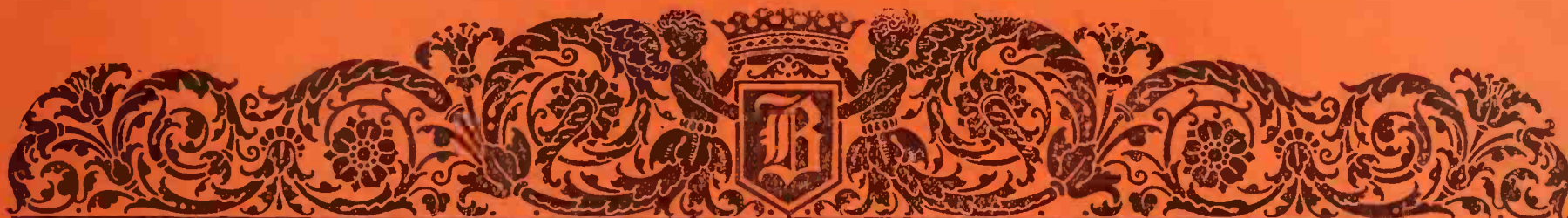


The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Avenue, New York, February 15, 1927



Showing the whole
music industry the
profit-opportunities
of a higher unit of sale

The
BRUNSWICK
PANATROPE



New Sonora Portable
No. 1 . . . new tone arm
and new reproducing
type of sound box . .
thirteen pounds light
. . . record container for
thirty selections.

New Sonora Portable. Remarkable
Volume—Rich, Deep Tones and at the
lowest price in the history of this quality
instrument—Twenty-five dollars.

The Talking Machine World

Vol. 23. No. 2

New York, February 15, 1927

Price Twenty-five Cents

Compromise Radio Bill Passed by the House and Is Presented to the Senate

Provides for National Radio Commission of Five Members to Serve for Six Years, Having Powers for the First Year of Granting and Revoking Licenses—Secretary of Commerce Given Power After First Year

As this is being written, the new bill designed to provide Federal control over radio broadcasting and to clear up the annoying situation that has existed since that matter was taken out of the hands of the Secretary of Commerce, has been passed by the House of Representatives and has gone to the Senate. It is probable that before this issue of *The World* is in the hands of its readers the measure will have been passed by the Senate and been approved by President Coolidge.

The new radio bill is a compromise between the White Bill sponsored by the House and the Dill Bill introduced in the Senate, as worked out after considerable discussion by the Conference Committee. The work progressed somewhat more rapidly than was expected, in the realization that some such legislation was imperative to prevent the broadcasting by radio reaching a state of complete chaos.

A National Radio Commission

Under the bill as passed by the House and presented to the Senate there is to be appointed a National Radio Commission of five members, each of whom shall reside in the particular zone of the five into which the country is divided, of which he will have charge. The commissioners will be appointed by the treasurer to serve six years and for one year will be given original jurisdiction in the granting, renewal, and revocation of all licenses and the making of all regulations, with the Secretary of Commerce acting in an administrative capacity. After that time the secretary will have the power of regulation except as to revocation of licenses and controversial matters.

This is a blending of the Senate demand for a commission with full power and the House idea of vesting authority in the Secretary.

The Commission will have power to classify stations, prescribe the nature of their service, assign wave bands, power and time, determine the location of stations, regulate the kind of apparatus, including the "purity and sharpness of emission," regulate interference, establish zone areas for stations, regulate chain broadcasting and hold hearings, with power to compel the production of books and documents.

During the first year the Secretary of Commerce must refer all applications for licenses or for renewal or modification of licenses to the commission. After the first year he would refer only applications in controversy.

The secretary, when he assumes control, is authorized to suspend the license of any operator for two years upon proof of failure to obey a ship captain, damaging apparatus, sending superfluous, profane or obscene language or willfully interfering with other communication.

He is to inspect all apparatus and report violations to the commission, designate call letters and "may" refer to the commission at any time any matter "the determination of which is vested" in him by the measure. Appeals from his decisions may be made to the commission, whose opinions will be final, subject only to court appeal.

May Limit Stations

Obviously framed for the control of chain broadcasting stations, the commission is authorized to make special regulations to govern any set of stations if conducive to better service.

The commission has absolute authority to limit the number of broadcasting licenses and may issue as many as necessity demands.

The clause that no one shall knowingly utter any slander or libelous communication by radio under penalty of fine not exceeding \$1,000 or one year in jail, or both, was retained.

It is provided that the license does not cover a vested right, excepting for the period of its issuance. The provision requiring a station to keep a log was modified to read that the commission may require this if it sees fit. The provision was made that the commission shall make a "fair, efficient and equitable" distribution of wave lengths rather than as set forth in the House bill that there be an equal distribution of licenses among the zones. The provision which would have given at least one wave length to each State was dropped.

"Paid for" Broadcasting

All matter broadcast by any radio station for which money is paid must be announced as "paid for" or "furnished by," but the qualifying provision which read, "and there shall be no discrimination as to charges, terms or services to advertisers" was eliminated.

The new law would take effect immediately

Sonora Co. Not Planning to Merge With Any Company

S. O. Martin, President of Company, Corrects Erroneous Impression—Outlines the Sonora Phonograph Co's Plans for This Year

S. O. Martin, president of the Sonora Phonograph Co., Inc., New York City, in response to several inquiries made recently, has announced definitely that this company has not merged and does not contemplate merging with any other manufacturing organization in the radio industry. During the past month various rumors have been circulated as to Sonora's plans for affiliation with another manufacturer, and in order to correct this erroneous impression Mr. Martin stated definitely that no such plans are contemplated.

Referring to Sonora's activities in 1927, Mr. Martin advised *The World* as follows:

"I am, of course, glad to tell you that we are in the happy situation this year of having our models in final or sample form ready well in advance relatively of recent years, and at the same time with such light inventories that present Sonora stocks should have practically disappeared in the course of normal sales, as the 1927 models gradually step into the line month by month from January to May. Five new phonograph models, with completely new sound passages secured after constant research and experimentation, will also have new external designs calculated to harmonize with these new tone results.

"In radio at least three new models of six and seven tube construction will be ready in May, none too soon to take the place of our three models of only recent manufacture. Speakers in two models are already in process, the unit for which we are bending every effort to have equal to the best, with special attention to uniformity in performance and

upon passage by Congress and approval by the President, but sixty days' grace is allowed stations before they are subject to any penalties provided for in the bill.

Five Radio Zones

Licenses for broadcasting stations are limited to three years, and licenses in other cases to five years. All licenses are supposed to be renewed after the passage of the act, but sixty days' grace is granted.

The Commissioners are "staggered" for terms of one to six years, but after one year all serving six years. They must not be financially interested in making or selling apparatus or transmitting radio. They are to receive \$10,000 the first year and \$30 for each subsequent day of service.

The five zones, from each of which a Commissioner would be appointed by the President, are:

1.—Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, District of Columbia, Porto Rico and the Virgin Islands.

2.—Pennsylvania, Virginia, West Virginia, Ohio, Michigan and Kentucky.

3.—North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas and Oklahoma.

4.—Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas and Missouri.

5.—Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California, Hawaii and Alaska.

adjustment to the varying strengths of radio amplification.

"Though our new phonograph models of 1926 sold more than 80 per cent in dollars in excess of our new models of 1925 and Sonora radio



S. O. Martin

sets in 1926 sold more than 10 per cent in dollars in excess of the Sonora radio sets of 1925, we are none the less confident that in 1927 we shall do better."

Radio Burns, Martinsburg, W. Va., recently added a complete line of talking machines.

Spasmodic sales drives followed by inaction are the main causes of the seasonal slumps in sales

Constant Promotion Is Vital Trade Necessity

By Robert L. Kent

Repeat sales and replacement business, sources of profit that are often overlooked by retail dealers

The dominant need of the retail talking machine business to-day is more efficient and effective methods of sales promotion. The industry has passed the stage when intensive merchandising campaigns can suddenly be terminated to make way for long periods of inactivity on the ground that there are natural slack seasons at certain periods of the year when it is a useless waste of money to attempt to keep business up to par.

Reason for Uneven Sales Curve

Spasmodic sales promotion is the primary cause of the uneven sales curve existing in the retail talking machine trade at the present time. The effect of business building campaigns is cumulative. Experience proves this conclusively. It is the constant hammering away throughout the entire year and the proper utilization of all the factors that make up a well-rounded sales promotion drive that bring the dealer to his objective—a volume of sales in every department of his business that insures a satisfactory profit on the investment.

Trained Salesmen to the Fore

And not the least important factor in the sales campaign is salesmanship. Of what avail to arouse the interest of the public in expensive talking machines, radio sets or musical merchandise through the medium of costly advertising, direct mail, etc., unless the dealer has a sales organization equipped to make the most of the opportunity. Competition among dealers is keen—more intense than ever before in the history of the business. There are a number of perfected lines on the market. Each has talking points not possessed by the others. There is room for all to profit if the dealers themselves cultivate the broad markets at their very doors. But they cannot profit to the maximum degree unless the salesmen have the knowledge and ability to present the fine new instruments in such a way that people who "just dropped in to see and hear the new talking machine" or other product leave the store minus the first payment on one of the instruments. In the last analysis all this means that the sales force must be trained to sell a better

and higher priced product. It means that the order taker, the mentally lazy salesman, has no place in the talking machine store. It means that every member of the retail organization, from the proprietor down to the errand boy, must be on his toes in the interest of development of the business.

Profits in Repeat Sales

There is another angle of the talking machine business to which too little attention is given; namely, repeat sales and replacement business. Each purchaser of a talking machine is a prospect at least for records and perhaps for a radio set or small musical instrument. The dealer who has been in business a year or more should have a valuable list of prospects; a list composed entirely of customers. There is a growing realization among the more progressive dealers of the value of the record department. These far-sighted men became convinced, and later experience has proved their expectations correct, that the sale of records can be made a substantial part of the business—a department ranking second to none from the standpoint of profit.

This progressive view is indicated by the prominence given to record departments in the stores and by the effort devoted to record sales promotion. One metropolitan dealer has given over the choicest part of his main floor to the record racks and demonstration booths. He is actively going after record business. It is significant that record sales at this store top the \$50,000 a year mark. He gets twelve turnovers a year on his investment in records. That is the way to make money in this or any other business.

Another reason for the dealers' awakening to the value of the record department is the fact that a record sale does not at the present time mean a transaction of a dollar or so. Practically every important record manufacturer is now making records in sets which are sold to the public in albums, so that with the music-lovers throughout the country a music library is being built up as is the library of literature, and the unit sale of an album set

brings the dealer an average price of \$10, with the certitude that the purchaser of the set of orchestral records is a likely prospect for future releases of similar recordings. It is not to be supposed that the handling of this type of record business need be confined to any one type store; the appeal of music is universal and all dealers can sell the album sets by intelligent merchandising.

