, but it must not be carried to the point of exciting general

complaint on the part of the radio-loving public. I hope the leading radio men of the country will take a lesson from the pages of talking machine history. If they do, they will not abuse any privileges they may now have to the point of bringing about extreme legislation or governmental interference."

P. A. Ware Making Tour of Country

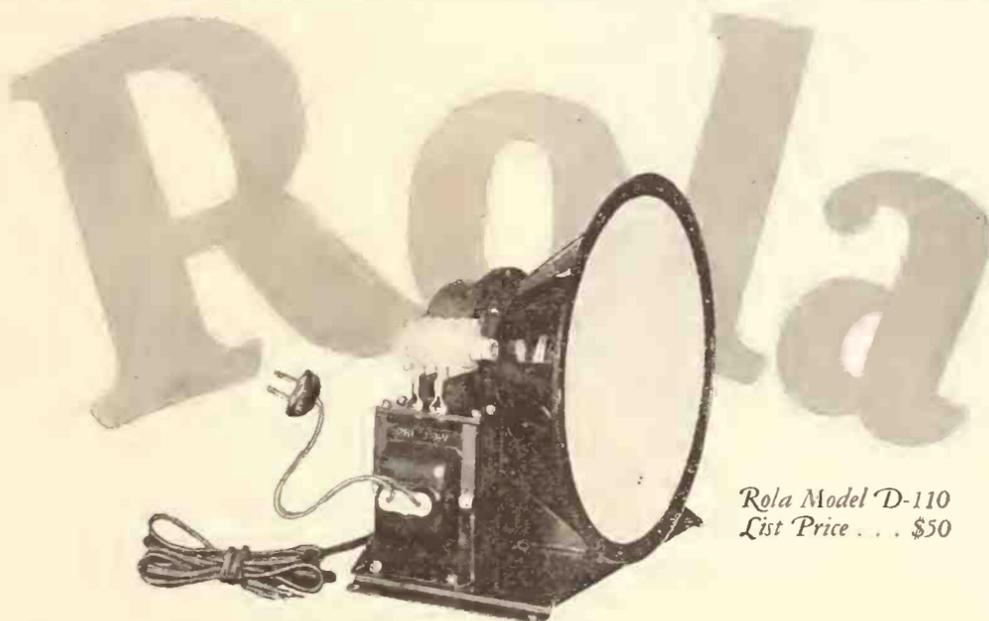
P. A. Ware, merchandising and sales promotion manager of the Atwater Kent Manufacturing Co., is making another tour of the country, speaking at the numerous dealer meetings scheduled during August and September. He will cover Minneapolis, Mason City, Omaha, Dubuque, Milwaukee, Green Bay, Des Moines, St. Louis, Kansas City, Wichita, Denver, Oklahoma City, Dallas, San Antonio, Houston,

Shreveport, Little Rock and then come East to address the delegations of dealers expected to visit the Atwater Kent factory in force during September.

Cass B. Riddle With the Showers Bros. Co.

Cass B. Riddle, who for a number of years was connected with the Victor wholesale department of E. Blout, Inc., and who has a wide dealer acquaintance in the metropolitan territory, has been appointed New York and New Jersey sales manager of the Showers Bros. Co., radio furniture division. Mr. Riddle has opened offices at 55 West Forty-second street. M. A. Miller, formerly in the radio jobbing business, has been named as Mr. Riddle's assistant.

The National Electric Phonograph Co., Chicago, was recently incorporated.



Rola Model D-110
List Price . . . \$50

Magical in Performance

THE new Rola Dynamic Power Unit, the outstanding loud-speaker achievement of the radio industry, is almost magical in its performance. Its marvelous rendition of the deepest bass and the highest treble without distortion and with every note kept in proper balance has proven sensational wherever demonstrated. The Rola Dynamic Power Unit sets new standards for power and quality of reproduction. † † † † † † †

The following Rola speakers are equipped with the Rola Dynamic Power Unit (Model D-110) for operation directly on 110-volt AC socket:

Rola Model 35. A console speaker with ample baffle surface for super-reproduction. Top dimensions (16½ x 30 inches) give sufficient space for any standard radio set. . . List Price, \$110

Rola Model 30. Table model designed for efficient operation with type 171, 210 or 250 tubes. List Price, \$75

Rola Model 25-D. Radio speaker table with built-in unit. List Price, \$90

Rola Magnetic-Armature Speakers

THESE SPEAKERS are far in advance of this type of speaker formerly manufactured by the Rola Company. Simplified construction, entire elimination of all cone rattles, and a volume capacity heretofore believed possible only with the dynamic type of speaker—these are outstanding characteristics of improved Rola Magnetic-armature speakers

Rola Model 25. A radio table with built-in magnetic armature unit. . . List Price, \$55

Rola Model 20. Cabinet speaker representative of the finest magnetic armature design. . . List Price, \$35

Ask your jobber for full details on the 1929 line of Rola loud-speakers, or write factory for name of Rola jobber nearest you

THE ROLA COMPANY

CHICAGO 612 North Michigan Avenue NEW YORK 47 West Sixty-third Street OAKLAND, CALIF. Forty-fifth and Hollis Streets



Charlie Davis Band Is Vocalion Artist

Well-known Indiana Aggregation Will Record Exclusively for Vocalion Catalog—Leader Is Known as Composer

Charlie Davis, new and exclusive Vocalion recording artist, who heads one of the best known musical aggregations in Indiana, has had



Charlie Davis

a long career before he reached his present standing. While at college he organized a five piece band which toured the States, providing dance music for fraternities and sororities and other clubs. Owing to the limited size of this orchestra he had to double on many of the instruments, which is responsible for his versatile musical skill.

Mr. Davis comes of a musical family, his father having played in the same band as James Whitcomb Riley, the Hoosier poet. His present orchestra, the Indiana Stage Orchestra, is rated as one of the finest organizations of its kind, and Vocalion record fans can look forward to some really fine recordings from it. In addition to being a conductor Mr. Davis is also a composer and his "Copenhagen" is well known. He recently composed "Suppose Nobody Cared" and has a new number to be issued in the Fall entitled "My Apache Man."

News of the Trade in Richmond Area

Dealers Report That Combination Instruments Are Gaining in Favor—James K. Polk, Inc., Expands—Other News

RICHMOND, VA., August 7.—Dealers report combination instruments are getting more and more popular. Many people feel that they must have radio, and they also find it difficult to get along without a phonograph, which dispenses music at all times, no matter what the static and other conditions are. So, instead of buying two separate instruments, they find it cheaper and more convenient to get two in one, as it were. According to Robin A. Frayser, manager of the radio department of Howell Bros., his trade frequently wants a combination instrument, whereas he handles only radio. As a consequence, he is planning to take on this type of instrument in the Fall. He has not decided, however, just what line he will handle.

In the opinion of Kenneth Lord, manager of the phonograph department at the Columbia Furniture Co., Victor dealer, the Victrola-Radiola is getting to be a big seller. He says

that the Electrola-Radiola, priced at \$425, is especially popular with his trade. He regards this machine as the best of its kind the Victor people have ever put on the market.

The Richmond distributing office of James K. Polk, Inc., has taken on additional territory. Heretofore this branch office has been covering Virginia, North Carolina, District of Columbia and eastern West Virginia. Recently Maryland and all of Delaware except the city of Wilmington was added to its territory. It has also taken on distributing rights for the Vocalion line of records for Virginia, Maryland and the District of Columbia, Manager Charles J. Rey announces. Mr. Rey has just returned from a business trip through northern Virginia. He reports that he established a total of twenty-six new accounts on the trip. He also reports the addition of two new salesmen to his staff. They are F. M. Greene and P. W. Stillman. Mr. Greene, formerly with a music house in Durham, has been assigned to central Virginia and central North Carolina territory. Mr. Stillman is traveling eastern North Carolina. He is originally from Elizabeth City, N. C.

The Corley Co. plans to move into its new home at 213 East Broad street about September 1. Since the fire which destroyed its old home at that site last Fall, it has been temporarily housed in a building at 217 East Broad street. Its new home is now nearing completion.

P. J. Costello, manager of the new distributing office of the Edison Co., 1204 East Main street, is just back from a trip through North Carolina, where he has been establishing new accounts and looking into the business situation generally. John M. Wiley, his assistant, was in charge during his absence.

The fourth annual show of the Richmond Radio Dealers' Club will be held next month in the ballroom of the Mosque Theatre, the dates fixed being September 18, 19, 20, 21. According to Ben Hoffman, president of the club, practically all the jobbers and dealers in the city have agreed to have exhibits at the show. Part of the program will be broadcast each evening over WRVA. A special feature of the show will be demonstrations showing progress made in television.

James A. Steere, of the Steere Radio Co., and Miss Marjorie S. Rye, daughter of Mrs. Emma G. Rye, of Richmond, were married August 1.

Jack Herbert, formerly manager of the radio department of the Columbia Furniture Co., is now with the Steere Radio Co.

The L. F. M. Department Store has just opened a record department in the basement in charge of Miss Eunice Lawrence. All the standard lines are handled.

Radio an All-Year-Round Business, Says J. D. R. Freed

"The word 'season' can now be taken out of the radio vocabulary," said Joseph D. R. Freed, president of the Freed-Eisemann Radio Corp., recently in discussing conditions. "For the first time the industry is upon a sound all-the-year-round basis. Spring and Summer purchasing this year broke all records. The public understands that there is no let-down in radio entertainment during the Summer, and, therefore, the old practice of silencing sets during July and August has been abandoned."

Bush & Lane Distributor

The F. B. King Co., Oakland, Cal., was recently appointed as distributor of Bush & Lane radio receivers, manufactured by the Bush & Lane Industries, Holland, Mich. The King organization, upon its appointment, issued an announcement to the trade, stressing the qualities of the Bush & Lane radio products, and the prominence of the manufacturer in the musical instrument field.

"Ramona" Recording in Brunswick Display

Goldenberg, Brunswick Dealer of Washington, D. C., Makes Effective Tie-up With Popular Film Presentation

The aggressive music merchant is always on the alert to turn every conceivable event into a sales opportunity for himself. He seizes



Goldenberg's "Ramona" Display

these opportunities and ties them up with his business so that he can cash in to the utmost. A fine example of this is the window display tie-up made by Goldenberg, Brunswick dealer of Washington, D. C., with the motion picture, "Ramona," the Brunswick record of that same name and the theme song of the photoplay.

In the large windows was produced an exceptionally attractive display. The motif of the display, like that of the picture, is Spanish. A background of plaster board with artificial ivy climbing its wall, represented an exterior view of a Spanish hacienda, and the name "Ramona" was featured above the open doorway. Artificial grass lent an outdoor atmosphere. Distributed throughout the window were scenes of the photoplay and a large picture of Dolores Del Rio, starred in the movie, and a life-size cut-out of Miss Del Rio and Warner Baxter on opposite sides of the window. In the center, in front of the doorway, was a cut-out of the star in a dance pose, accompanied by a figure playing the guitar.

Several signs featuring the record and tie-up with the picture and a group of Brunswick records distributed throughout the window completed the window display.

Columbia Records \$50 Each!

When Captain Kingsford Smith, hero of the first American-Australian flight, reached Sydney, New South Wales, the Columbia Phonograph Co was ready with a commemorative record, copies of which sold at auction at a benefit show that evening for from £5 to £10 each. The records were auctioned by Miss Gladys Moncrieff, member of the cast of "Rio Rita," and carried the autograph of Captain Kingsford Smith, who was present. The record, Columbia No. 01140, couples selections called "Smithy" and "Kingsford Smith (Aussie Is Proud of You)"—"Aussie" being Australia. The benefit occurred June 11th. On June 8th at 9 a. m., Columbia had received the music scores; at 11 a. m. had recorded them; and by June 10th had despatched records all over Australia and shipped to New Zealand.