Each sale of a record to the owner of a talking machine has three great advantages: First, it means a cash sale for the dealer. Second: The interest of the owner of the instrument is kept alive and thus the retailer is reasonably certain of making future sales to that individual. Third: People who buy records usually attend to the matter personally. They visit the store. This gives the merchant the opportunity of interesting each record buyer in some other product. These things all may seem trivial, and perhaps they are, but the fact remains that merchandising efficiency demands that complete advantage be taken of every possibility of increasing sales. So much for records.

Replacement Sales Add to Radio Profits

In the radio department the situation is somewhat different. The extra profit lies in sales of replacement of accessories. Batteries, fortunately, do not last forever, nor do tubes. In the course of a year the talking machine dealer can do a surprisingly large volume of business in these items. And the investment is small. Turnover should be frequent; not very difficult to accomplish when the smallness of stock and the potential demand are considered. Then, too, there is a steadily expanding market for eliminators, loud speakers of the improved types, chargers, etc., and intelligent sales effort should be richly rewarded.

Neglect of any department automatically reduces sales volume in that branch of the business. The sales promotion campaign should cover the entire stock handled. The dealer has the merchandise and the public seems to be plentifully supplied with money. Basic conditions are ripe for prosperity in the talking machine field.

Jobber's Attention!

Under Your Own Name

SELL

Popular Priced Portable Phonographs

Why not

Boost Your Own Brand

Lessen Competition

Enlarge Your Profits

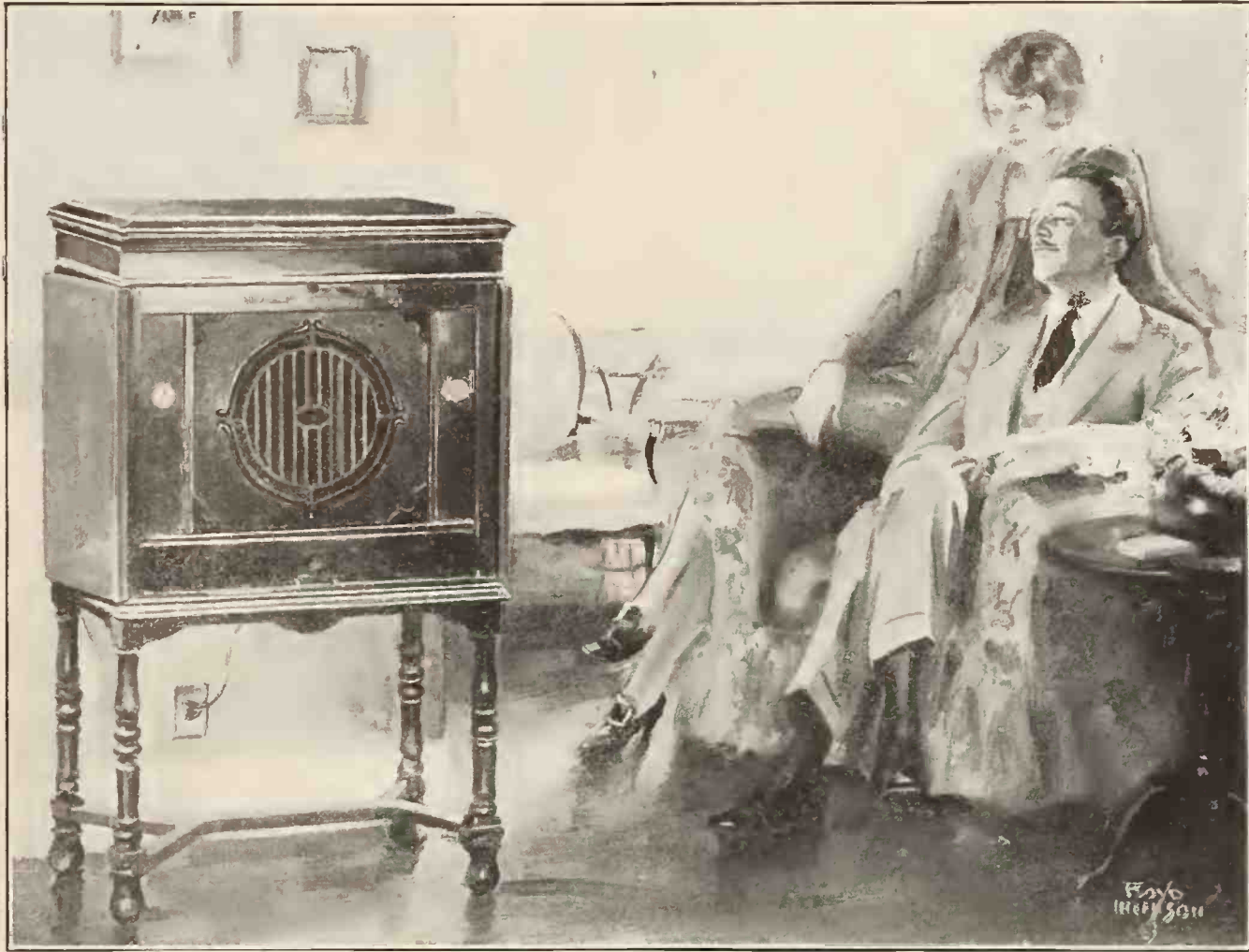
Our large Manufacturing Facilities will enable you to buy good portable phonographs at low prices. We can conform to any special requirement for colors or covering materials. Estimate your needs for 1927 and we will be pleased to quote you prices that will be interesting.

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address 64 Wooster Street, New York

A Musical Invention that has Thrilled the World



A New Brunswick Panatrope

February 19th issue of The Saturday Evening Post carries a full page in color on a new Brunswick Panatrope, Model P-13. This color advertisement will also be in March *American Magazine* and March *Good Housekeeping*

NO musical instrument has a more fascinating "sales story" than the Brunswick Panatrope. *Electrical reproduction . . . an entirely new principle . . . joint achievement of the four world leaders in acoustical and electrical science . . . no wonder the Brunswick Panatrope has taken the country by storm. Additional proof of*

Brunswick's policy of constantly improving the merchandising position of the Brunswick dealer is evidenced by this newest Panatrope model, the P-13. Here is de luxe Panatrope equipment . . . in a beautiful cabinet . . . at a popular price—\$575. Certainly no musical merchandise has greater sales appeal than this Brunswick Panatrope model.



\$575

The Brunswick Panatrope, Model P-13. Cabinet in walnut with curly maple overlays.

Brunswick
Panatropes • Phonographs • Radiolas • Records

Bell & Howell Filmophone Synchronizes Sound and Action in Movies for the Home

New Bell & Howell Product, the Filmophone, Synchronizes the Phonograph and Motion Picture and Talking Moving Pictures Are Now Possible for Home Entertainment

CHICAGO, ILL., February 7.—Musical motion pictures are now available for the home following a series of successful experiments in the combining of moving pictures with the phonograph, according to an announcement made here today by J. H. McNabb, president of the Bell & Howell Co., the well-known manufacturer of Filmo motion picture cameras and projectors in this city.

This new process synchronizes two established and successful inventions, the motion picture and the phonograph, in a new development called the Filmophone. It is now being produced solely for use with sixteen millimeter film, the popular home type of motion picture projector.

In a statement to-day by Mr. McNabb, whose personal research and activities in the motion

picture projector remains usable in the showing of pictures apart from the Filmophone."

According to Mr. McNabb, the new device operates as follows: "What appears to be an ordinary motion picture film is placed in the projector which is focused in the regular manner upon a sheet or screen. At the same time a record is placed on the phonograph. The two instruments are started together. The result is that figures on the screen not only move—they talk, sing or actually play musical instruments as the case may be. The sound, of course, comes from the record that is playing in accord with the action on the screen. Yet the realism is so startling that the first impression is uncanny. This new method is a remarkable combination of sound, light and action.

"The first production designed for use with

the Filmophone is Beethoven's 'Moonlight Sonata.' By simply placing the Filmophone picture reel on the projector and the accompanying Filmophone record on the phonograph—the action of the picture and the music become as one. The thrill experienced by the audience in the home when Beethoven takes his place thoughtfully at the piano and pours out his soul in the immortal 'Moonlight Sonata' is a startling

revelation. The blind girl, in ecstasy, stands near. The whole beautiful story is portrayed on the screen before you and at the same time it is beautifully told—and the music played—by the Filmophone record on the phonograph. Movie, music and story blend as one in a marvelous re-creation.

"The practicability of this new means of home entertainment is assured," Mr. McNabb said, "by the fact that I have incorporated Filmo



Beethoven and His Friend, the Blind Girl

Picture Plays, Inc., an organization for the express purpose of producing sixteen millimeter Filmophone films and phonograph records, and our studios and laboratories at Hollywood are already in operation, with cameramen, directors, actors, property men and location men selected and now working on early releases. This is the first and only sixteen millimeter producing company of its kind in the world."

The Filmo Picture Plays, Inc., studios and laboratories, have been established in Hollywood, Cal., by the Bell & Howell Co. for the purpose of making their own plays for regular reels, as well as Filmophone releases.

B. B. Conheim Joins Sales Staff of the Carryola Co.

B. B. Conheim, well known in the music trade for the past seven years, has joined the staff of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portables, as special sales representative. During his association with the industry Mr. Conheim has acquired an intimate familiarity with the problems of the music dealer and he is a valuable addition to the Carryola force. In accordance with the extensive plans of the Carryola organization Mr. Conheim will spend practically all of his time in the field, visiting the dealers and co-operating with them in every possible way in the stimulation of Carryola sales. He is admirably qualified for his new work and the results of his activities are very gratifying.

W. C. Fuhri on Two-Week Trip Throughout Southwest

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., is at present away from his desk on an important two weeks' trip through the Southwest. Mr. Fuhri's reports from the cities that he has already visited indicate a general confidence in the business outlook among Columbia dealers that is very encouraging. January Columbia sales were excellent, with branch managers reporting increasing demand for Columbia records as well as for the Masterworks Series.

W. K. Badger in New Post

CLEVELAND, O., February 7.—Walter K. Badger, for the past three years sales manager of the WorkRite Mfg. Co., of this city, has been appointed sales representative for the Stromberg-Carlson Telephone Mfg. Co. in the Cleveland and Toledo districts. Mr. Badger brings to his new activities a thorough knowledge of radio and phonograph merchandising.



Filmophone Reel View of Beethoven's "Moonlight Sonata"

picture world are largely responsible for this new development, he stated:

"After months of experimental work we have now produced a successful method of combining sound and light for the home motion picture audience. An important and interesting feature of this new method is that the phonograph still retains all of its qualities of sound reproduction and can be used entirely apart from the Filmophone, and, likewise, that the motion pic-

**Why
BIRNBACH
PRODUCTS
Sell!**

because---

They Are Quality Products

Easy for the Dealer to Handle

Attractively Packaged

Nationally Advertised

and

Accepted as the Best by the Radio Trade

Protect your set!

BIRNBACH·BATTERY·CABLE

Simplifies the connecting of Radio Batteries
SEPARATE COLORED WIRES

5 Conductor Cable with Soldered Terminals 50¢

Also made in 6-7-8 WIRE CABLES for the NEW POWER TUBES

Improve your reception

by placing Your Loud Speaker any distance from your Receiver

**BIRNBACH
20ft. Extension Cord with Connector** \$1.00

And 30-40-50-100 foot units Write for Catalog

BIRNBACH RADIO CO.
370 SEVENTH AVE. NEW YORK CITY

More Sales for Brunswick

"Light-Ray" Electrical Records

USE all holidays, birthdays, anniversaries, and other special occasions to push record sales. A Brunswick color advertisement in February 12th *Liberty Magazine* suggests "Light-Ray" Electrical Records as Valentine favors. Such ideas as this can be profitably used by every Brunswick dealer. A record tie-up with every special event and holiday, the urging of records as birthday and anniversary gifts, will give added impetus to your record business. Remember, Brunswick's "Light-Ray" electrical recording method (music by photography) is NEWS which is constantly attracting more phonograph owners to renewed interest in recorded music.



"Send a Brunswick 'Light-Ray' Record as Your Valentine" — a suggestion offered *Liberty* readers by Brunswick in the February 12th issue.

Some Outstanding Brunswick Records of the Month

"When You're Lonely" . . . "Because I Love You" — sung by Nick Lucas, "The Crooning Troubadour." 3367

"Deed I Do" . . . "Hello, Swanee, Hello" — vocal duets with piano. Macy & Smalle, "The Radio Aces." 3398

"Half a Moon" . . . "The Little White House" — fox trots with vocal chorus. Ben Bernie and His Hotel Roosevelt Orchestra. 3396

"Muddy Water" . . . "Hello, Swanee, Hello" — fox trots with vocal chorus. Ben Bernie and His Hotel Roosevelt Orchestra. 3414

"I Love the Moonlight" — fox trot with vocal chorus. . . . "Song of Shanghai" — fox trot. Jack Denny and His Orchestra. 3400

"1812" Overture — Parts I and II (Tschaikowsky). Cleveland Symphony Orchestra, Nikolai Sokoloff, Conductor. 50090

Brunswick
Panatropes • Phonographs • Radiolas • Records

Instalment Plan Sound, National Survey Shows

Business, Industry and Banking Interests of Larger Cities Call Instalment Selling "Economically Sound" in Questionnaire

Instalment selling is economically sound, according to bankers, business men and industrial leaders in the principal cities throughout the country, who answered a questionnaire sent out by the Portland Oregonian, a newspaper of Portland, Ore., that has just completed a six-months' survey of instalment buying. Questionnaires were sent to bankers in every city with a population in excess of 50,000 for distribution to fourteen diversified businesses as well as to leaders in industry and economics. Instalment selling, the replies to the questionnaires indicated, directly or indirectly increased production and made for general business prosperity, and increased buying during the Summer months.

These facts are of especial interest to the talking machine trade, which is almost entirely an instalment business. It is interesting to note in connection with the sales of talking machines on the instalment plan that in the two years of 1924 and 1925 there was a gain of 5 per cent in outstanding on instruments sold on a time basis. In 1925 instalment sales totaled \$174,000,000, instalment paper amounted to \$134,000,000 and the average outstanding was \$84,000,000.

New Victor Sound Box for Old Style Victrolas

Victor Talking Machine Co. Marketing Sound Box Designed to Provide Improved Reproduction of New Recordings

In order that owners of the old type Victrolas can secure better reproduction of the new electrically recorded records the Victor Talk-

ing Machine Co. has placed on the market a new improved sound box, known as No. 4, which is balanced with the amplifying system of the old type Victrolas. The No. 4 sound box is produced in nickel and gold-plated finishes.

In a message to the trade, Roy A. Forbes, manager of sales and merchandise of the Victor Co., said in part:

"The No. 4 sound box does not give Orthophonic results on the old type instrument, for the new Orthophonic Victrola is far more than just an improved sound box—but it does provide better reproduction of the new Orthophonic Victor records when played on the old type instrument, and will even reproduce the mechanical record more satisfactorily than any other type of reproducer because it is balanced with the amplifying system of the former Victrolas.

"Sell the No. 4 sound box to the thousands of homes in which there are 'silent' Victrolas of former types, which are ready to respond to an appeal of a new type Victor sound box through which the new records can be enjoyed in a new and better way—at slight cost.

"It is to your interest to reach this large market, which is literally at your very door step, and reach it quickly. It is the key to unlimited record sales through the entrance-way afforded by the new sound box."

Magnavox Co. Secures Space for a New Plant

Manufacturer of Radio Products, Oakland, Cal., in Line With Expansion Plan, Buys Western Aluminum Co. Plant for Factory Site

F. M. Steers, president of the Magnavox Co., of Oakland, Cal., manufacturer of Magnavox radio products, announces that the company has, as part of its rapid expansion, taken over the old established Western Aluminum Mfg. Co., of Emeryville.

The aluminum plant adjoins the vacant property recently purchased by the Magnavox Co., in Emeryville, and on which it will build a large new factory to accommodate its growing volume of radio and electrical specialty products business. This will give Magnavox two large and modern plants which are urgently needed.

The new acquisition gives the Magnavox Co.

over four acres in the heart of the Emeryville industrial district. The property is bounded by Forty-fifth street, Horton, Park and Holden avenues and has excellent spur track facilities, eliminating any problems of shipping.

Oklahoma Talking Machine Co. Joins With Swann Co.

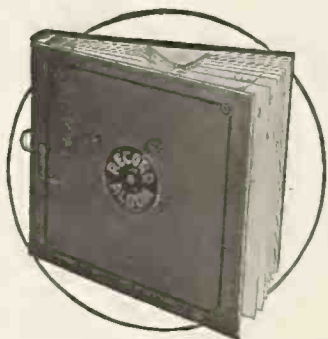
Following the Absorption of Sanger Bros., Two Prominent Southwest Wholesalers Join Forces—To Be Known as T. E. Swann Co.

OKLAHOMA CITY, OKLA., February 4.—Following the announcement of the purchase of the Victor wholesale firm of Sanger Bros., Dallas, Tex., by the T. E. Swann Co., which appeared in The Talking Machine World last month, a subsequent statement relates that the Swann organization has joined with the Oklahoma Talking Machine Co., the consolidated firm to be known as the T. E. Swann Co.

The quarters occupied by the Oklahoma Talking Machine Co. are being retained, with the same personnel as heretofore. E. L. Gragny, former president of the local Victor jobbing house, will continue in charge of the Oklahoma City headquarters.

Become Distributor for Kellogg Radio in Buffalo

The Wholesale Radio Equipment Co., of Buffalo, N. Y., has been appointed distributor of the Kellogg radio, according to a recent announcement made by R. K. Smith, sales manager of the radio division of the Kellogg Switchboard & Supply Co., Chicago. Extensive plans are being prepared for opening up the Buffalo territory and the big drive begins with a dinner soon to be given to Buffalo dealers by T. A. White of the Wholesale Radio Equipment Co.



\$15⁰⁰
Retail

A New Standard of
Quality in a Popular
Priced Instrument

Write for Sample of the above and ask about our wonderful value in the Peerless \$15.00 Portable

PEERLESS ART ALBUMS

All Peerless Albums are quality albums. From the finest Art Mission Album produced for individual 10 and 12 inch records or in combination to the smallest album for a portable machine these products are all of the Peerless high standard. Send for a sample of the Art Mission Album in the size you can use and note the attractive binding, gold embossing and the popular price. Also send for catalog of our entire line of albums, record holders and record carrying cases.

Peerless Portables

New and Greater Values

A genuine leather covered portable made to retail at \$25 is the leader in the Peerless line of small instruments. This machine has an unusual tone quality, a sturdy motor and a record holder of album type of sufficient size to hold an entire evening's program. A display of these portables attracts attention and a demonstration assures sales.