Opens in Hagerstown

HAGERSTOWN, MD., August 6.—The Minium-Conrad-Hause Co., 17 South Potomac street, Hagerstown, Md., has been incorporated with a capital stock of \$25,000. The officers of the company are S. E. Minium, president; H. M. Conrad, secretary, and William G. Hause, treasurer. Wilmore Harp, former proprietor of the Harp Victor Shoppe, which has been purchased by the new music house, will be associated as manager of phonograph and record department. The concern is handling the Steinway and Stieff lines of pianos as well as a complete line of talking machines.

IN THE MUSICAL MERCHANDISE FIELD

Weymann Display Arouses Interest

PHILADELPHIA, PA., August 4.—A particularly attractive musical merchandise display was presented in the Chestnut street windows of H. A. Weymann & Son, Inc., of this city. The display featured Weymann string instruments and Buescher band instruments. As may be seen, an artistic effect was arrived at. Added to this was the fact that the instruments shown in the



How Weymann Featured String and Band Instruments

accompanying photograph in the center of the window were displayed on a revolving turntable which created considerable attention and stopped the passers-by on this busy shopping thoroughfare.

Dr. Will Hohner Sails to Return to Europe

Dr. Will Hohner, of M. Hohner, Inc., celebrated manufacturers of Hohner harmonicas and accordions, sailed this week for the Hohner factories in Trossingen after several months spent in America, during which time he visited many parts of the country and met many of America's business leaders, including Henry Ford, who entertained him at the Ford plant.

The Elks' Club of Spokane, Wash., working in conjunction with Sherman, Clay & Co., has organized a harmonica band which in a short time has reached a flourishing condition.

Bureau's Prizes Aid School Band Growth

Letters showing the direct value of the work of the National Bureau for the Advancement of Music are continually being received by C. M. Tremaine, its director. One recently received from G. R. Prescott, director of one of the Iowa school bands, specifically speaks of the influence of the Bureau's prizes on the growth of school bands throughout the United States and fol-

lows this up with a statement that the local Board of Education has substantially increased its appropriation for instruments.

Popular Artist Plays B & D Silver Bell

GROTON, CONN., August 3.—Genevieve Tighe, of the Happiness Girls, is a very clever young lady banjo artist, according to David L. Day, general manager of the Bacon Banjo Co.

The Happiness Girls comprise a company of



ten artists who have been making a big hit wherever they have appeared. They have been playing Keith Theatres in and around New York and are playing the Summer season on the Poli Circuit in New England. "Miss Tighe is the outstanding hit of the show with her clever banjo playing and dancing," states Mr. Day, "and she is also a splendid pianist. Needless to say, she plays a Silver Bell banjo."

BACON BANJOS
 Sold by Representative
 Music Merchants
BACON BANJO CO., Inc.
 GROTON, CONN.

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

Memories of the Trade Show



Above: A Bit of Kellogg Service
Right: The "Anthropomorphized" Kellogg AC Tube



Above: The Kellogg Kids
Right: The "Anthropomorphized" Kellogg AC Tube



"B. & O. Flash" Issued

B. & O. Radio, Inc., Atwater Kent distributor of Newark, N. J., started this month the publication of a house organ, the B. & O. Flash, designed solely "to help the dealer sell more Atwater Kent radio and the products which go with it." The first issue carried a foreword by A. Atwater Kent welcoming the periodical.

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—Resident salesman to handle good selling article. Address Box No. 1654, c/o Talking Machine World, 420 Lexington Ave., New York, N. Y.

SALESMEN—Sideline—Here's your opportunity to earn an attractive income. Liberal Commission Basis. Read our advertisement on pages 34 and 35 in this issue. Le Minilux Speakers are only sold to high-class department stores—leading piano and radio shops—jewelry and gift shops. Are you the man for this unusual opening? State full particulars in first letter, outlining past experience, trade called on, age, etc. Exclusive territory. Address Box No. 1655, c/o Talking Machine World, 420 Lexington Ave., New York, N. Y.

REAL opportunity for two high-class live-wire floor salesmen. Men with experience and with past records preferred. Good salary and commission. This opportunity is open due to the fact of an expansion in the business of one of Brooklyn's largest retailers. Write stating full particulars. Address Box No. 1659, c/o Talking Machine World, 420 Lexington Ave., New York, N. Y.

WANTED—A Radio Salesman. Will A. Watkin Co., Dallas, Tex.

RADIO SALESMEN WANTED—Opportunity for large earnings is offered by manufacturer of Radio Speaker Tables who desires capable resident Sales Representatives for each of the following territories: New York City, Newark, and Northern New Jersey; Boston and New England; Philadelphia, Eastern Pennsylvania, Southern New Jersey; Delaware; Pittsburgh, Western Pennsylvania, Western New York, West Virginia; Cleveland, Ohio and Michigan; Baltimore, D. of C., Virginia; Chicago District; St. Louis District; Southern States; Pacific Coast.

Representatives must have a following in the Radio Trade—Product is high-grade, fully guaranteed and priced to meet any and all competition—Liberal commission proposition and other non-competitive lines may be carried—State in first letter full details of past experience, present connection and exact territory at present covered—All correspondence confidential. Address Box No. 1658, care Talking Machine World, 420 Lexington Ave., New York, N. Y.

HAVE factory space 50 x 125 in Chicago. Want to distribute radio products and cabinets. Must be nationally known merchandise. Manufacturer to supply merchandise, we to job it. Have past experience. Reliable party. Known to the trade. What have you to offer? F. Kral, 5819 West 22nd St., Cicero, Ill.

Attention — Radio Manufacturers

A wholesale musical instrument concern of established reputation seeks a jobbing agency for New York and adjacent territory for well-known line of radio sets and accessories. Address Box 1660, care of Talking Machine World, 420 Lexington Ave., New York.

Ludwig Bieringer With Columbia Co.

H. C. Cox, President of Company, Announces His Appointment as Phonograph Production Manager

H. C. Cox, president of the Columbia Phonograph Co., New York City, recently announced the appointment of Ludwig Bieringer as phonograph production manager of the Columbia



Ludwig Bieringer

organization. Mr. Bieringer, who is to function as one of the official staff of the president's office, is to have complete supervision of all details of phonograph production.

Born in Germany, Mr. Bieringer has traveled extensively in Europe, and from 1918 until his present connection he was with the Sonora Phonograph Co., at first in a consulting capacity on the manufacturing end, with special interest

POSITION WANTED—Sales manager for radio manufacturer or buyer for chain stores. Seven years' experience in radio industry. A record of achievements—not alibis. Address Box No. 1656, care Talking Machine World, 420 Lexington Ave., New York, N. Y.

POSITION WANTED by expert phonograph repairman. Twenty years' experience on all makes of American and foreign motors, also twenty years' experience in selling phonographs and radio. Can manage entire music store. Address Box No. 1657, care Talking Machine World, 420 Lexington Ave., New York, N. Y.

in shop management and cost accounting. In 1922 he became a Sonora official, first as production manager and later as works manager. In July, 1927, he was appointed a member of Sonora's executive committee. In the midst of these activities Mr. Bieringer found time to complete courses at Columbia University in Industrial Engineering and Business Administration.

Joseph Berg Sails on European Trip

President of Berg A. T. & S. Co. to Visit Several Countries—New Artone Portable to Be Introduced Soon

Joseph Berg, president of the Berg A. T. & S. Co., Long Island City, manufacturer of the Berg Artone portables, left for Europe during the latter part of July to join Mrs. Berg, who had preceded him abroad. Mr. and Mrs. Berg will visit France, Germany, Switzerland and Roumania. Although Mr. Berg's trip is primarily a pleasure one, he plans to give some attention to the growing foreign business of the company. This end of the business has reached such proportions that A. Chaves, experienced in the export of musical instruments, has been appointed as export manager.

E. R. Manning, treasurer and sales manager of the company, reports that the domestic business thus far this year is also substantially ahead of the same period of last year.

The Berg Co. has announced that new models of the Artone portable will be presented to the trade about September 1.

Fada Popular in Brazil

Radio is taking a firm hold in Brazil, according to R. C. Ackerman, export manager for Fada Radio, who recently returned from a South American trip. Business conditions are good, Mr. Ackerman said, and Fada is enjoying a steadily increasing volume of business in that section of the world.

Raytheon Literature

The Raytheon Mfg. Co., Cambridge, Mass., has issued an instructive article upon "Rewiring the Old Receiver for Series-Filament Operation." It is written by D. E. Replogle, of the Raytheon engineering staff. It is technical in nature and illustrated by the use of four wiring diagrams.

The Claypool-Lacey Music Co., Crawfordsville, Ind., has filed an amendment to its charter, increasing its preferred stock from \$15,000 to \$50,000; the common stock remains at \$25,000.

GLEANINGS *from the* WORLD *of* MUSIC

Get Rights of "Some Day—Somewhere"

Theme Song of "The Red Dance" Is Being Published by De Sylva, Brown & Henderson—Has Erno Rapee Melody

De Sylva, Brown & Henderson, Inc., New York, have recently secured the publication rights of the song, "Some Day—Somewhere (We'll Meet Again)" which is the theme song of the photoplay, "The Red Dance," now playing at the Globe Theatre, New York. Like "Angela Mia (My Angel)" the theme song of "Street Angel," this number has an Erno Rapee melody and the publishers are planning parallel campaigns for the trade on both songs. "The Red Dance," featuring Charles Farrell and Dolores Del Rio, will have its national release in another few weeks and opportunity for tie-up with local showings will be afforded music dealers in various sections of the country. The picture, which has Movietone accompaniment, has already been booked in the principal cities of the United States and Canada and is scheduled for a long run.

"He's Our Al" Shows Increase in Demand

Broadway Music Corp. Campaign Number Shows Regular Growth With Interest in Campaign Developments

The popularity of "He's Our Al" is keeping pace with the developments of Gov. Smith's party in the Presidential race, according to Will Von Tilzer, head of the Broadway Music Corp., New York, publisher of the number. Several of the large syndicate stores handling Pathé records in their music departments have been effecting a tie-up with the new Pathé release of "He's Our Al," backed up by "The Sidewalks of New York" (East Side-West Side). Posters and displays of both songs have been set up in the chain stores, and music clerks in charge have reported good sales of both of these numbers.

In the meantime "He's Our Al" continues to be sung in all parts of New York City as well as reaching millions of people over the radio. It is being featured regularly by such individuals and organizations as the following: Buddy Kennedy, master of ceremonies at Oakland's Terrace; Gene Bartell, singing in Young's Restaurant; Jimmy Carr, in the Silver Slipper; Scotty and His Venetian Gondoliers, at the Park

Central Hotel; William Matthews and His Arcadia Danceland Orchestra; Richie Meyers and His Columbia Park Orchestra; Meyer Davis and his Nassau Hotel Orchestra, Long Beach, L. I.; William Patrick at Villa Richard, Cotesville, N. J., and many others.