Genuine Leather Covered
in Black, Brown and Blue

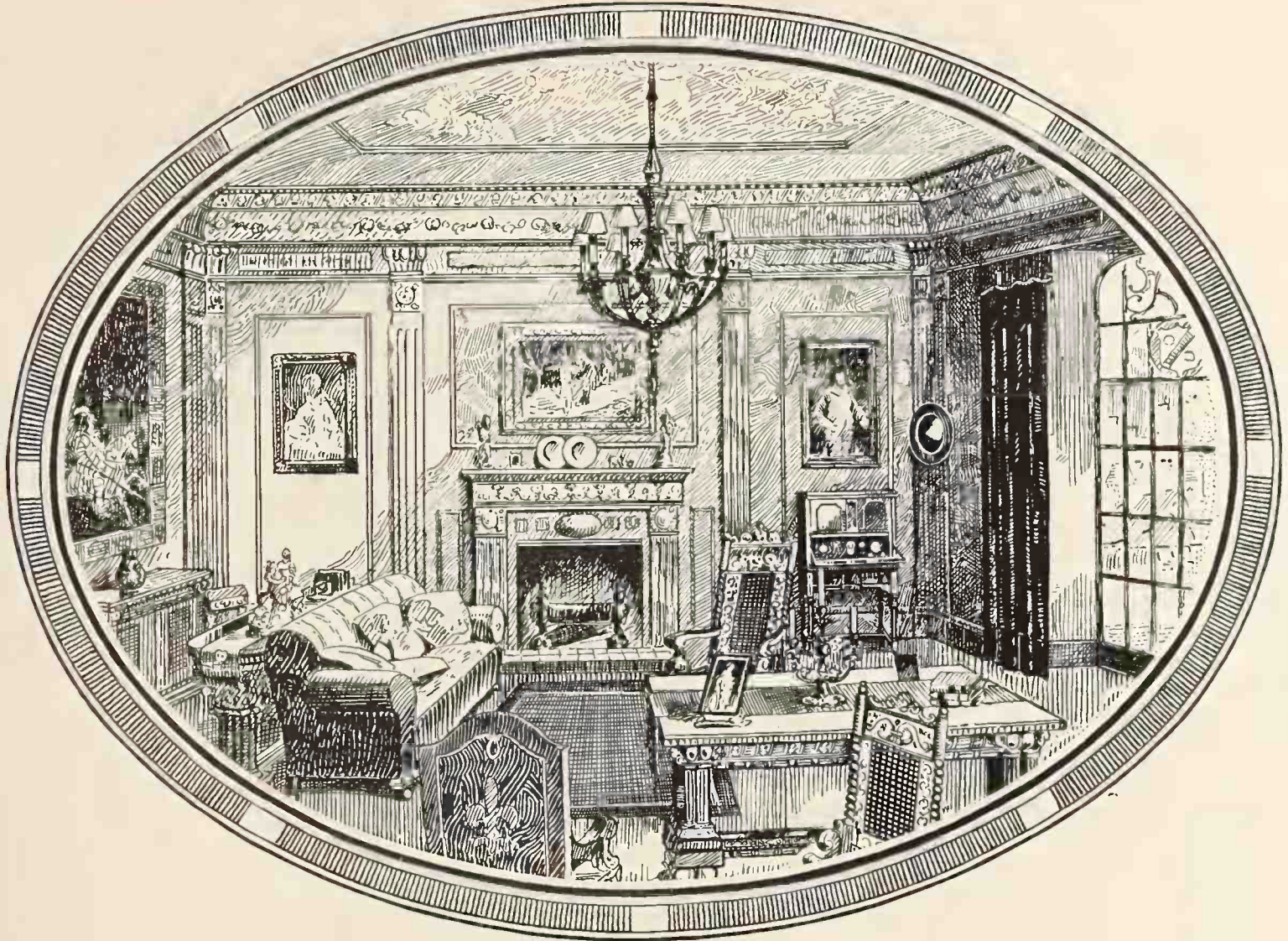
Retails **\$25⁰⁰**



PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



Appealing to Your Choicest Trade!

No. 602. Universal Receiver, Art Console. 6-tubes. Price less accessories but with external Cone Speaker, East of Rockies \$365; Rockies and West \$400; Canada \$475.

No. 502 Receiver, Art Console, 5-tubes, Price, less accessories but including external Cone Speaker, East of Rockies \$325; Rockies and West \$355; Canada \$380.

No. 7 Wall Type Cone Speaker. Sound board finished in mahogany. Price, including Suspension Cord and Cord for attaching to Receiver, East of Rockies \$30; Rockies and West \$34; Canada \$40

Other Stromberg-Carlsons range in price, less accessories, as low as \$180.00 East of the Rockies; \$192.50 Rockies, and West; \$225.00 Canada.

Your most influential radio prospects are attracted to your store by your Stromberg-Carlson franchise. Whether they are wealthy, or merely comfortably well off, it is the "lawyer, doctor, merchant, chief," who decide the standards of the "butcher, baker, and candlestick maker," in radio as in automobiles.

It is to this highly desirable clientele that the Stromberg-Carlson particularly appeals. For people of greatest intelligence usually possess the finest appreciation of music in the original, and they recognize in the Stromberg-Carlson an instrument capable of the most flawless musical reproduction.

An increasing number of followers are advertising Stromberg-Carlson leadership more and more every day.

STROMBERG-CARLSON TELEPHONE MFG. Co.
ROCHESTER, NEW YORK



Stromberg-Carlson

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

Analysis of the Radio Service Problems of Talking Machine Dealers

Nation-wide Survey of Radio Servicing Methods of Talking Machine Dealers Shows That the Number of Lines Carried Has No Bearing on Service Costs, Provided All Lines Are Quality Products—Service Department Can Be Made Profitable

(The second of a series of articles analyzing the radio service problems of retail talking machine dealers and suggesting solutions that have stood the acid test of experiment based upon a questionnaire sent to dealers throughout the country by The Talking Machine World.—Editor.)

That there exists, in the trade, a wide divergence of opinion as to whether the radio lines handled by the retail dealer have a bearing on the service problem, was indicated in the answers to the questionnaire that was sent to dealers throughout the country by The Talking Machine World in an effort to secure data on radio servicing conditions. That there is considerable misunderstanding in the trade regarding the relationship of merchandise to service overhead was clearly evident from the answers received.

Quality Products Reduce Service Need

Quality is of first importance in considering selection of radio lines, according to a majority of merchants. The talking machine dealer, who selects a line or lines on the basis of sturdiness of construction, foolproof as far as it is possible to obtain in a radio set, and last but not least, beauty of finish, has taken the initial step to keep service costs within reasonable bounds. But there are other considerations that must receive the attention of the dealer. While the line should possess the merits noted above, the merchant must be certain that the company making the product stands back of the merchandise to the extent of making good on defects that show up after the sale to the consumer. Lacking this the dealer gambles on losing the good will of his customers, his most important asset.

How Live Dealer Makes Service Pay

The radio service department can, at least, be made to pay its own way, according to C. Rothausser, manager of the radio department, of the Broad & Market Music Co., of Newark, N. J., who bases his assertion on the record of his own department, which not only pays its way but actually proves profitable.

When this concern decided to enter radio, products and market were thoroughly studied, with the result that the company decided to handle only lines that came up to a high standard regarding quality. Instead of confining the stock to only two or three lines as so many dealers do, the Broad & Market Music Co. secured the local agency for nine of the leading makes of radio, and in addition it features the combination radio-talking machines. "We have what is probably the greatest variety of fine radio to be found in any single store in the State," pointed out Mr. Rothausser, "We handle all these lines for the simple reason that investigation proved to us that radio buyers do a great deal of shopping before deciding on the set they want to buy. When a dealer handles one or two sets many prospects enter the store, listen to the sales talk and demonstration, and then visit other near-by stores to hear other makes. Once a customer gets into our department he or she realizes that we handle many of the leading makes of sets and that there is no need to shop in the other stores. They do their shopping right here, and because our products are the best obtainable, once they are sold they stay sold.

System in the Service Department

"We have systematized our service department so that it is more than paying its own way.

The theory that by handling a number of lines the dealer is complicating his service problem and increasing overhead is erroneous, as our experience has proved conclusively. What difference does it make if the service man, instead of being called out to service only one or two makes of sets, has eight or ten different makes to keep in first-class operating condition? It is up to the service man to know the technical

Trained service men should be able to repair any standard make of radio set so that number of lines carried has no appreciable effect on service costs. Charges for service can be made without the loss of customer good-will. Service men can be trained to sell parts and accessories. This is the second of a series of articles in The Talking Machine World that will discuss in detail radio service and the remedy for excessive costs.

details of radio. If he does not the dealer would do better to replace him with a man who knows his business.

"We have only expert service men in our employ; five individuals comprising the personnel of the department. Each man operates his own automobile. The company pays for gas, oil and garage, \$10 per week being allowed each man for these expenses. The first step in our service to the customer is made at the time of delivery of the sets. Each morning our three trucks leave the store with the sets sold the preceding day. These trucks are carefully routed to cover different sections as quickly as possible. Three service men are assigned to cover the routes of the trucks and install the sets delivered. An installation charge is added to the sale price of the radio set. We give thirty days free service and after that period a minimum charge of \$1.00 per call is made. A charge of \$2.00 is made on out-of-town calls.

No Complaints to Charge

"We have more than 4,000 radio customers on our books and we have yet to hear a complaint because of our method of charging. This charge is comparatively small, but when it is taken into consideration that each of the five service men makes between fifteen and twenty calls a day, the revenue, per man, is considerable and goes a long way to cover the cost of operating the service department. The service men are routed in much the same manner as the delivery men. They cover territory within a radius of fifty miles of the store with minimum loss of time. Each man has, in his car, batteries, tubes, chargers, and other equipment, with which to meet emergencies, and of course, the regular charge is made for any items needed for replacements to sets that are being serviced.

Training Service Men to Sell

"Another point, and to my mind one of the most important factors in making the radio de-

partment a revenue producer: The right kind of service man should not only understand the mechanical details of his job, but he should be taught to sell. His opportunities are many. The service man will not amount to much as a salesman, however, unless the dealer makes it worth his while. We give our service men 2 per cent commission on all sales, and I want to tell you they overlook few opportunities of making that commission. We are constantly endeavoring to aid them in the sales end of their work. We actively co-operate by giving pointers in salesmanship, and the results have been surprising. Our average weekly profit from sales made by these men is \$50.

"All our service efforts are directed toward one object—creating customer satisfaction. That we have succeeded in this without loss to ourselves brought about by excessive service costs is indicated by the fact that many of our customers bring in their friends to select a radio set. Some customers have been responsible for three or four sales and one man has brought about sales of radio sets to eighteen of his friends. That is concrete proof of the success of our policy."

The important points brought out by Mr. Rothausser are that, provided quality products are handled, the number of lines has no bearing on service cost, assuming, of course, that the service men are experts in their field; a charge can be made for all service without danger of losing good will and sales; service men, if properly trained and compensated, are in a position to and can sell accessories, thus providing revenue that should go far toward making the service department profitable.

The next article of the series will appear in the March 15 issue of THE TALKING MACHINE WORLD and it will deal with the subject of percentage of cost of service in comparison to total overhead of the radio department and in addition will present a simple method whereby the dealer can keep track of service costs.

Guitry and Printemps Are Radio and Record Fans

Famous French Actor and Actress Have Freed-Eisemann Receivers Installed in Home and Theatre—Enjoy Recorded Music

Sacha Guitry, distinguished French dramatist and actor, as well as his talented wife, Yvonne Printemps, are radio fans. Upon his arrival in New York recently, M. Guitry requested the immediate installation of two Freed-Eisemann receivers, one in his dressing room in the Chanin Theatre and the other in his suite in the Ambassador Hotel. M. Guitry declares that the mystery of radio gives it as wide an appeal as the phonograph and he also enjoys listening to records by well-known artists.

Davega Adds Store to Chain

Davega, Inc., has bought from the Schov-erling, Daly & Gales Co., the retail store located at 302 Broadway, corner of Duane street—a landmark of Old New York. It is planned to expand this store with the additional lines of merchandise which Davega, Inc., handles.



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	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-210	Power Amplifier Oscillator
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-216-B	Half-Wave Rectifier
RADIOTRON UX-874	Voltage Regulator Tube
RADIOTRON UV-876	Ballast Tube
RADIOTRON UV-886	Ballast Tube
RADIOTRON UV-877	Protective Tube

This ad is one of the brilliant color-pages running every month all the year 'round in a long list of the most important national magazines.

SEEING MORE THAN THE MICROSCOPE

Electrons, which are very important in radio, are too small for any microscope to make visible. Yet our eyes can watch their paths—study their habits.

In the laboratories where Radiotrons are studied there are instruments which make all these things possible—and more. Knowing how many electrons leap across from the filament to the plate of a vacuum tube is in its way as accurate a study as the measurement of disease starts by a thermometer. Yet this accurate research has a definite application in the RCA Radiotron in your radio set. This is why the laboratories back of RCA spend millions in scientific research that is far in much like "pure science" for an ordinary manufacturer.