Second Series of Nichols Orchestrations in Fall

Plans for a second series of "Red" Nichols orchestrations of old hits from the catalog of the Ed. B. Marks Music Co., New York, have been announced recently and will probably be released this Fall. This will include such former favorites as "By Heck," "Play That Barber Shop Chord," "Old Man Jazz," "Blues My Naughty Sweetie Gives to Me," "Has Anybody Seen My Corinne?" "My Little Dream Girl," "There'll Be Some Changes Made" and "Leg of Mutton." It is also probable that one or two original "Red" Nichols numbers will be included. It is the intention of the Marks concern to build up a "Red" Nichols catalog that will be both musically meritorious and commercial, in view of his prominence and influence in the field of present-day dance arrangements. The first Nichols orchestrations will be off the press shortly.

"Angela Mia" Big Seller

Following the national release of the Fox film, "Street Angel," De Sylva, Brown & Henderson, Inc., New York City, report that sales of the theme song, "Angela Mia" (My Angel) grew to such proportions that it outsold any other number in the very active catalog by which the firm is represented. This song was written by Erno Rapee and Lew Pollack, writers of "Charmaine" and "Diane." The success which this song has encountered is due in no small measure to the vigorous campaign placed behind it by the publishers.

"Flower of Love" a Hit

"Flower of Love," the theme song of the beautiful film "White Shadows of the South Seas," which has scored such an emphatic success, is proving to be as popular as is the presentation of which it is so much a part. The song, which is published by Irving Berlin, Inc., New York City, is the product of Dr. Billy Axt and David Mendoza.

Jack Mills, Inc., has changed its name to Mills Music, Inc.

"Neapolitan Nights" Featured in Display

Sam Fox Song, Theme of Fox Film "Fazil," Subject of Attractive Window Display by Southern California Store

LOS ANGELES, CAL., August 3.—The manner in which music dealers are realizing the tremendous sales possibilities which lie in their grasp through the practice of co-operating with local moving picture theatres which are presenting films which feature a theme song is well illus-

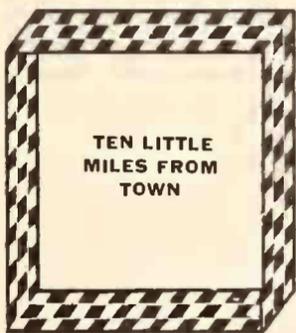


Features "Neapolitan Nights"

trated by the accompanying photograph of a window display which occupied a large section of the show space of the Southern California Music Co., of this city. The film "Fazil" was being shown at the Carthay Circle Theatre and the Sam Fox Publishing Co. number "Neapolitan Nights," is the theme song of the film.

The background of the display consists of a number of title pages of the songs which are illustrated with a scene from the motion picture. The centerpiece of the display shows a scene suggestive of the title of the song. The direct tie-up with the theatre was made through the inclusion of a large photograph of "The Great Elinor," director of the theatre's orchestra. Officials of the Southern California Music Co. have informed the Sam Fox Publishing Co. that the results from the display were most satisfactory.

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.

"Jumping Jack" Issued by Berlin Standard

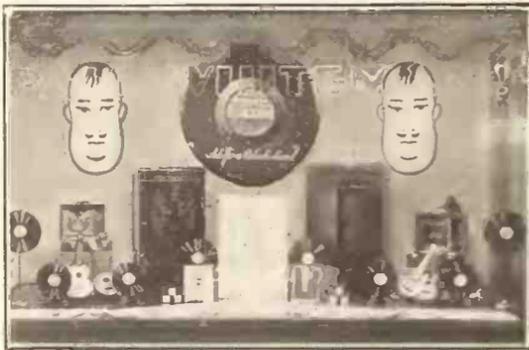
Composition Written by Bloom, Seaman
and Smolev, Published as Piano Solo
and a Dance Orchestration

The Irving Berlin Standard Music Corp., New York, has recently released its first popular novelty tune, entitled "Jumping Jack," which is showing up well professionally and commercially. This number, written by Rube Bloom in collaboration with Bernie Seaman and Marvin Smolev, has been issued as a piano solo and also in dance orchestration form. "Jumping Jack" has been featured on several coast-to-coast radio hook-ups, and appears to be the type of novelty number which will be long-lived. A new edition with lyrics will be off the press shortly and should open an additional field for the song.

Whiteman Record of Feist Hit Featured

CHICAGO, ILL., August 7.—One of the most attractive and effective window displays presented in conjunction with the release of Paul Whiteman's Columbia record releases was that which graced the display space of the Brunswick Music Shop, 3206 Lawrence avenue, this city, a photograph of which is printed herewith.

The Feist hit "Last Night I dreamed You Kissed Me" was the title of the record selected as having the greatest appeal and the center poster invited the passing public to enter the store and hear the recording. While the display was primarily designed to feature the



Brunswick Shop's Whiteman Record

Whiteman recording, it was also a timely Summer window chiefly through the inclusion of items such as portable phonographs, music rolls, ukuleles and sheet music.

Feist Publishes Film Theme

Dealers who have been taking advantage of the tie-up afforded by theme songs of motion picture films should welcome the appearance of the latest First National production, "Lilac Time," starring Colleen Moore, which has for its theme "Jeannine, I Dream of Lilac Time," a Leo Feist, Inc., publication. The film has already been released in all of the larger cities of the country and practically all of the leading record manufacturers have announced releases of the number.

Irving Berlin's Latest

"Yasha Michaeloffsky's Melody" is the title of the latest song from the pen of Irving Berlin. This novelty number, the first of its type which Mr. Berlin has written in a long period, has an irresistible melody and a clever set of lyrics and in the opinion of officials of Irving Berlin, Inc., should prove a leader in its field. The song was introduced over the radio by Billy Jones and Ernest Hare on Thursday, August 2.

Makes Recording of Triangle Hit

One of the latest of the young artists who has won wide fame through her record and radio engagements is Miss Annette Hanshaw, who recently recorded the Triangle Music Publishing Co.'s big success, "I Ain't Got Nobody



Annette Hanshaw

and Nobody Cares for Me." This recording is said by many who are familiar with Miss Hanshaw's past work to be characteristic of her ability in the rendition of songs written in the lighter vein. Miss Hanshaw recently signed a contract to record for the newly organized Velvet Tone Record Co., of which Herman Rose is recording manager. In addition to her recording engagements, Miss Hanshaw is heard over the radio at regular intervals and is said to have been engaged to be featured in a Broadway musical production in the Fall.

New Feist Publications

Leo Feist, Inc., New York City, recently announced the following new publications which until August 31 are listed as class "A" or 20 cents per copy: "Down Where the Sun Goes Down," by Isham Jones and Verne Buck; "Jeannine I Dream of Lilac Time," theme song of "Lilac Time," by L. Wolfe Gilbert and Nathaniel Shilkret; "Googily Goo," by Benny Davis and Dudley Wilkinson, and "Evening Star" (Help Me Find My Man), by Roy Turk and Fred Ahlert. On and after September 1 these publications become class "B."

Triangle Increases Space

The Triangle Music Publishing Co., Inc., New York City, of which Joe Davis is head, has more than doubled its floor space through taking over an adjacent suite of offices at 1658 Broadway. The additional space will be used to enlarge the professional department and to increase the facilities of the packing and shipping departments.

Piantadosi's Two Hits

Al Piantadosi, head of the music publishing firm bearing his name, is proud of his present catalog and is elated over a recent occurrence with more than a little justification, for the firm's two hits were selected for recording by Paul Whiteman and both records were issued as special releases by the recording company. The two numbers in question were "Louisiana" and "Dancing Shadows." Mr. Piantadosi reports large orders for both numbers from syndicates, jobbers and dealers.

Just a Line or More of a New Song or Score

One of the big numbers of the recently opened Earl Carroll Vanities is "My Arms Are Open," written by Ned Washington, Ed Lowry and Michael H. Cleary, and published by Ager, Yellen & Bornstein. The song is sung by Joey Ray in a gorgeous set featuring the pulchritudinous Dorothy Knapp.

Spencer Williams, writer of "I Ain't Got Nobody," has just written a novelty piano solo entitled "Solitude," which is being published by the Triangle Music Co. Joe Davis states that he believes the number will go over in the same manner that "Soliloquy" did.

M. Witmark & Sons, New York City, report that "California, Here I Come," so popular four years ago, seems due for a big revival, largely through the fact that the song was played to a standstill at the Republican National Convention in Kansas City. Herbert Hoover is California's favorite son and it looks as though the song will take on the character of a campaign song.

Spier & Coslow, Inc., have moved into their new offices on the fourth floor of 745 Seventh avenue, New York City, having vacated their former quarters in the same building. The move gives the firm practically double the former floor space and gives much-needed facilities. A professional department will be opened in the Fall.

Roy Evans, one of the newest of Columbia's record artists, who has a distinctive manner of singing and yodeling a popular song, has recorded two numbers of the Triangle Music Co. for his latest release. The coupling includes "Dusky Stevedore" and "I Ain't Got Nobody."

"Fiagaro," a dance novelty, released recently by De Sylva, Brown & Henderson, Inc., New York City, has made an instantaneous appeal to the Eastern dance orchestras, many of whom have included it in their programs. The song was written by Sidney D. Mitchell and Otto Motzan and has a special Arthur Lange arrangement.

M. Witmark & Sons, New York City, report that Sousa and His Band are featuring in their concerts a Victor Herbert Medley which gives prominence to such numbers as "Gypsy Love Song," "Kiss Me Again" and "I'm Falling in Love With Someone." The bulk of the Herbert compositions were published by the House of Witmark.

An announcement which should prove of interest to music dealers carrying records and sheet music is that Warner Bros. are making a Vitaphone film of "My Man," featuring Fanny Brice. The Victor Co. recently released a record of this number by Miss Brice and there is a steady demand for sheet music copies. "My Man" is published by Leo Feist, Inc., New York City.

"Ten Little Miles From Town," by Gus Kahn and Elmer Schoebel, recently issued by Irving Berlin, Inc., New York City, is proving a most popular seller and has every indication of being a real "natural." The song has proven popular with the profession and equally a favorite with the public, as attested by the sales of sheet music copies.

Spier & Coslow, Inc., New York City, recently signed up Ray Canfield for a long term to compile folios and books exclusively for them. Mr. Canfield has a wide reputation on the Pacific Coast and has arranged his own original symphonic melody ukulele parts for Villa Moret and Sherman, Clay & Co. He is the originator of many new effects on the ukulele.

Marked Activity Reported in the St. Paul and Minneapolis Territory

ST. PAUL AND MINNEAPOLIS, MINN., August 7.—Northwest music dealers found July a month of contradictions and where a dull period in radio usually obtains the past six weeks proved quite the opposite to many of the merchants.

A most interesting report on the first six months of 1928 comes from the Brunswick offices. The phenomenal increase of 760 per cent over last year's earnings is announced from the general offices and the Northwest branch shares substantially in that gain. S. C. Schulz, manager of the Northwest headquarters, believes that that mark will not be lowered in the last six months of the year if present indications are fulfilled. The new Brunswick line, together with excellent conditions in the territory, can only mean increased sales. Letters from the men on the road expressing this optimism are substantially backed up with orders. There is much interest in the new Brunswick radio. The company will designate the radio line as the "5" series and the new combinations as the "3" series. Another big seller is anticipated in the Brunswick improved Exponential machine, now known as the 12-8 and which has new eye appeal in lines and woodwork, interior grille and clearer tonal properties. The instrument still sells at \$125.

The Brunswick territory has been somewhat revamped with a consequent change in the force. J. E. Henderson, Jr., has gone to Aberdeen, S. D., where he will establish his headquarters for covering the two Dakotas. W. E. Jarock succeeds Mr. Henderson at the City Service desk and in charge of record promotion.

J. E. Henderson, Sr., spent a few days in Minneapolis on his way to the Western Coast. He gave a talk on record sales to an enthusiastic meeting.

George A. Michel, president of the Belmont Corp., Sonora distributor, has just returned from New York, where he attended the presentation of new models and plans for the coming Sonora season. July business was very good, largely through an aggressive sales campaign by the dealers. Radio sales were benefited by the Tunney-Heeney fight. The Belmont Corp. will have a display of the Sonora line at the Twin City Market Week show, which is now being held at the Cream of Wheat Building. This is for dealers only and the railroads have offered reduced fares which will bring several thousand to the show. Farrand speakers and Berkeley and Gay cabinets have been added to the Belmont line.

A very gratifying increase over the July books of last year is the report of the Geo. C. Beckwith Co., Victor distributor. C. C. Hicks, manager of the company, states that the new combinations have received a tremendous ovation from the trade and the supply is the only cause for anxiety. The record business is fine, the Automatic continues to be in heavy demand and the prospects for the last half of the year show inspiring opportunities for a big increase.

Foster & Waldo have astonished the whole music trade with their campaign on Majestic radios. R. O. Foster states that the sales have been phenomenal and that July was the busiest month the firm has ever known.

"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 AUGUST 3**
- 21501 Ready for the River—Fox-trot, Coon-Sanders Orch. 10
Oh! You Have No Idea—Fox-trot, Coon-Sanders Orch. 10
- 21500 American Tune—Fox-trot, George Olsen and His Music 10
I'm On the Crest of a Wave—Fox-trot, George Olsen and His Music 10
- 21507 Don't Wait Till the Lights Are Low—Fox-trot, Henry Thies and His Hotel Sinton Orch. 10
Say "Yes" Today—Fox-trot, Roger Wolfe Kahn and His Orch. 10
- 21502 The Dance of the Blue Danube—Pipe Organ, Jesse Crawford 10
I Can't Do Without You—Pipe Organ, Jesse Crawford 10
- 21460 Daffy Ditties—Part 1.....Cliff Friend 10
Daffy Ditties—Part 2.....Cliff Friend 10
- LIST FOR AUGUST 10**
- 21511 C-o-n-s-t-a-n-t-i-n-o-p-l-e—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
Who Wouldn't Be Blue?—Fox-trot, Ted Weems and His Orch. 10
- 21512 Pickin' Cotton—Fox-trot, George Olsen and His Music 10
Blue Grass—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
- 21510 You're a Real Sweetheart—Fox-trot, Roger Wolfe Kahn and His Orch. 10
Lonely Little Bluebird—Fox-trot, Roger Wolfe Kahn and His Orch. 10
- 21509 Oh! You Have No Idea.....Johnny Marvin 10
I'm Tired of Making Believe.....Harold Yates 10
- 21382 Chlo-e (Song of the Swamp).....The Rounders 10
Ready for the River.....The Rounders 10
- LIST FOR AUGUST 17**
- 21513 Chiquita—Waltz, Victor Arden-Phil Ohman and Their Orch. 10
Twelve O'Clock Waltz—Waltz, Victor Arden-Phil Ohman and Their Orch. 10
- 21515 Dusky Stevedore—Fox-trot, Nat Shilkret and the Victor Orch. 10
When Sweet Susie Goes Steppin' By—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 21514 I Can't Give You Anything But Love—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
Sweet Lorraine—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10
- 21503 Rosette.....Jesse Crawford 10
For Old Times' Sake.....Jesse Crawford 10
- 21516 Was It a Dream?.....The Revelers 10
Beautiful.....National Cavaliers 10

Columbia Phono. Co., Inc.

- MASTERWORKS SERIES**
- Set No. 89 Schubert: Selected Songs; Ave Maria; Litanei; Du bist die Ruh'; Gretchen and Spinnrade—By Elsa Alsen, Erik König; Tod und das Mädchen—Die Junge Nonne; Die Forelle; Haidenroslein—By Sophie Braslau, Serenade; Who Is Sylvia?—By Charles Hackett, Am Meer; Aufenthalt; Der Wanderer; Der Doppelgänger; Der Lindenbaum; Der Wegweiser—By Alexandria Kipnis, (8 Double Disc Records, With Leather Album).
- CELEBRITY SERIES**
- 153-M The Man I Love (Gershwin-Gershwins)—Contralto Solo.....Sophie Braslau 10
If I Could Look Into Your Eyes (Goodman)—Contralto Solo.....Sophie Braslau 10
- 4042-M The Sunshine of Your Smile (Ray-Cooke)—Tenor Solo.....Charles Hackett 10
Believe Me, If All Those Endearing Young Charms—Tenor Solo.....Charles Hackett 10
- 152-M Pale Moon (Logan-Kreisler)—Violin Solo, Sascha Jacobsen 10
To a Wild Rose (Macdowell-Hartmann)—Violin Solo.....Sascha Jacobsen 10
- 150-M Love's Magic (Grey-Twohig)—Mezzo-Soprano Solo.....Barbara Maurel 10
In the Heart of the Hills (Lee-Kerr)—Mezzo-Soprano Solo.....Barbara Maurel 10
- 151-M Polonaise in E Flat—Parts 1 and 2 (Chopin)—Piano Solo.....Jose Echaniz 10
- SACRED MUSIC**
- 1438-D Blest Be the Tie That Binds—Male Quartet, Shannon Quartet 10
Jesus, Lover of My Soul—Male Quartet, Shannon Quartet 10
- STANDARD AND INSTRUMENTAL MUSIC**
- 50078-D Song of the Flea (Moussorgsky)—Baritone Solo.....Alexander Kesselburgh 12
Danny Deever (Kipling-Damrosch)—Baritone Solo.....Alexander Kesselburgh 12
- 50073-D Kol Nidrei—Parts 1 and 2 (Burch; Op. 47) Violoncello Solos.....Felix Salmond 12
- 50074-D Polonaise in A Flat—Parts 1 and 2 (Chopin; Op. 53)—Piano Solo.....Ignaz Friedman 12
- 50075-D Traumerei (Schumann); Moment Musicale (Schubert).....Catterall String Quartet 12
Ave Verum (Mozart).....Catterall String Quartet 12
- 1439-D Down Deep Within the Cellar—Bass Solo, Wilfred Klenn 10
Robin Hood; Armorer's Song—Bass Solo, Wilfred Glenn 10
- 1447-D Rag Doll—Piano Duet—Fox-trot, Constance Mering-Muriel Pollock 10
High Hat—Piano Duet—Fox-trot, Constance Mering-Muriel Pollock 10
- 1437-D Absent—Tenor Solo.....Lewis James 10
Good Night, Little Girl, Good Night—Tenor Solo.....Lewis James 10
- 50072-D Tales from the Vienna Woods (Strauss; Op. 325)—Waltz, Johann Strauss and Symphony Orch. 12
Morning Papers (Strauss; Op. 279)—Waltz, Johann Strauss and Symphony Orch. 12
- 50076-D Barber of Seville; Overture—Parts 1 and 2 (Rossini), British Broadcasting Co. Wireless Svm. Orch. 12
- 50077-D In a Persian Market (Ketelbey)—Male Chorus, Odeon Orch. 12
In a Monastery Garden (Ketelbey)—Male Chorus.....Odeon Orch. 12
- 1450-D Thinking of Thee—Vocal, Yaarab Chanters of Atlanta (F. Cundell, Dir.) 10
Little Mother of Mine—Vocal, Yaarab Chanters of Atlanta (F. Cundell, Dir.) 10
- 1444-D That's My Weakness Now—Fox-trot, with Vocal Refrain by Rhythm Boys, Paul Whiteman and His Orch. 10
'Taint So, Honey, 'Taint So—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10

- 1465-D I'm on the Crest of a Wave (From "George White's Scandals")—Fox-trot, with Vocal Refrain.....Paul Whiteman and His Orch. 10
What D'ya Say? (From "George White's Scandals")—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
- 1464-D Pickin' Cotton (From "George White's Scandals")—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
American Tune (From "George White's Scandals")—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
- 1448-D Come Back Chiquita—Waltz, with Vocal Refrain.....Paul Whiteman and His Orch. 10
Lonesome in the Moonlight—Fox-trot, Paul Whiteman and His Orch. 10
- 1441-D Just Like a Melody Out of the Sky—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
Because My Baby Don't Mean "Maybe" Now!—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
- DANCE MUSIC**
- 1467-D In a Bamboo Garden—Fox-trot, with Vocal Refrain.....Leo Reisman and His Orch. 10
'Cause I Feel Low-Down—Fox-trot, with Vocal Refrain, Leo Reisman and His Orch. 10
- 1451-D I'm More Than Satisfied—Fox-trot, with Vocal Refrain, Guy Lombardo and His Royal Canadians 10
The Cannon Ball—Fox-trot, with Vocal Refrain, Guy Lombardo and His Royal Canadians 10
- 1452-D Washington and Lee Swing—Fox-trot, with Vocal Refrain.....Jan Garber and His Orch. 10
V. M. I. Spirit—Fox-trot, with Vocal Refrain, Jan Garber and His Orch. 10
- 1463-D Down Where the Sun Goes Down—Fox-trot, with Vocal Refrain, Ipana Troubadours (S. C. Lanin, Dir.) 10
Nagasaki—Fox-trot, with Vocal Refrain, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 1445-D Too Busy!—Fox-trot, with Vocal Refrain, Clicquot Club Eskimos (H. Reser, Dir.) 10
Beautiful Face, Have a Heart—Fox-trot, with Vocal Refrain, Clicquot Club Eskimos (H. Reser, Dir.) 10
- 1468-D Cheerio—Fox-trot, with Vocal Refrain, The Radiolites 10
One Step to Heaven—Fox-trot, with Vocal Refrain.....The Radiolites 10
- 1443-D Nothin' Doin'—Fox-trot, Donald Lindley and His Boys 10
Slidin' Around—Fox-trot, Donald Lindley and His Boys 10
- 1462-D Don't Keep Me in the Dark, Bright Eyes—Fox-trot, with Vocal Refrain, The Knickerbockers 10
Away From You—Fox-trot, with Vocal Refrain.....The Knickerbockers 10
- 1440-D Dream River—Waltz, with Vocal Refrain, Francis Craig and His Orch. 10
All Day Long—Waltz, with Vocal Refrain, Francis Craig and His Orch. 10
- VOCAL NUMBERS**
- 1471-D That's My Weakness Now—Vocal, Ukulele Ike (Cliff Edwards) 10
I Can't Give You Anything But Love (From "Blackbirds of 1928")—Vocal, Ukulele Ike (Cliff Edwards) 10
- 1455-D Wa-Da-Da (Everybody's Doin' It Now)—Vocal Trio.....Paul Whiteman's Rhythm Boys 10
That's Grandma—Vocal Trio, Paul Whiteman's Rhythm Boys 10
- 1454-D Happy Days and Lonely Nights—Vocal, Ruth Etting 10
Lonely Little Bluebird—Vocal.....Ruth Etting 10
- 1453-D Memories of France—Vocal.....Seger Ellis 10
I Still Love You—Vocal.....Seger Ellis 10
- 1466-D Don't Keep Me in the Dark, Bright Eyes—Vocal, Lee Morse and Her Blue Grass Boys 10
Be Sweet to Me—Vocal, Lee Morse and Her Blue Grass Boys 10
- 1446-D It's Lullaby Time—Parts 1 and 2—Vocal Duet.....Ford-Glenn 10
- 1449-D Dusky Stevedore—Vocal.....Roy Evans 10
Georgia's Always on My Mind—Vocal, Roy Evans 10
- 1469-D I Tore Up Your Picture When You Said Good-bye (But I've Put It Together Again)—Vocal.....Oscar Grogan 10
The Church Bells Are Ringing for Mary—Vocal.....Oscar Grogan 10
- 1470-D You Took Advantage of Me (From "Present Arms!")—Vocal Duet, Vaughn de Leath-Frank Harris 10
Do I Hear You Saying: "I Love You"? (From "Present Arms!")—Vocal Duet, Vaughn de Leath-Frank Harris 10
- 1400-D La Rosita—Vocal.....James Melton 10
When Love Comes Stealing.....James Melton 10
- 1436-D Stay Out of the South!—Vocal, Creole Crooner Lil' Ol' Home—Vocal.....Creole Crooner 10
- 1371-D Dream House—Vocal.....Charles W. Hamp 10
Masquerade—Vocal.....Charles W. Hamp 10