Radiotrons are improved and new ones are developed, to make radio better. Because this research shows results, Radiotrons users keep five great features busy?

Watch your tubes, always for the RCA mark. You will find it on Radiotrons for every purpose.

RCA

clear up the tone

Do you get a blast when you turn the volume up a bit? Do you get sweet clear tone at low volume, but noise when it's louder? The trouble's probably right in one tube—the tube in the last audio stage. The Radiotron laboratories discovered that no ordinary tube can let big volume through clearly. Change one tube to an RCA power Radiotron. Then turn up the volume . . . and it comes through clear!

Bring your storage battery set up-to-date with a power RADIOTRON UX-199 or UX-112 and RADIOTRONS UX-200-A and RADIOTRONS UX-201-A for all-round quality.

Bring your dry battery set up-to-date with a power RADIOTRON UX-120 and RADIOTRONS UX-199 for all-round quality.

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

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

Have you ever figured the cost of a dissatisfied customer? Then you know you can afford to sell nothing but *the best in vacuum tubes.*

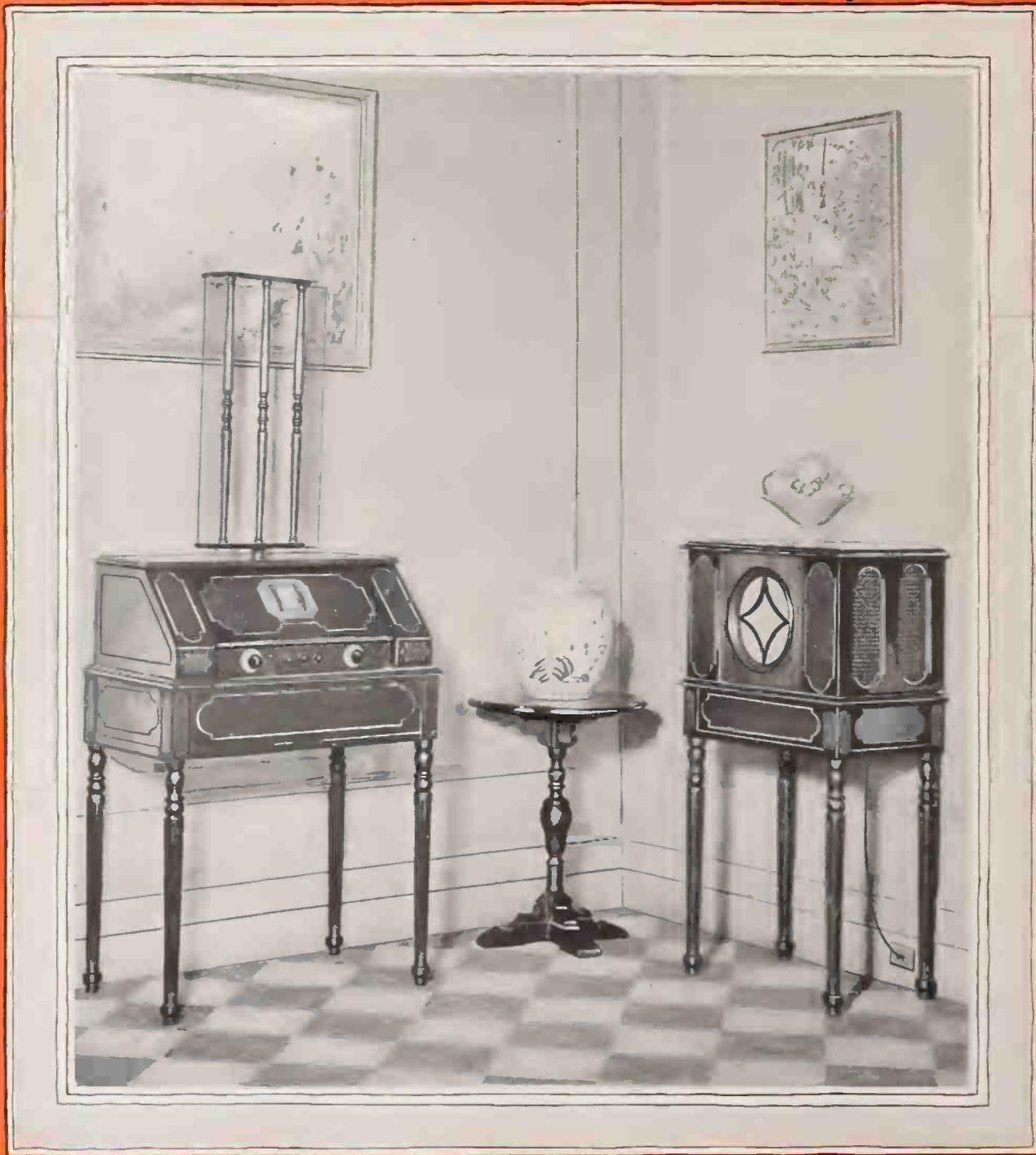
Many years of experience developing and making MAZDA Lamps have given to the Radiotron laboratories and factories a skill that cannot be matched. RCA Radiotrons are far ahead in quality—and always will be. And they are far ahead of all competitors in sales. Surely gambling with inferiors doesn't pay!

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

still the LEADERS!



Radiola 28, with 8 Radiotrons, list. \$260
RCA Loudspeaker 104, complete, list. \$275

A. C. Package for adapting Radiola 28 for use with Loudspeaker 104 on the 50-60 cycle, 110 volt current, \$35

Ask your distributor for an A. C. Drive Radiola 28, which is all ready for connection to the RCA Loudspeaker 104, thereby reducing time and cost of installation



This sign marks the leading dealer in every community

RCA *and* Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Radiola 28 with Loudspeaker 104

Nothing so far has approached this combination, either in electrical performance or musical reproduction

THE RADIOLA 28, eight-tube super-heterodyne—with its keen sensitivity and unequalled selectivity still stands as the finest receiver for far country homes or crowded skyscraper centers.

The RCA Loudspeaker 104—revolutionary when it was first introduced—is still revolutionary. It reproduces so faithfully that it was immediately adopted by the leading phonographs, too. And it still stands unsurpassed.

It is not merely a loudspeaker, with a battery eliminator, but it is a new and finer type of musical instrument, drawing its current from the lighting socket, and bringing new possibilities of fine music to thousands of homes.

Remember that the profit on one sale of this combination is more than that of three or four lower priced sets. Follow the intensive advertising of this RCA combination with intensive selling—and you will reap profits that run into very large figures! Demonstration plus time payments make the sale.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



Radiola 20, with Radiotrons, list, \$115



Radiola 26, with 6 Radiotrons, list, \$225

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON



RCA
LOUDSPEAKER
104

List. \$275
(For 50-60 cycle, 110 volt. A.C.
lighting circuit)

The loudspeaker that has
made radio triumph in
MUSIC



RCA Loudspeaker
102—with a power ampli-
fier. A.C. operated.
List \$140

IT was in the designing of this remark-
able loudspeaker that the develop-
ment of the modern era of "electrical
reproduction of music" began. It oper-
ates from the lighting socket—makes
possible infinitely finer musical tone—
at any volume.

When adapted with Radiola 25 or 28,
it eliminates all batteries. With most
other sets, it does away with "B" bat-

teries. It makes any good radio set en-
tirely new in performance—makes it
modern.

In point of public demand as well as
proved performance, the RCA Loud-
speaker 104 is the leading musical in-
strument of radio today! Sell it by home
demonstration—and it quickly sells.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



RCA Loudspeaker
100—clear at any volume
a set can give it. List, \$35

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Profit Winning Sales Wrinkles

Assist the Commuter and Profit—Uses Testimonials in Advertisements—Gives Non-Technical Explanation of Batteries—A Prairie Schooner Demonstration—Have the Customer Supply Names of Prospects—Other Profitable Stunts

A talking machine dealer, located in the center of the office building district of lower New York City, whose patrons consist largely of commuters living in the suburbs, including Long Island, New Jersey and Westchester, has evolved a clever plan to stimulate record sales. Cards have been distributed among the office workers announcing that records ordered in the morning may be called for in the evening as the patrons walk to the subway stations. The orders received in the morning are wrapped and when the customer calls in the evening the package is handed over and payment is received. There is no delay and this is appreciated because in the evening there is a great rush for trains. As a result of this service record sales have increased tremendously and the contacts brought about through customers purchasing records has increased sales of the new talking machines considerably. Unusual service by the retail talking machine dealer always is a sound investment.

Effective Testimonials

C. B. Burke, secretary and treasurer of the South Bend Radio Co., radio dealer of this city, has inaugurated a direct testimonial advertising series in his local newspapers. Each evening the advertisement is devoted to one testimonial from a local radio set owner, with the admonition, "Watch for your neighbor's name." Mr. Burke reports that he has traced \$9,000 worth of Atwater Kent radio business, directly or indirectly, through this one series of advertisements and that the space only costs him \$5.20 a day.

Explains the Batteries

Very often a radio set owner who has the recharging of batteries done by the dealer from whom he purchased the set, will ask "How long will the recharge last?" and complain that the last time it lasted a week less than usual, blaming the dealer for the happening. To make plain the workings of batteries and to eliminate complaints of the kind mentioned, B. H. Schlomberg, owner of the Florence Radio Parlor, Brooklyn, N. Y., some time ago sent to his customers a card with a short article, entitled "Your Storage Battery." Referring to the question asked regarding the length of time a recharge will last, it read: "There is only one way to answer this intelligently without being technical. For instance, your storage 'A' battery has the manufacturer's rating of 100 Ampere Hours (Not Volts). Let us assume that your set is a five-tube broadcast receiver and the tubes are rated as one-quarter ampere each; therefore, five times one-quarter ampere

equals one and one-quarter, that means the amount of current drawn from your battery during operation each hour; this divided into one hundred gives you eighty, so, therefore, there are eighty hours (not days or months) of use, however you use it. Your 'B' batteries likewise."

Clever Demonstration

Here is a "Western" demonstration stunt used quite effectively by the Western Sales Co., of Ponca City, Okla., Atwater Kent dealer at that point: A Model 32 set and Atwater Kent speaker were installed in the prairie schooner and furnished music and amusement for the entire city. W. M. Davidson, of the Western Sales Co., is shown boarding the schooner after paying for the noon luncheon for his six-cylinder ox-motor. The check was \$10, but



he says it was worth the money. Incidentally, the steers and the schooner were borrowed from the famous "101 Ranch," located near Ponca City, and it was necessary to import a driver from Arkansas for the occasion.