Edison Disc Records

- DANCE RECORDS**
- 52300 She Didn't Say "Yes"; She Didn't Say "No"; She Only Said "Maybe"—Fox-trot, with Incidental Singing, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
Two Blue Eyes—Fox-trot, with Incidental Singing, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52311 My Pet—Fox-trot, with Vocal Chorus, Tom Timothy and His Frivolity Club Orch. 10
Tell Me You're Sorry—Fox-trot, with Vocal Chorus, Tom Timothy and His Frivolity Club Orch. 10
- 52319 Deep Hollow—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
(To-morrow's To-morrow) To-day Is To-day—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52321 Tomorrow—Waltz, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
Ida! Sweet as Apple Cider—Fox-trot, Winegar's Penn. Boys 10
- 52326 Who Wouldn't Be Blue?—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
When Sweet Susie Goes Steppin' By—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52327 You're Just a Great Big Baby Doll—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10

- Piccadilly Players (M. Morris, Dir.)
Just a Little Bit o' Driftwood—Fox-trot, with Vocal Chorus, Piccadilly Players (M. Morris, Dir.) 10
- 52342 After I've Called You Sweetheart (How Can I Call You Friend)—Fox-trot, with Vocal Chorus by Happy Jack, Al Friedman and His Orch. 10
Georgie Porgie—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52343 That's My Weakness Now—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
Just Like a Melody Out of the Sky—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- INSTRUMENTAL RECORDS**
- 52313 Paddy Ryan's Favorite Irish Jig, J. Baltzell-S. C. Shultz (Two Old-Time Fiddlers) 10
Flowers of Edinburgh Hornpipe, John Baltzell (Champion Old-Time Fiddler) 10
- 52314 It Is Night (Black), Hotel Commodore Ensemble (B. Levitow, Dir.) 10
The Whistlers (Strauss)—Intermezzo, Hotel Commodore Ensemble (B. Levitow, Dir.) 10
- 52338 Because (d'Hardelot), Rollo Maitland on the Midmer-Losh Pipe Organ 10
Ave Maria (Schubert), Rollo Maitland on the Midmer-Losh Pipe Organ 10
- 52340 Soliloquy (Bloom)—Piano Solo.....Will Donaldson 10
Sapphire (Bloom)—Piano Solo.....Will Donaldson 10
- 80894 El Pano Moruno (From "Suite populaire Espagnole") (De Falla-Kochanski)—Violin Solo, with Raymond Bauman at the Piano, Carl Flesch 10
Jota (From "Suite populaire Espagnole") (De Falla-Kochanski)—Violin Solo, with Raymond Bauman at the Piano.....Carl Flesch 10
- SPECIALS**
- 52296 Maui Girl (Girl of the Island of Maui), Mid-Pacific Hawaiians (W. Kalama, Dir.) 10
Manao Healoa (Thoughts of Love), Mid-Pacific Hawaiians (W. Kalama, Dir.) 10
- 52312 We Parted by the Riverside, Ernest V. Stoneman and His Dixie Mountaineers 10
Down on the Banks of the Ohio, Ernest V. Stoneman and His Dixie Mountaineers 10
- 52315 Didn't I Tell You? (That You'd Come Back), Jack Parker-Will Donaldson 10
You Can Tell Her Anything Under the Sun (When You Get Her Under the Moon), Jack Parker-Will Donaldson 10
- 52322 My Angel (Angela Mia).....Victor Hall 10
Needing You.....Victor Hall 10
- 52323 Mamma's Grown Young, Papa's Grown Old, Jack Kaufman and the Seven Blue Babies 10
Since She Learned to Ride a Horse, Jack Kaufman and the Seven Blue Babies 10
- 52324 King Ever Glorious (From "The Crucifixion") (Stainer)—Tenor.....Charles Hart 10
My Hope Is in the Everlasting (From "The Daughter of Jairus") (Stainer)—Tenor, Charles Hart 10
- 52330 Cherie Chilly-Pom-Pom-Pee, The Radio Franks (Bessinger-Fain) 10
Come on Along With the Blue Bird, The Radio Franks (Bessinger-Fain) 10
- 52331 I Got Religion (Bibo-Wimbrow).....The Rollickers 10
Ready for the River (Kahn-Moret).....The Rollickers 10
- 52332 Love Is a Ticklish Thing.....Willard Hodgkin 10
An Ugly Gal's Got Something Hard to Beat, Willard Hodgkin 10
- 52333 Shout Hallelujah! 'Cause I'm Home (Dixon)—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare) 10
Must You Wear a Moustache? (Silver-Meskill)—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare) 10
- 52339 More Than Anybody.....Frances Sper 10
We Love It.....Frances Sper 10
- 52341 Giggling Gertie.....Vaughn de Leath (The Radio Girl) 10
Dusky Stevedore.....Vaughn de Leath (The Radio Girl) 10
- 52344 That's Just My Way of Forgetting You—Joe De Nat at the Piano, Eleanor Blake (The Beaux Arts Girl) 10
The Man I Love (Gershwin-Gershwins)—Ken Christie at the Piano.....Janet Hall 10
- 52345 My Pet—Novelty, Singing and Saxophone, Frank Wallace and His Uke 10
Gotta Big Date With a Little Girl—Novelty, Singing and Saxophone, Frank Wallace and His Uke 10
- GENERAL GROUP—GERMAN RECORDS**
- 57030 Myrthen Blatter (Myrtle Leaves) (Bernen)—Walzer; Male Voices, with John F. Burckhardt at the Piano.....Manhattan Quartet 10
Katzen (Werth)—Serenade; Male Voices, with John F. Burckhardt at the Piano, Manhattan Quartet 10
- 57031 Ein kleines Malheur (A Little Mishap) (Franz Wildt, Op. 127)—Mannerstimmen in deutsch; Male Voices in German, Arion Male Chorus (Georg Friedgen, Dir.) 10
Das Dorfgeheimnis (Hans und Liese) (The Village Secret) (Otto Wellmann, Op. 254, No. 1)—Mannerstimmen in deutsch; Male Voices in German, Arion Male Chorus (Georg Friedgen, Dir.) 10
- 57032 Mutter-Segen (A Mother's Blessing) (A. Opladen, Op. 18)—Mannerstimmen in deutsch; Male Voices in German, Arion Male Chorus (Georg Friedgen, Dir.) 10
Mein Blumelein (My Flowerette) (A. Behle)—Mannerstimmen in deutsch; Male Voices in German, Arion Male Chorus (Georg Friedgen, Dir.) 10

Edison Blue Amberol Records

- 5521 Scotch Reel, J. Baltzell-S. C. Shultz (Two Old-Time Fiddlers) 10
- 5523 Hello, Montreal, Arthur Fields and His Assassins 10
- 5528 All Go Hungry Hash House, Ernest V. Stoneman and His Dixie Mountaineers 10
- 5530 Careless Love, Ernest V. Stoneman and His Dixie Mountaineers 10
- 5536 He Was Nailed to the Cross, Ernest V. Stoneman and His Dixie Mountaineers 10
- 5540 The Empty Cradle.....Vernon Dalhart and Company 10
- 5543 Honolulu Sweetheart of Mine, Aloha-Land Serenaders 10
- 5544 Soliloquy—Piano Solo.....Will Donaldson 10
- 5545 The Unlucky Road to Washington, Will Donaldson 10

THE LATEST RECORD BULLETINS—(Continued from page 124)

Ernest V. Stoneman and His Dixie Mountaineers
5546 Laugh, Clown, Laugh
5549 After I've Called You Sweetheart (How Can I Call You Friend)
5550 She's a Great, Great Girl—Fox-trot, Arthur Fields and His Assassinateors
5552 To-morrow—Waltz, with Vocal Chorus, B.A.Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5553 Mamma's Grown Young, Papa's Grown Old, Jack Kaufman and the Seven Blue Babies
5554 Ramona—Waltz, with Vocal Chorus, The Florida Four

Brunswick Records

LIST FOR SEPTEMBER 6

248 Blue Yodel (Rodgers)—Vocal, with Yodel and Guitar
249 Blue Yodel, No. 2 (Rodgers)—Vocal, with Yodel and Guitar
3933 Sergt. Jock McPhee (MacFarlane)—Tenor, with Orch.
3970 Dream House (Cowan-Foxe)—Fox-trot, with Vocal Chorus
3987 Yellow Dog Blues (Handy)—Fox-trot, Duke Ellington and His Orch.
3988 Ginger Bread Brigade (De Leath)—Comedienne, with Orch.
15181 The School of the Fauns (From the Ballet "Cydalise and the Satyr") (Pierre)—Symphony Orch.

LIST FOR SEPTEMBER 13

240 Willie, the Weeper (Rymal-Melrose-Bloom)—Voice and Ukulele, Marc Williams (The Cowboy Crooner)
250 The Bluefield Murder, Roy Harvey and the North Carolina Ramblers
3981 Dream House (Foxe-Cowan)—Vocal with Ukulele and Guitars, The Yale Trio (of Yale University)
3989 Imagination (Livingston)—Fox-trot, Red Nichols and His Five Pennies
3990 Missouri Squabble (Hayton-Holst-Kretzmer)—Fox-trot, Carroll Dickerson's Savoy Orch.
3991 Goodbye My Lover, Goodbye—Male Voices, with Orch., Kanawha Singers
20066 Alexander's Ragtime Band (Berlin)—With Vocal Duet, Vincent Lopez and His Casa Lopez Orch.

LIST FOR SEPTEMBER 15

41065 Evening Star (Help Me Find My Man) (Turk-Ahlert)—Fox-trot, with Vocal Refrain, Dorsey Brothers and Their Orch.
41066 Happy Go Lucky Lane (Lewis-Young-Meyer)—Fox-trot, with Vocal Refrain, Harry Reser's Jazz Pilots
41067 Little Log Cabin of Dreams (Hanley-Dowling)—Vocal, with Orch., Noel Taylor
41068 On the Beach at Waikiki—Singing, with Hawaiian Guitars, Kalama's Quartet
45233 The Great Judgment Morning—Vocal, with Piano, Friendship Quartet
45234 The Mansion of Aching Hearts (Lamb-Von Tilzer)—Vocal, with Guitar and Violins, Andrew Jenkins

Okeh Records

LIST FOR JULY 25

41065 Evening Star (Help Me Find My Man) (Turk-Ahlert)—Fox-trot, with Vocal Refrain, Dorsey Brothers and Their Orch.
41066 Happy Go Lucky Lane (Lewis-Young-Meyer)—Fox-trot, with Vocal Refrain, Harry Reser's Jazz Pilots
41067 Little Log Cabin of Dreams (Hanley-Dowling)—Vocal, with Orch., Noel Taylor
41068 On the Beach at Waikiki—Singing, with Hawaiian Guitars, Kalama's Quartet

VOCAL RECORD

41067 Little Log Cabin of Dreams (Hanley-Dowling)—Vocal, with Orch., Noel Taylor
Think of Me Thinking of You (Abbott-Marvin-Wimhrow)—Vocal, with Orch., Noel Taylor

HAWAIIAN MUSIC

41068 On the Beach at Waikiki—Singing, with Hawaiian Guitars, Kalama's Quartet
Aloha Oe (Farewell to Thee) (Liliuikalani)—Singing, with Hawaiian Guitars, Kalama's Quartet

OLD-TIME TUNE RECORDS

45233 The Great Judgment Morning—Vocal, with Piano, Friendship Quartet
45234 The Mansion of Aching Hearts (Lamb-Von Tilzer)—Vocal, with Guitar and Violins, Andrew Jenkins

In the Baggage Coach Ahead (Davis)—Vocal Duet, with Guitar and Violins, Andrew Jenkins-Carson Robison

45235 Zends Waltz—Instrumental, with Vocal, Raggedy Ann's Melody Makers
Waltz Medley—Instrumental, with Vocal, Raggedy Ann's Melody Makers

RACE RECORDS

8590 Happy Blues—Vocal, with Guitar Accomp., Tom Dickson
Death Bell Blues—Vocal, with Guitar Accomp., Tom Dickson

8591 Deep Blue Sea Blues (Alexander)—Vocal, with Guitar, "Texas" Alexander
8592 Mountain City Blues (Troutt)—Fox-trot, Clarence Williams' Orch.
Lazy Mamona (Gray-Gifford)—Fox-trot, Clarence Williams' Orch.

LIST FOR AUGUST 5

DANCE MUSIC

41069 Ready for the River (Mood Indigo) (Kahn-Moret)—Fox-trot, with Vocal Refrain, The Goofus Five and Their Orch.
41070 Beloved (Kahn-Sanders)—Waltz, with Vocal Refrain by Seger Ellis, The Royal Music Makers (Joe Green, Dir.)
41071 My Baby Came Home (Fields-Newman-Gardner)—Fox-trot, Red McKenzie and His Music Box From Monday On (Barris-Crosby)—Fox-trot, Red McKenzie and His Music Box

VOCAL RECORD

41072 Just Like a Melody Out of the Sky (Donaldson)—Vocal, with Orch., Lillian Morton
Evening Star (Help Me Find My Man) (Turk-Ahlert)—Vocal, with Orch., Lillian Morton

INSTRUMENTAL RECORD

41073 Serenata (Bloom)—Piano Solo, Ruhe Bloom
That Futuristic Rag (Bloom)—Piano Solo, Ruhe Bloom

OLD-TIME TUNE RECORDS

45236 Bill Wishes He Was Single Again—Vocal, with Instrumental, Bill Chitwood and His Georgia Mountaineers
45237 Old Folks Get in Bed—Instrumental, with Vocal Refrain, Ford-Grace
45238 Why Don't You?—Male Quartet, with Organ, Simmons Sacred Singers

RACE RECORDS

8593 Empty Bed Blues—Part 1 (Johnson)—Vocal, with Piano and Cornet, Elizabeth Johnson
8594 I Am a Pilgrim—Jubilee, Silver Leaf Quartet
8595 Lame Duck Blues (Williams)—Instrumental, Three Blues Chasers
Nothin' But Blues (Roberts)—Instrumental, Three Blues Chasers

EUROPEAN RECORDINGS

3228 Merry Widow Waltz (Lehar)—Orchestra, Dajos Bela and His Orch.
Wiener Blut (Strauss)—Orchestra, Dajos Bela and His Orch.
5146 Hungarian Rhapsody No. 2, Parts 1 and 2 (Liszt)—Symphony Orchestra, Dr. Weissmann and the Orchestra of the State Opera House, Berlin

LIST FOR AUGUST 15

DANCE MUSIC

41074 Sweetheart Lane (Herscher-Rockwell-Hays)—Waltz, with Vocal Refrain, Billy Hays and His Orch.
41075 Come Back Chiquita (Gilbert-Wayne)—Waltz, with Vocal Trio, Southern Melody Artists
41076 The Man From the South (Bloom)—Fox-trot, with Vocal Refrain, Joe Venuti's Blue Four
41078 West End Blues (Oliver)—Fox-trot, Louis Armstrong and His Hot Five

VOCAL RECORDS

41077 I Can't Give You Anything But Love (Fields-McHugh)—Vocal, with Orch., Seger Ellis
Don't Keep Me in the Dark, Bright Eyes (Bryan-Wendling)—Vocal, with Orch., Seger Ellis

OLD-TIME TUNE RECORDS

45239 My Isle of Golden Dreams (Blaufuss)—Instrumental, with Singing, Honolulu Strollers
45240 Love's Old Sweet Song (Molloy)—Vocal, with Instrumental Accomp., Zack-Glenn
45241 Drowsy Moonlight (Williams)—Singing, with Guitar, George White

RACE RECORDS

8596 Too Busy! (Miller-Cohn)—Vocal, with Louis Armstrong and His Hot Four, Lillie Delk Christian
8597 West End Blues (Oliver)—Fox-trot, Louis Armstrong and His Hot Five
8598 Been Some Changes Made (Since You've Been Gone) (Razaf-Johnson)—Vocal Duet, with Piano, Butterbeans-Susie

Banner Records

DANCE RECORDS

7158 Who Wouldn't Be Blue—Fox-trot, Ernie Golden and His Orch.
7159 If You Don't Love Me—Fox-trot, Fred Rich's Dance Orch.

My Window of Dreams—Waltz, Adrian Schubert's Salon Orch.
7160 That's My Weakness Now—Fox-trot, Ernie Golden and His Orch.
7161 Two Lips to Kiss My Cares Away—Fox-trot, Sam Lanin's Dance Orch.

7162 Don't Cry, Baby—Fox-trot, Lou Gold and His Orch.
7163 You're a Real Sweetheart—Fox-trot, Sam Lanin's Dance Orch.

7164 The Sweetheart of Sigma Chi—Waltz, Fred Rich's Dance Orch.
7165 Blue Grass—Fox-trot, Lou Gold and His Orch.
7166 'Cause I Feel Low Down—Fox-trot, Fred Rich's Dance Orch.

7167 Sorry for Me—Fox-trot, Sam Lanin's Dance Orch.
7168 That's Just My Way of Forgetting You—Fox-trot, Ernie Golden and His Orch.

7169 Bluefoot—Fox-trot, Joe Candullo and His Orch.
7170 Chiquita—Waltz, Adrian Schubert's Salon Orch.

7171 Just a Little Way Away From Home—Fox-trot, Sam Lanin's Dance Orch.
7172 That's My Weakness Now—Vocal and Instrumental Quartet, Hollywood Harmony Four

7173 My Pet—Vocal and Instrumental Quartet, Hollywood Harmony Four
7174 Oh! You Have No Idea—Baritone Solo, with Orch., Jack Kaufman

7175 In My Bouquet of Memories—Baritone Solo, with Orch., Ralph Haines
7176 I Tore Up Your Picture—Tenor Solo, with Orch., George Beaver

7177 The Ventriloquist and His Dummy—Part 1, Phil and Jerry
7178 Memories of the South—Part 1—Tenor Banjo Solo, with Piano Accomp., Roy Smeek

7179 Way Out on the Mountain—Voice, with Guitar, Frankie Wallace and His Guitar
7180 Blue Yodel No. 1—Voice, with Guitar, Frankie Wallace and His Guitar

7181 There's a Whippoorwill a'Calling—Male Duet, Carson J. Robinson-Francis Luther
7182 Indian Love Call—Fox-trot, Hollywood Dance Orch.

7183 Memories of France—Tenor Solo, with Orch., Charles Dickson
7184 My Last Waltz With You—Tenor Solo, with Orch., Charles Dickson

7185 Memories of the South—Part 2—Tenor Banjo Solo, with Piano Accomp., Roy Smeek

7186 In the Jail House Now—Voice, with Guitar, Frankie Wallace and His Guitar

7187 A Mother's Plea—Tenor Solo, with Novelty Accomp., Francis Luther

Harmony Records

DANCE SELECTIONS

684-H Too Busy!—Fox-trot, with Vocal Chorus by Jim Andrews, Ernie Golden and His Orch.
682-H Two Lips (To Kiss My Cares Away)—Fox-trot, with Vocal Chorus by Frank Bessinger, Lou Gold and His Orch.

680-H Don't Cry, Baby (Cry Baby Don't Cry)—Fox-trot, with Vocal Chorus by Jim Andrews, Chuck Campbell and His Orch.
679-H If You Don't Love Me—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians

673-H Memories of France—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch.
680-H Don't Cry, Baby (Cry Baby Don't Cry)—Fox-trot, with Vocal Chorus by Jim Andrews, Chuck Campbell and His Orch.

681-H Dream House—Fox-trot, with Vocal Chorus by Robert Wood, Musical Comedy Orch.
678-H Somebody Sweet Is Sweet on Me—Fox-trot, with Vocal Chorus by Arthur Fields, Arthur Ross and His Westerners

680-H Don't Cry, Baby (Cry Baby Don't Cry)—Fox-trot, with Vocal Chorus by Jim Andrews, Chuck Campbell and His Orch.
679-H If You Don't Love Me—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians

680-H Don't Cry, Baby (Cry Baby Don't Cry)—Fox-trot, with Vocal Chorus by Jim Andrews, Chuck Campbell and His Orch.
679-H If You Don't Love Me—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians

681-H Dream House—Fox-trot, with Vocal Chorus by Robert Wood, Musical Comedy Orch.
678-H Somebody Sweet Is Sweet on Me—Fox-trot, with Vocal Chorus by Arthur Fields, Arthur Ross and His Westerners

680-H Don't Cry, Baby (Cry Baby Don't Cry)—Fox-trot, with Vocal Chorus by Jim Andrews, Chuck Campbell and His Orch.
679-H If You Don't Love Me—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians

681-H Dream House—Fox-trot, with Vocal Chorus by Robert Wood, Musical Comedy Orch.
678-H Somebody Sweet Is Sweet on Me—Fox-trot, with Vocal Chorus by Arthur Fields, Arthur Ross and His Westerners

(Continued on page 126)

THE LATEST RECORD BULLETINS—(Continued from page 125)