Uses Customer File

The progressive talking machine dealer has or should have two valuable lists of names, i. e., a prospect list and a list of customers. The latter can be made the equal of the former as a means of securing new business. Here is how the Broad & Market Music Co., of Newark, N. J., is cashing in on its list of the names of customers. The following letter, which is self-explanatory, resulted in more than 150 replies and a fine volume of business:

Dear Friend:

We thank you for your loyal support in the past, which has enabled us to stay for the next fifteen years in our old home.

You undoubtedly have many friends, who have admired your radio set and wished they had one like it. We will make it possible for them to own the best radio set in existence and would like you to be our silent salesman.

For each of your friends, introduced by you who buys radio from us, we give you a handsome commission, as our appreciation. All you have to do is to introduce your friends to us, or have them mention your name, at the time of sale, and we will do the rest.

Remember, your friends only need to make a deposit,

and pay the balance on a liberal agreement, weekly or monthly, as they prefer. Please also remember that on all accessories, like tubes, batteries, etc., we will give you a liberal discount off the regular price, a courtesy to our customers only.

Bring all your friends, the more the merrier, we have radiqs for them all. You know we have one of the largest radio departments in the United States.

Reducing Credit Risks

Talking machine and radio dealers who sell chiefly on the instalment basis have various forms to be filled by applicants for credit and each store proprietor devises a series of questions which in his opinion are best suited to ascertain the credit standing of the class of people with whom he deals. Those dealers whose clientele is composed chiefly of members of the small-salaried factory worker or laboring class might be interested in the information secured by the International Phonograph Co., which in addition to asking the usual questions regarding residence, length of time at present address, business connections, length of time with employer, names and addresses of relatives as references, also has the following form filled in:

I am a member in good standing
 Society or Union.....
 Secretary
 Address
 Meetings at.....
 Children Attending School
 Name School..... Address.....
 Name School..... Address.....

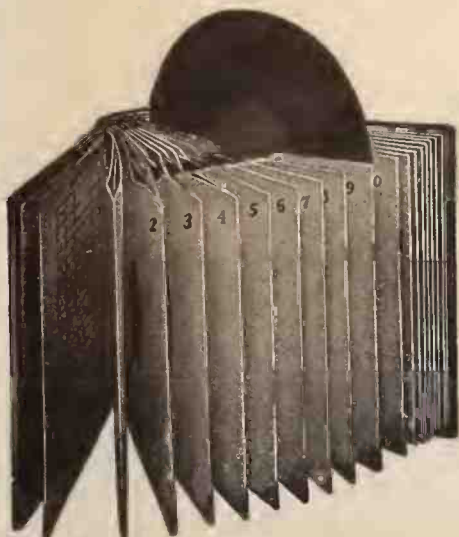
This store has often found that the information obtained from the foregoing has been most valuable in tracing the new addresses of delinquent customers who had moved and were careless in informing the store of the change.

Theatre Tie-up

There are numerous methods of co-operating with local theatres for the betterment of business and Victor representatives in Oakland, Cal., realizing this, managed to effect a tie-up which resulted in stimulating the sales of records of a recording artist to a considerable extent. Aileen Stanley, Victor artist and vaudeville favorite, appeared for the week of January 15 at the Oakland Playhouse, and for a week previous to the opening date some of this star's records were played each night and the announcement was made to the audience that they were listening to the records of Miss Stanley, who would appear in person the following week. During the week's engagement a Victrola played continuously in the lobby attracting passersby. The theatre profited, the dealers profited and the mutual tie-up was beneficial to all.

Round Out Selling Talk

The Chicago Opera Co., Victor artists, New York Symphony Orchestra, the Atwater Kent hours—what splendid subjects to be incorporated in the radio dealer's selling talks. With the hook-ups of twenty and more stations for each of these features practically every section can enjoy them and dealers should take advantage of the opportunity.



National Record Albums

Made of the best materials and finished by experienced workmen

PORTABLE ALBUMS
 ALBUMS FOR CABINETS
 ALBUMS BOUND IN CLOTH or ART MISSION

Albums for Export Our Specialty

Write for list of 1927 styles and prices

National Publishing Co., 239-245 South American St., Philadelphia, Pa.

Simplified Science in the Salesmen's Selling Talk

What Do You Say to the Customer Who Wants to Know the Difference
Between the Old and New Talking Machine Products on Your Floors

The present tendency among manufacturers of talking machines is to take the public into their confidence through national advertising, telling them frankly the difference between the old and the new in recording and reproduction. Probably nothing more clearly than this could show the extraordinary change that has taken place in the public attitude towards science in general. Twenty years ago it would have been absurd, from an advertising standpoint, to write advanced physics into any kind of copy, no matter in how diluted a form. To-day it is not only possible but desirable to do this.

Science and the Public

Now, merchants who watch carefully the shifting tides of public opinion and feeling will usually find that the advertising experts employed by the great manufacturers are the best of beacon lights. When, therefore, we find them actually talking the physics of modern phonograph recording and reproduction, we feel fairly safe in taking their example home to ourselves and applying it to our own requirements.

In other words, the wise merchant will, by this time, have perceived that the great buying public has almost universally acquired some smattering of knowledge concerning the propagation and transmission of sound.

The public of to-day is quite ready to have the phonograph sold to it, but the process of selling will have to be pretty complete and quite well thought out. To tell the story well is to make sales easily; to tell it poorly is to miss them.

What have we then to say to the inquirer who comes to find out something about one of the new makes of talking machine or some of the new electrical recordings? Plainly we may be quite as open and frank as our knowledge will allow us to be.

An Imaginary Conversation

"The new era in the phonograph world," one can imagine a salesman saying, "began when to the phonograph records were applied the new principles of sound transmission which had been gradually worked out by the telephone investigators in their laboratories during many years. These principles only became practically applicable a very short time ago and as soon as they could be applied to the special case of the phonographic record they were so applied. What has since happened simply shows that there is absolutely no limit to the possibilities of recording or of reproduction. There is no doubt that the day is rapidly approaching when within a few days of a great performance of opera, of oratorio, of symphony, of the proceedings of a great political convention or of the speech of a great orator, records will be on sale which were made during the actual event,

and which will reproduce every slightest detail with perfect fidelity and with all the volume of the original, as heard from a favorable place in the audience. Such records, forming a permanent library of imperishable performances, caught at the instant of inspiration and instinct with a sense of space and of reality, will be in everyone's home at the lowest cost.

In selling the new type talking machines and records to owners of old type instruments, the dealer must be able to give a logical and convincing explanation of the superiority of the new over the old. Incorporate the explanation of the new methods of recording into your sales talks.

"Even at this very moment the records on sale here and now give us almost all these wonders.

"And how is it done? That would be too long a story to tell in scientific detail; nor would this interest you. But this much may be said: the old system involved catching the sound waves of performed music or of other sounds in a horn and impressing them thence upon a glass diaphragm sufficiently sensitive to respond to the very tiny amount of energy carried on the air. To get near enough to the horn was always the difficulty, especially when more than one voice or instrument was used, and became an impossibility with a large body of instruments. Under the old arrangements in fact, only comparatively small bodies of singers or instrumentalists could be used in the recording room, and no ingenuity of seating could assure equal treatment to each type and style of instrument or voice.

Simplified Science

"Now, all is changed. The orchestra may gather in any suitable place, in the concert hall itself if required, and may be seated in its accustomed order, with conductor, strings, wood-wind, brass, drums, with soloist if there is any, in fact with everything as it would be for an ordinary performance. In fact, if necessary, as was said before, the recording may be done during an ordinary concert. But, however that may be, the point is that to-day one merely sets up a slender post on wheels which carries what looks rather like a somewhat exaggerated telephone receiver. This is

the microphone. When it is placed in front of the body of musicians it receives every sound that floats toward it on the air, with a sensitive power far surpassing even that of the human ear. The tiny sound vibrations impinge upon a diaphragm which, as it moves, makes and breaks a sensitive electric current. The air vibrations are turned into electric vibrations. Thence the electric energy may be stepped up to any required amplitude, so that when at last the revolving wax disc is reached which is to embalm them imperishably, and from which your record is to be struck off, the tiniest and most delicate weak sound is impressed in the soft material to a depth that shall assure its returning to your ear whenever you wish, in all its original power, and if needed, even in more than that power.

"The details are intensely interesting, of course, but they are not matter for inaccurate comment. One system uses the action of a vibrating ray of light, set in motion by the sounds, upon a selenium cell, whereby electrical currents are made and broken. Others work directly, by a refinement of the telephonic method. In all cases, however, electric energy is obtained from the original sounds and it is this electric energy, standing between music and disc, which accounts for the wonders of present-day recordings.

The Machines

"The new machines, of course, have been designed primarily to care for the enormously greater power and range of the new recordings. They are mainly a development and refinement of the older types, having larger tone chambers, built often on the principle of reflecting sound back and forth in order to obtain sufficient length to develop properly the long waves of the low bass tones. One well-known type uses radio receiving principles and works through vacuum tubes, having immense possibilities of volume and power.

"In a word, the talking machine and the record of to-day are in no way to be compared with their predecessors. They are not only new but utterly novel and revolutionary. What they do has never been done before and they have no rival in their field.

"Whatever you may think of the modern phonograph, you must never think of it in terms of the old one. The latter had its great and wonderful place to fill, and filled it nobly. It still brings comfort, entertainment and cheer to hundreds of thousands. But it is superseded, and in its place is something so much more wonderful that comparisons are out of the question."

All of which may constitute a poor sales talk; but so far as it goes, it appeals to its author as being better than some he has heard.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

The
WORLD'S
LARGEST
SERVICE
INSTITUTION



Everybody's
TALKING MACHINE CO. INC.
810 ARCH ST.
PHILADELPHIA, PA.

Makers of *Honest Quaker* Products

Time Payment Plan a Boon to Retailers

Radio Corporation's Plan for Financing Time Payment Sales of Radiolas Contains No Contingent Liability for the Retail Dealer

By H. T. Melhuish, Manager, Sales Administration

Of the total sales in 1925 dealers sold for cash only 20 per cent of all phonographs, only 25 per cent of all automobiles and washing machines and only 35 per cent of all vacuum cleaners and furniture. The remainder were all sold on instalments. This means that instalment sales represented 80 per cent of phonograph sales, 75 per cent of automobile and washing machine sales and approximately 65 per cent of vacuum cleaner and furniture sales.

Radio Instalment Sales Have Increased

During the same year practically 87 per cent of all radio sets were sold for cash and only 13 per cent on the instalment plan. During 1926 the demand for instalment sales of radio have greatly increased, and it is probable that when the figures have been compiled it will be shown that radio sales made on the instalment plan this year will have practically doubled. It is only natural that this should be so. The very high percentage of instalment sales shown above are all for commodities used in the home, and radio has taken its place among them.