- Down Where the Sun Goes Down—Fox-trot, with Vocal Chorus by Arthur Fields, Arthur Ross and His Westerners 10
 687-H When You're Smiling (The Whole World Smiles With You)—Fox-trot, with Vocal Chorus by Jim Andrews, Arthur Ross and His Westerners 10
 Don't Keep Me in the Dark, Bright Eyes—Fox-trot, with Incidental Singing by Jim Andrews, Andy Sannella and His All Star Trio 10
 689-H Jeannine I Dream of "Lilac Time"—Waltz with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10
 Anita—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10
 693-H I'm Walking Between the Raindrops—Fox-trot, with Vocal Chorus by Dick Burnett, The Harmonians 10
 When Eliza Rolls Her Eyes—Fox-trot, with Vocal Chorus by Lester Cortes, Jerome Conrad and His Orch. 10
 686-H I'm on the Crest of a Wave (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Robert Wood, Musical Comedy Orch. 10
 Pickin' Cotton (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Robert Wood, Musical Comedy Orch. 10
 692-H What D'Ya Say? (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Robert Wood, Musical Comedy Orch. 10
 It Was the Dawn of Love—Fox-trot, with Vocal Chorus by Tom Frawley, The Astorites 10
 694-H Mississippi Mud—Fox-trot, with Vocal Chorus by Lester Cortes, Jerome Conrad and His Orch. 10
 Sweet Ella May—Fox-trot, with Vocal Chorus by Dick Burnett, The Harmonians 10
 690-H Blue Grass—Fox-trot, with Vocal Chorus by Tom Frawley, The Astorites 10
 Dusky Stevedore—Fox-trot, with Vocal Chorus by Jerry White, Golden Gate Orch. 10
- VOCAL SELECTIONS**
 675-H Laugh! Clown! Laugh!—Vocal, Irving Kaufman 10
 Blue Over You—Vocal, Irving Kaufman 10
 683-H Just Like a Melody Out of the Sky—Vocal, Paul Small 10
 If You Don't Love Me—Vocal, Paul Small 10
 674-H Old Pals Are the Best Pals After All—Vocal, The Melody Man (Joe Davis and His Piano) 10
 Think of Me Thinking of You—Vocal, The Melody Man (Joe Davis and His Piano) 10
 691-H Chiquita—Vocal, Paul Small 10
 Jeannine I Dream of "Lilac Time"—Vocal, Paul Small 10
 685-H Floral Wreaths—Vocal, Mack Allen 10
 A Choir Boy Sings All Alone To-night—Vocal, Mack Allen 10
 676-H Oh! You Have No Idea—Vocal, Happy Martin 10
 That Brand New Model of Mine—Vocal, Happy Martin 10
- COMEDY SKETCHES**
 677-H Elder Jackson's Sermon—Parts 1 and 2—Comedy Sketches, Ed. McConnell 10
- CLARINET SELECTIONS**
 688-H Nameless Blues—Clarinet Solo, Bob Fuller 110
 Ridiculous Blues—Clarinet Solo, Bob Fuller 10

Domino Records

- DANCE RECORDS**
 4166 That's My Weakness Now—Fox-trot, Ernie Golden and His Orch.
 Who Wouldn't Be Blue?—Fox-trot, Ernie Golden and His Orch.
 4167 Sluefoot—Fox-trot, Joe Candullo and His Orch.
 Deep Hollow—Fox-trot, Joe Candullo and His Orch.
 4168 The Sweetheart of Sigma Chi—Waltz, Fred Rich's Dance Orch.
 Dream River—Waltz, Nathan Glantz and His Orch.
 4169 Don't Cry, Baby—Fox-trot, Lou Gold and His Orch.
 The Dance of the Blue Danube—Fox-trot, Lou Gold and His Orch.
 4170 Blue Grass—Fox-trot, Lou Gold and His Orch.
 'Cause I Feel Low-Down—Fox-trot, Fred Rich's Dance Orch.
 4171 That's Just My Way of Forgetting You—Fox-trot, Ernie Golden and His Orch.
 If You Don't Love Me—Fox-trot, Fred Rich's Dance Orch.
 4172 Chiquita—Waltz, Adrian Schubert's Salon Orch.
 My Window of Dreams—Waltz, Adrian Schubert's Salon Orch.
 4173 You're a Real Sweetheart—Fox-trot, Sam Lanin's Dance Orch.
 When You're Smiling—Fox-trot, Sam Lanin's Dance Orch.
 4174 Two Lips to Kiss My Cares Away—Fox-trot, Sam Lanin's Dance Orch.
 Just a Little Bit of Driftwood—Fox-trot, The Rounders
- VOCAL RECORDS**
 4175 I Tore Up Your Picture—Tenor Solo, with Orch. Accomp., Irving Kaufman
 In My Bouquet of Memories—Baritone Solo, with Orch. Accomp., Rodman Lewis
 4176 That's My Weakness Now—Vocal and Instrumental Quartet, Eddie Lewis and His Tropical Serenaders
 My Pet—Vocal and Instrumental Quartet, Eddie Lewis and His Tropical Serenaders
 4177 Memories of France—Tenor Solo, with Orch. Accomp., Irving Kaufman
 There's Something About the Name of Mary—Baritone Solo, with Orch. Accomp., Rodman Lewis
- NOVELTY RECORDS**
 0251 Blue Yodel No. 1—Voice, with Guitar, Frankie Wallace and His Guitar
 Way Out on the Mountain—Voice, with Guitar, Frankie Wallace and His Guitar
 0252 Hawaiian Blue Skies—Steel Guitar Solo, Roy Smeck
 Forget Me Not, My Hawaiian Rose—Steel Guitar Solo, Roy Smeck
 0253 Ben Dewberry's Final Run—Voice, with Guitar, Frankie Wallace and His Guitar
 In the Jail House Now—Voice, with Guitar, Frankie Wallace and His Guitar
 0254 Steamboat (Keep Rockin')—Male Duet, with

Novelty Accomp.,
 Carson J. Robinson-Francis Luther
 There's a Whippoorwill a'Calling—Male Duet,
 Carson J. Robinson-Francis Luther

Regal Records

- DANCE RECORDS**
 8593 That's My Weakness Now—Fox-trot, Ernie Golden and His Orch.
 Who Wouldn't Be Blue?—Fox-trot, Ernie Golden and His Orch.
 8594 Don't Cry Baby—Fox-trot, Lou Gold and His Orch.
 The Dance of the Blue Danube—Fox-trot, Lou Gold and His Orch.
 8595 Sluefoot—Fox-trot, Joe Candullo and His Orch.
 Deep Hollow—Fox-trot, Joe Candullo and His Orch.
 8596 Blue Grass—Fox-trot, Lou Gold and His Orch.
 'Cause I Feel Low-Down—Fox-trot, Fred Rich's Dance Orch.
 8597 The Sweetheart of Sigma Chi—Waltz, Fred Rich's Dance Orch.
 Dream River—Waltz, Nathan Glantz and His Orch.
 8598 You're a Real Sweetheart—Fox-trot, Sam Lanin's Dance Orch.
 When You're Smiling—Fox-trot, Sam Lanin's Dance Orch.
 8599 That's Just My Way of Forgetting You—Fox-trot, Ernie Golden and His Orch.
 If You Don't Love Me—Fox-trot, Fred Rich's Dance Orch.
 8600 Two Lips to Kiss My Cares Away—Fox-trot, Sam Lanin's Dance Orch.
 Just a Little Bit of Driftwood—Fox-trot, The Rounders
 8601 Chiquita—Waltz, Adrian Schubert's Salon Orch.
 My Window of Dreams—Waltz, Adrian Schubert's Salon Orch.
- VOCAL RECORDS**
 8602 That's My Weakness Now—Vocal and Instrumental Quartet, Eddie Lewis and His Tropical Serenaders
 My Pet—Vocal and Instrumental Quartet, Eddie Lewis and His Tropical Serenaders
 8603 I Tore Up Your Picture—Tenor Solo, with Orch. Accomp., Irving Kaufman
 In My Bouquet of Memories—Baritone Solo, with Orch. Accomp., Rodman Lewis
 8608 Memories of France—Tenor Solo, with Orch. Accomp., Irving Kaufman
 There's Something About the Name of Mary—Baritone Solo, with Orch. Accomp., Rodman Lewis
- NOVELTY RECORDS**
 8604 Blue Yodel No. 1—Voice, with Guitar, Frankie Wallace and His Guitar
 Way Out on the Mountain—Voice, with Guitar, Frankie Wallace and His Guitar
 8605 Ben Dewberry's Final Run—Voice, with Guitar, Frankie Wallace and His Guitar
 In the Jail House Now—Voice, with Guitar, Frankie Wallace and His Guitar
 8606 Steamboat (Keep Rockin')—Male Duet, with Novelty Accomp., Carson J. Robinson-Francis Luther
 There's a Whippoorwill a'Calling—Male Duet, Carson J. Robinson-Francis Luther
 8607 Hawaiian Blue Skies—Steel Guitar Solo, Roy Smeck
 Forget Me Not, My Hawaiian Rose—Steel Guitar Solo, Roy Smeck

Vocalion Records

- POPULAR VOCAL AND INSTRUMENTAL**
 15698 Just Like a Melody Out of the Sky (Donaldson)—Tenor, with Orch., Harold "Scrappy" Lambert
 I Tore Up Your Picture When You Said Good-bye (But I've Put It Together Again) (Morse-Donnelly)—Tenor, with Orch., Harold "Scrappy" Lambert
 15699 Was It a Dream? (Coslow-Spier-Britt)—Tenor, with Orch., Dick Powell
 Last Night I Dreamed You Kissed Me (Kahn-Lombardo)—Tenor, with Orch., Dick Powell
 15700 If You Don't Love Me (Yellen-Ager)—Tenor, with Orch., Dick Powell
 Rosette (Lombardo-Newman)—Tenor, with Orch., Dick Powell
 15702 Just Like a Melody Out of the Sky (Donaldson)—Fox-trot, with Vocal Chorus, Charlie Davis and His Orch.
 You're a Real Sweetheart (Berlin-Friend)—Fox-trot, with Vocal Chorus by Dick Powell, Charlie Davis and His Orch.
 15703 Dry Martini (Pettis-Goering)—Fox-trot, Jack Pettis and His Pets
 Hot Heels, (Pettis-Goering)—Fox-trot, Jack Pettis and His Pets
 15705 Clarinetitis (Goodman)—Clarinet Solo, with Piano and Drum, Benny Goodman
 That's a Plenty—Clarinet Solo, with Piano and Drum, Benny Goodman
 15706 Lona Lu (Herscher)—Hawaiian Instrumental, with Vocal Chorus by Rudy Vallee, Franchini's Serenaders
 Isle of Moonlit Sky (Schoo)—Hawaiian Instrumental, with Vocal Chorus by Rudy Vallee, Franchini's Serenaders
- RACE RECORDS**
 1176 What's the Use of Being Alone (Bradford)—Fox-trot, Johnny Dunn's Original Jazz Hounds
 Original Bugle Blues (Bradford)—Blues Fox-trot, Johnny Dunn's Original Jazz Hounds
 1186 Sixth Street Moan (Cole-Jones)—Voice, with Harmonica and Guitar, Kid Cole
 Hey Hey Mama Blues (Cole)—Voice, with Harmonica and Guitar, Kid Cole
 1188 Ready for the River (Kahn-Moret)—Fox-trot, with Vocal Chorus, Jimmy Noones' Apex Club Orch.
 Forevermore (Gathel-Burnett)—Fox-trot, with Vocal Chorus, Jimmy Noones' Apex Club Orch.
 1189 Tin Roof Blues, King Oliver and His Dixie Syncopators (New Orleans Rhythm Kings)
 West End Blues (Oliver), King Oliver and His Dixie Syncopators (New Orleans Rhythm Kings)
 1191 My Own Lonesome Blues (Carr)—Vocal with Piano and Guitar, Leroy Carr
 How Long—How Long Blues (Carr)—Vocal, with Piano and Guitar, Leroy Carr

- 1193 You're Going to Leave the Old Home, Jim!—Vocal, with Guitar, Lulu Jackson
 Careless Love Blues—Vocal, with Guitar, Lulu Jackson

SACRED RECORDS

- 1195 Lord Keep Me With a Mind—Sermon, with Singing, Rev. D. C. Rice and Congregation
 Leaving All to Follow Jesus—Sermon, with Singing, Rev. D. C. Rice and Congregation
 15676 The Beautiful Garden of Prayer—Gospel Singer, with Piano, Floyd Jones
 He Ransomed Me (Johnstone-Henderson)—Gospel Singer, with Piano, Floyd Jones
- MEXICAN**
 8134 Sendero de Amor (Path of Love) L. y C. Espinosa de los Monteros—Vals, con Guitarras Hawaianas, Miami Marimba Band
 En Tus Brazos (In Your Arms) (Wagner-McNamee-Green)—Vals, Miami Marimba Band
 8144 Ramona (Wayne)—Tenor, con Orquesta, Tipica, Jose Moriche
 Porque Me Has Besado Tu (Because You Kissed Me) (Bodet-Manjarrez)—Waltz, Tenor, con Orquesta, Tipica, Jose Moriche
 8145 El Pial (Valle)—Vocal Duet, with Orch., Cuadro Mexico
 Chula de mi Vida (Valle)—Vocal Duet, with Orch., Cuadro Mexico
 8147 Dolores Del Rio (Valle)—Waltz, Orquesta de Jose Reyes
 De Las Tres Que Vienen Ahi (Valle)—One-step, Orquesta de Jose Reyes

OLD SOUTHERN TUNES

- 5202 The Broken Engagement—Vocal Duet, with Guitar and Mandolin, Lester McFarland-Robert A. Gardner
 Give My Love to Nell, O! Jack—Vocal Duet, with Harmonica, Guitar and Mandolin, Lester McFarland-Robert A. Gardner
 5224 Down in Arkansas, Reaves' White County Ramblers
 Pope Waltz, Reaves' White County Ramblers
 5225 Where the Silvery Colorado Wends Its Way (Scoggins-Avril)—Vocal, with Guitar, Emry Arthur and the Cumberland Singers
 In the Heart of the City That Has No Heart (Allen Daly)—Vocal, with Guitar, Emry Arthur and the Cumberland Singers
 5226 I Got a Gal—With Vocal Effects, James Cole String Band
 Bill Cheatem—With Vocal Effects, James Cole String Band
 5227 The Song of the Prune (No Matter How Young a Prune May Be It's Always Full of Wrinkles)—Voice, with Guitar, Violin and Banjo, Frank Luther
 Down in De Canebreak—Voice, with Guitar, Violin, Banjo and Celeste, Frank Luther
 5229 The Little Black Train Is Coming—Tenor and Baritone, with Banjo and Guitars, Emry and Henry Arthur
 Let That Liar Alone—Tenor, with Guitar and Harmonica, Emry Arthur

Sees Return of Old-Fashioned Music Box

The old-fashioned music box is coming back, according to R. K. Kind, general manager of Thorens, Inc., New York. "About 1892, the appearance of the phonograph caused music box sales to dwindle," Mr. Kind said. "However, there seems to be a reaction at the present time because our sales of music boxes, especially the large models, are increasing and I venture to say that most music stores will again carry Swiss music boxes, those operated with a disc as well as those playing by means of a cylinder." Mr. Kind also stated that there is a rapid increase in demand for novelties which contain musical instruments.

Hawley Bros. Open New Store in Williamsport

PHILADELPHIA, PA., August 4.—Philadelphia friends and associates of the head of the firm of Hawley Bros., Williamsport, Pa., attended the recent formal opening of their newly acquired store, located at 216 W. 4th street. The head of the firm is the former traveling representative of the Brunswick Co., Hobart A. Hawley, who resigned from the Philadelphia branch, to enter business with his brother Oliver.

Continuous Program at the Pacific Radio Show

SAN FRANCISCO, CAL., August 3.—Eight broadcasting stations are joining in a program of continuous entertainment for the fifth annual Pacific Radio Show, to be held in the civic auditorium during the period of August 18 to 25. It is estimated that between 350 and 400 artists will be presented in the first attempt to provide continuous entertainment during the radio exposition.

Byrd Expedition to Use Kolster Products

Order Already Has Been Placed for Radio Compasses, Receivers, Speakers and Head Sets for Antarctic Use

An order has been placed by the Byrd Antarctic Expedition for Kolster radio compasses, broadcast receivers, speakers and head sets, it has been announced by Ellery W. Stone, president of the Kolster Radio Corp., Newark, N. J. The expedition is scheduled to sail from New York on August 15 for a year and a half of exploration around the South Pole.

"This scientific expedition of fifty-five men will be more completely equipped with radio apparatus than any band of explorers in history, and, because lives depend upon it, great care has been taken in its selection," said Mr. Stone. "It is a matter of profound satisfaction to us that Commander Byrd and his radio experts have chosen Kolster equipment. It has been selected to withstand the extreme conditions of 150-mile gales and temperature changes from 125 degrees above while crossing the equator to 50 degrees below in the Antarctic."

Adrianola Corp. Is to Make Automatics

New Milwaukee Firm, Capitalized at \$100,000, Will Manufacture Two Types of Automatic Phonographs

FOND DU LAC, Wis., August 4.—Automatic phonographs for amusement places will be manufactured here on a large scale soon, following the organization of the Adrianola Corp., a \$100,000 company.

Sylvester Adrian, inventor of the phonograph, and one of the active members of the organization, has announced that the corporation will have its manufacturing plant at 22 East Second street, with offices in Milwaukee.

Two types of machine will be made, both coin-operated. One will allow the patron to pick out any one of eight records, the other playing the records on both sides in succession. A representative of the company will be in charge of the machines in a territory and will change the records each week. A loud speaker may be attached and music furnished to many rooms at once from the one record.

Pacific Radio Chain Opens Eastern Office

The American Broadcasting Co., operating a network of Pacific Coast stations, has opened offices at 119 West Fifty-seventh street, New York City, which will be maintained in addition to the main quarters in the Lloyd building, Seattle, Wash. It is understood that a Salt Lake City station will be added in the near future to the chain, which now comprises stations in Seattle, Portland, Spokane, San Francisco and Los Angeles, linked up by Postal wires. The net work is said to reach 1,600,000 homes in an area of seventeen states. G. A. Coats has been appointed Eastern representative in association with F. C. Dahlquist, general manager.

Record Broadcasting Hook-up

Herbert Hoover's speech formally accepting the Presidential nomination of the Republican party, delivered on August 11, was heard over a network of broadcasting stations numbering over 100, the largest chain ever used in broad-

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casting; eighty-five stations of the National Broadcasting Co. and nineteen stations of the Columbia Broadcasting System, with several independent stations and a number of short-wave transmitters carried the voice of the candidate to all parts of the world.

Fine Ted Lewis Publicity

Unusually fine publicity featured the recent appearance of Ted Lewis, Columbia artist, at the New Orpheum Theatre, Los Angeles, Cal. For a week prior to his arrival and during the three weeks' period of his engagement the entrance to the playhouse carried large cut-outs of the artist, using a record twelve feet in diameter, with several smaller ones, and banners announcing the "High-Hatted Tragedian of Jazz." A Columbia-Kolster phonograph likewise played the latest Ted Lewis records afternoons and evenings in front of the theatre.

Purchases Music Store

Eugene Wilder, formerly a representative of the Robert Morton Organ Co., has purchased the Indianapolis Music Shop, Inc., at 4170 College avenue, Indianapolis, Ind. The shop carries a complete line of Victor Orthophonics, records and several of the leading makes of radio receivers.

C. E. Vaughan recently purchased the interest of W. A. White in the White Music Co., Gainesville, Ga., and is now sole owner. He will operate the store under the name of the Vaughan Music Co. and will occupy the same location at 30 West Washington street.

Garber Orchestra at Palace

Jan Garber and His Orchestra, exclusive Columbia recording artists, recently appeared as a feature act at the Palace Theatre, New York City. This ensemble is popular with college students, and a recent Columbia record release by it coupled the college airs of Washington and Lee University and the Virginia Military Institute.

To Broadcast Opera Weekly

Portions of productions of the Chicago Civic Opera are to be broadcast each week during the 1928-29 season over a network of stations. The first of the programs to be heard on October 31 will be sponsored by the Fansteel Products Co.

Emphasize Stability

Elbel Bros., South Bend, Ind., in a recent advertisement stressing the stability and permanence of its business, made known to the readers of the newspaper that during the years of its existence seventy-seven other music stores in South Bend had opened and closed.

Declare Brunswick Dividend

Directors of the Brunswick-Balke-Collender Co., Chicago, have authorized a dividend of 75 cents per share on the outstanding common stock of the company to stockholders of record at the close of business on August 5, 1928, and payable August 15, 1928.

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 G J F K W
 H J K W
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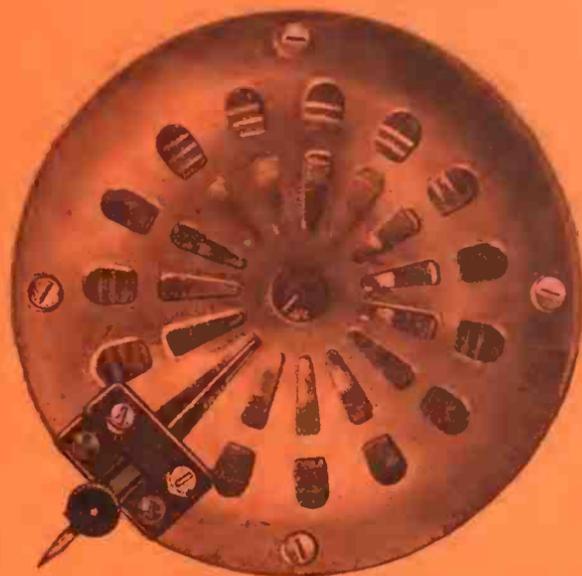


No. 12
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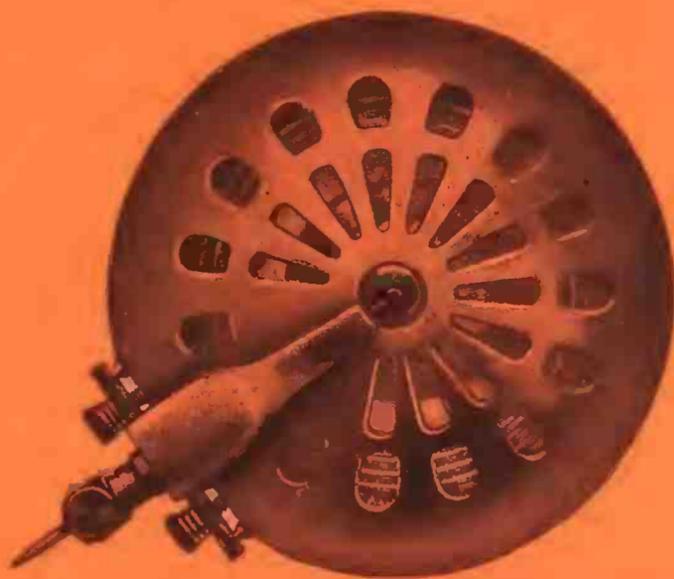
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No. 5
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OGDEN: Proudfit Sporting Goods Co., 2327 Grant Ave.

VANCOUVER, B.C., CAN.: Kent Piano Co., Ltd., 339 Hastings St., West

PHILADELPHIA: Girard Phonograph Co., Broad and Wallace Sts.

ST. LOUIS: Silverstone Music Co., 1114 Olive St.

See the 4-page insert in this issue announcing the Edison Radio and Radio-Phonograph Combinations.