The growth of time payment sales of radio during the present year has placed the problem of how to handle this business very squarely before Radiola dealers, and you, as one of those dealers, must determine whether or not you can afford to permit this growing demand, which means increased sales volume, to go to your competitor. There is probably not a dealer but who will admit that he must carry a constantly increasing volume of time-payment sales.

Is Your Working Capital Working?

Now you, as a Radiola dealer, may for the present be content to carry these unpaid balances yourself, permitting them to pyramid in value every month in the year. But have you considered what this will do to your working capital and what it means to have contingent defaults hanging over your head at all times? It must be obvious to nearly every dealer that he cannot continue indefinitely to carry these accounts himself, because it ties up more working capital than the average dealer can afford. Moreover, there will be defaults in some instances, as has been proved by long experience, and every such default represents a loss of profit and a reduction of working capital.

It is obvious, therefore, that every radio dealer must be prepared to extend time-payment sales to his customers and that most dealers can not long afford to tie up their working capital in carrying these accounts. Some dealers have seen fit to move this liability a step away

from them by discounting the paper in their bank, or with various good financing companies. While such a step solves the difficulty of tied-up working capital, it has made no change in the dealer's liability in the case of default, for in either of these cases the dealer must endorse the paper and guarantee full payment.

Time Payment Plan With Complete Protection

More than two years ago the Radio Corp. of America recognized that the demand for finance



H. T. Melhuish

sales by Radiola dealers would shortly become a very important factor not only in the volume of business which those dealers might do, but also in the stability of the dealer and his ability to continue without serious losses. After long negotiations arrangements were finally made by the Radio Corp. of America, which would permit a dealer to finance Radiola time-payment sales without any contingent liability to the dealer. This plan was devised only with the thought in mind of how the dealer might best be served so that his capital would not be tied up in carrying time-payment sales, nor would he suffer any financial loss in the defaults of his customers which were sure to occur.

If any dealer doubts the importance and financial danger of the contingent liability of carrying his own paper, or of endorsing it for discount in his bank or a finance company, let him figure what his loss would be if his reposses-

sions were no more than three per cent and the monthly delinquencies only ten per cent. These percentage figures are extremely small, yet the resulting loss would be so great that the average dealer would be operating on a very small margin of profit, if not an actual loss.

The Answer Depends Upon Conditions

The answer to the question of whether a dealer can afford to sell on instalments may depend somewhat upon the dealer's financial conditions, and on how small a margin of profit he can afford to operate. If the dealer must absorb losses arising from defaults and delinquencies he is reducing his margin of profit and, therefore, the greater proportion of time-payment business he carries, the less margin of profit may be expected. In such cases it may be definitely stated that the average dealer cannot afford to meet the increasing demand for instalment sales.

If, however, the dealer takes advantage of the opportunity provided by the Radiola time payment plan, he not only has all of his working capital unimpaired, but eliminates any losses due to repossessions or delinquencies, so that time payment sales do not in any way reduce his margin of profit. The Radiola dealer can very well afford to meet the increasing demand for time payment sales on this plan which will give him the added advantage of a much greater volume of business and greater profits.

Radio Reception Improved by New Portland Ordinance

PORTLAND, ORE., February 4.—An ordinance has been passed by the city council prohibiting the operation of violet rays, X-ray and similar instruments that interfere with radio reception between the hours of 7 p. m. and 11 p. m. The ordinance was the result of numerous conferences between radio listeners, broadcasting stations, operators of the instruments, physicians and city officials—the physicians claiming that the ordinance would not interfere with their work. The ordinance exempts emergency cases. The punishment for violation of the ordinance is \$500 fine, six months' imprisonment, or both.

Earle K. Hawken & Sons, Springfield, O., recently held the formal opening of their new retail store at 19 North Fountain avenue.

The perfected Single Dial Set!

Shamrock condensers are synchronized to a hair's breadth and no model is equipped with this condenser until it is subjected to exhausting tests in special devices built and owned exclusively by Shamrock.

As a result the Shamrock Radio possesses a degree of selectivity enjoyed by few—even the most expensive models.

Ask for our "fair-play" dealers' plan.



Model A

De Luxe Table Type

Perfected Single Dial Control

Price \$95

Slightly higher West of the Rockies

A handsome cabinet of duotone Satin finish French Walnut exquisitely designed with space for double duty batteries. Can be operated from house current with any standard equipment.

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY

Main Office and Factory: 196 Waverly Ave., Newark, N. J.



For Your Protection!

KING Dealers Get Every Inquiry

A "KING" dealer contract means just what it says. When we grant an exclusive territory, it is exclusive. Every inquiry from that territory is referred to you. Every lead is given to you promptly.

All this is made certain by the system pictured above. Every letter we receive (except those from our dealers) is checked against our master maps. Signals are attached to the letters showing territory and dealer's name. Then we make sure that that inquiry, or that bit of information, is passed on at once. For time is of importance if the dealer is to realize full benefit from the lead so referred.

Absolute protection, made sure by "King" methods, means more profit for you.

Plus this adequate guarantee of territorial rights, we offer you:

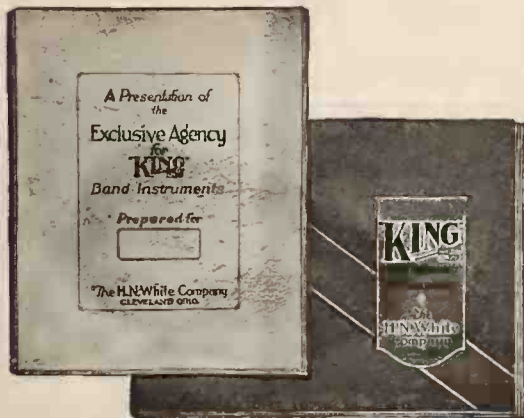
- 1 A thoroughly good line of band instruments and saxophones. You know "King" quality.
- 2 Intensive, persistent advertising. National magazines and "class" publications carry the "King" story to your customers every month.
- 3 Maximum discounts.
- 4 An adequate financing plan for the handling of time-paper.
- 5 Intelligent co-operation. Direct mail campaigns, display material, forceful catalogs, imprinted literature—these are just a part of the "King"-planned co-operative selling service.

Every feature you seek is offered to you in the "King" dealership contract

Many good territories are still open. Each week makes that number less. Our mutual profit suggests a discussion of your territory now. *May we have that opportunity?*

THE H. N. WHITE CO.
5215-84 Superior Avenue
CLEVELAND, OHIO

Makers of



THE H. N. WHITE CO., Makers of King Band Instruments
5215-84 Superior Ave., Cleveland, Ohio

Send your latest catalog and discount sheet along with complete information on the "King" Agency.

Also send information about your plan for financing sales.

Name of Firm

Individual

Address

City State

Money-Making Suggestions for Ambitious Merchants

Dealer Secures Motion in Record Display—A Live Prospect List for a Small Outlay—Let the Public Work the Dials—Tie-up With the Radio Concerts and Build Sales

Of all the factors which enter into the preparation and arrangement of a successful window display, motion is considered by most authorities to be the greatest aid in attracting the eyes and attention of passers-by. In a great many cases, due to the nature of the merchandise which is being displayed, it is next to impossible to secure motion in the window. To make up for the loss of this factor, color, lights, artistic arrangements, balance and other qualities are embodied in the presentation to stimulate the appeal for the product. Talking machine dealers who feature records can secure the element of motion in their windows in an effective manner without the expenditure of a penny by duplicating the practice of a mid-West dealer who, while carrying a full line of musical instruments, features records above all other merchandise. This establishment has dozens of records suspended from the ceiling of the window by threads with two, three or even four records on each thread. The air currents provided by the opening and closing of the door are sufficient to keep the records revolving in different directions, thus presenting an interesting and ever-changing spectacle which keeps crowds coming into the store.

\$ \$ \$ \$ \$ \$ \$

Radio dealers throughout the country have tried numerous methods of gathering prospect lists for the benefit of their sales staffs with varying degrees of success, but it is doubtful if any dealer can surpass that of W. C. Peden, Atwater Kent dealer of Marietta, Okla., who for the sum of \$42.50 gathered a list of names and addresses of 808 families, of which ninety-two owned a radio set, 358 did not own a set and did not intend to buy this year; 313 who wanted to buy a set this year, and forty-four families were in doubt as to when they would buy. Mr. Peden had a display booth at the County Fair and through giving away souvenirs managed to have visitors to the Fair register their answers to a series of questions as to whether or not they owned a radio set and when they intended to buy. For the trifling sum mentioned above Mr. Peden secured not only the list of 313 live prospects to work on immediately, but also secured the names of set owners to whom he can make an appeal for accessory business, and more than 400 names of non-owners to be followed up after the close

of this year. Similar campaigns to secure prospects can be arranged at any store and the awarding of some small, inexpensive souvenirs or prizes for some form of competition would repay well for the time and money expended.

\$ \$ \$ \$ \$ \$ \$

Allowing the public when they visit the store to manipulate the dial or dials of a radio set and have them feel the glow of achievement in bringing in a station is the reason given by a Brooklyn, N. Y., Sonora radio dealer for many of his sales. This dealer, who is a strong booster for the Sonora line, stocking that set exclusively, plays the instrument constantly during the evenings and consequently attracts a great number of passers-by. Those who become interested through the quality of tone and enter the store to inquire the name of the set are invited to sit before the receiver and see what they can do toward bringing in other stations. "It is surprising," states this dealer, "to see with what delight they turn the dials and how they feel they have accomplished something worthy of congratulation." Adding as an afterthought, "although my three-year-old daughter does the same thing." Nevertheless, this interest, so easily awakened, has, in many cases, led to sales of receivers.

\$ \$ \$ \$ \$ \$ \$

The series of Victor radio concerts, which are being given at intervals of two weeks, afford Victor dealers a remarkable opportunity of reaching the public to interest them in the purchase of the combination Orthophonic and Radiola and to stimulate the sale of records to that portion of the public who have already purchased such instruments. The Victor Co. prepares for each concert a mass of display material for dealers' use. Leaflets giving the program for the evening, together with a list of the records which have been made by the artists who are broadcasting, are sent to dealers for distribution to their customers. In connection with the third concert of the year, given the latter part of last month, the Victor Co. suggested that dealers take advantage of the event by sending the following letter to customers who have purchased an Orthophonic Radiola:

Dear Mrs. —— (or Mr.):

On Friday evening, January 28, at 9 o'clock, the third

Victor concert will be broadcast through a chain of important stations.

You will probably have several of your friends with you on that evening to share the pleasure of this important concert received through your wonderful new Orthophonic Victrola Radiola. To make the concert even more interesting, we are sending you several programs which list the great artists who will perform, the music they will sing or play and the records of the selections in the program.

To make your radio party complete, we shall also be very glad to send you, without obligation on your part, a collection of the new Orthophonic records, including some of the selections broadcast, so that you may enjoy some of the numbers more than once during the evening.

Our 'phone number is _____. Please afford us the pleasure of serving you in this way by telephoning us to-day.

Very truly yours.

In an explanatory footnote dealers were told that the purpose of sending records out on approval was to afford them a timely opportunity to call after the concert and secure the names of the guests of the evening. While the Victor concerts are designed for Victor dealers, the dealers who carry other lines of records can adopt a similar plan when artists whose records they carry are to be heard in concert over the air.

\$ \$ \$ \$ \$ \$ \$

A metropolitan dealer who has won a considerable amount of success in selling album sets of records of the better class of music has devised a unique system of advertising in the daily papers which can be given credit for a goodly percentage of the sales. Briefly, his plan is this: a small column or two-column advertisement is inserted on the amusement page of the leading newspapers, with the name of the orchestra conductor or featured artist appearing in prominent type—the name of the store and the fact that records are being sold is subordinated to the artist's. At first glance the advertisement appears to be calling the reader's attention to the personal appearance of the musician or musical organization. It is not until the full advertisement is read that the truth is ascertained and it then seems that the reader's interest has been won and more attention is given the advertisement than would ordinarily be the case. At any rate, the dealer who is conducting this type of advertising campaign is reaping profits and he feels that his methods are to a great degree responsible for the extra business.

\$ \$ \$ \$ \$ \$ \$

Is the talking machine store gradually turning into a headquarters for home entertainment rather than an establishment devoted exclusively to musical instruments? Within the past few years there seems to be a tendency on the part of many dealers to add considerably to the lines which they carry and among the new additions are items of merchandise which have no relation to music. Particularly is this true of stores located on streets traversed by a large crowd of transients and in the vicinity of railroad depots and other locations where the passing throng is great. Among the lines which have been added with profit by many dealers are home moving picture cameras, regular cameras, gift cards, novelties, toys, and a particularly profitable side line has been the agency for the development of films. The Terminal Radio & Music Shop, located near the Long Island division of the Pennsylvania Station in New York, has had great success with the handling of suitable side-lines, which, in addition to bringing profits averaging annually between \$8,500 and \$9,000, possess the happy faculty of interfering but little with the regular routine of business. In addition the regular lines, consisting of records, radio sets and accessories, showed a greater profit during the month of December than any other month in the history of the establishment, proving that suitable side-lines do not interfere with the store's chief source of revenue.

The piano department of the George S. Dales Co., Akron O., has been sold, and the establishment will expand its talking machine and radio departments.



Without
Question
America's
Finest
**RADIO
CABINETS**

New Catalog
for Season
1926-1927
Just Off Press

Write Today

Unless You Have a
Few of These High-
Grade, Quality Cab-
inets on Your Sales
Floor You Cannot
Serve Your Good
Customers.

Cabinets for Every Pur-
pose—Three Complete
Lines

THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.



Majestic "B" Current Supply

delivers pure direct current from your light socket

Majestic Standard-B

Capacity seven tubes or six plus 1 power tube. 45 miliamperes at 135 volts.

\$26.50

West of Rocky Mts., \$29.00
Raytheon Tube \$6.00 extra

Majestic Super-B

Capacity one to twelve tubes, including the use of power tubes. 45 mils. **\$ 29.00** at 150 volts. . .

(AS ILLUSTRATED)
West of Rocky Mts. \$31.50
Raytheon Tube \$6.00 extra

Majestic Master-B

Positive control of all output voltage taps. For sets having high current draw or heavy biasing batteries. 60 mils. at 150 volts.

\$31.50

West of Rocky Mts. \$34.00
Raytheon Tube \$6.00 extra

No acid or liquid. No filament to burn out. No hum. Superior performance. **DEPENDABLE, ECONOMICAL and DURABLE.** Will positively give you better reception.

Voltage can be accurately adjusted to meet varying conditions in every city—and on any set. Give a demonstration to your customers on **THEIR** sets. It sells itself.

GRIGSBY - GRUNOW - HINDS - CO. 4558 ARMITAGE AVE, CHICAGO-ILL.

Carl D. Boyd an Official of Apex Electric Mfg. Co.

Popular Executive Made Vice-President in Charge of Merchandising of Well-known Chicago Radio Manufacturing Concern

Carl D. Boyd, one of the most popular and experienced executives in the radio industry, resigned as director of sales promotion of the Reichmann Co., and as a director of that organization in January, and is now vice-president in charge of merchandising of the Apex Electric Mfg. Co., Chicago, Ill., manufacturer of Apex radio receivers and Apex automotive products. Mr. Boyd, on becoming identified with the Apex Co., purchased an interest in the firm.

The announcement of Carl D. Boyd's new activities will be of general interest to the entire radio industry, for he numbers among his friends jobbers, dealers and manufacturers from coast to coast. A thoroughly competent sales and merchandising executive, Mr. Boyd has been identified with electrical activities for

nearly twenty years, having been associated in the past with the Kellogg Switchboard & Supply Co., and more recently serving as sales manager of the radio division of the French Battery Co.

In addition to his merchandising and manufacturing activities, Mr. Boyd has been an enthusiastic member of the Radio Manufacturers' Association, giving the organization his wholehearted efforts in connection with its many constructive plans. At the present time he is vice-president of the R. M. A., and a member of its directorate, and his thorough knowledge of radio affairs has made him one of the most valuable members of this very important organization.

In connection with the plans of the Apex Electric Mfg. Co., Mr. Boyd said: "It is rather early for us to make any announcement as to our line of radio receivers for this year, but needless to say, we plan on keeping pace with the development of the art and within a period of ninety days our models and plans of distribution for 1927-28 will be announced.

"This organization has a very well equipped

and modern factory for the manufacturing of all of the component parts entering into the radio receiver. The engineering department is well equipped and manned by men who know



Carl D. Boyd

radio design and engineering intimately, and as before, we will continue to manufacture apparatus of the very highest type possible to make.

"Our mode of distribution for 1927-28 will be through jobber and dealer structure in the automotive, music, electrical, radio and hardware fields, the same as last year."

L. L. Sebok With Record Division of Brunswick Co.

C. D. MacKinnon, manager of the record sales department of the Brunswick-Balke-Collender Co., Chicago, announced late in January the appointment of L. L. Sebok to an important post in the record division. He has been placed in charge of the foreign record division, his position including supervision of both recording and sales work, with headquarters in New York.

For eight years, from 1919 to 1926, Mr. Sebok was associated with the Columbia Phonograph Co., foreign recording division, and prior to that time he was engaged in exporting merchandise from Europe to South America. While with the Columbia Co. he spent considerable time in missionary work for the various Columbia branch offices, and in 1923 and 1924 he held the position of foreign record sales manager in the Columbia executive offices.

The foreign record division of the Brunswick Co. in both its recording and sales efforts will have many important advantages, because of the material available to its foreign connections, such as the Deutsche Gramophone Co., Berlin. There will be introduced the Symphony Series, which will include many noted foreign opera stars and concert artists and will be comparable to the Brunswick Hall of Fame, composed of recordings by famous American artists. In commenting upon the possibilities for foreign recordings in America, Mr. Sebok said, "The Brunswick Co. recognizes the tremendous market represented by the foreign record field, and despite immigration restrictions thousands of people are coming to America every year and making their homes here. America is said to be the 'melting pot,' but the 'melting' process does not make the newcomer to our shores forget his home melodies and folk songs. European people are more or less music lovers and spend their money liberally in comparison to the average American. In the Brunswick foreign recording division we plan to answer the demand existing, starting with the most important languages and adding others at frequent intervals. Through the Deutsche Gramophone Co., Brunswick can secure the best foreign recordings, and moreover can arrange expeditions through its foreign connection by means of which recordings of genuine home organizations and artists can be secured."

It's the Quality of the Goods that gets the Dollars in the Till

No matter how clever the advertising, nor how profusely it is distributed, if the quality of the merchandise isn't there to back it up the public is not impressed.

Musical Instruments are no exception to the rule. And without exception, the musical instrument dealers who are substantially successful are those who have sought profits in volume sales of quality goods, rather than volume profits in occasional sales of instruments of lesser excellence.

The Buescher Company is proud of the success, without exception, of its dealers. For this success is credited almost entirely to the unapproached quality of True-Tone Instruments. And we think that is the best foundation upon which to build for permanency.

There is still some territory not yet closed. We are advancing slowly but surely. It might pay you to investigate the Buescher Proposition.

Address Wholesale Department

Buescher Band Instrument Co.
ELKHART, INDIANA

BUESCHER
True Tone
Band and Orchestra
INSTRUMENTS

Columbia

Announces

**The fifth of a series
of advertisements /**

*2 pages facing
in color
in*

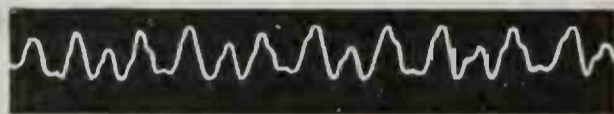
**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

The New Viva-tonal **COL**



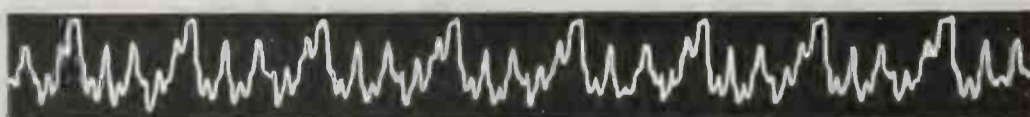
The restricted limits of the approximately natural tonal range of the phonograph, represented diagrammatically.



Sound-photograph of phonograph reproduction—exposure one-twentieth of a second. In the absence of detail appears the cause of that "phonograph tone" universally recognized as characteristic of all phonograph music.



The vastly broadened tonal range of the Viva-tonal Columbia.



Sound-photograph of reproduction by the Viva-tonal Columbia, showing its unprecedented wealth of detail. The "phonograph tone" is absolutely non-existent in the music of the Viva-tonal Columbia. "Viva-tonal" means living tone and the tone of the instrument is precisely "like life itself".

Here is the successor to the

YOU must not regard the new Viva-tonal Columbia as a phonograph. It plays from records, certainly—but there the resemblance ends. Its outward design is only a faint indication of the discoveries it embodies and of the musical reality it creates.

Recently developed scientific understanding of sound-wave characteristics and acoustic projection made the Viva-tonal Columbia possible.

For example, where the phonograph employed a "sound box," the needle of the Viva-tonal Columbia is attached to an

acoustic transmitter of exceeding sensitiveness and capacity.

The "tone arm," a familiar feature of the phonograph, is supplanted by a micrometered *sound-wave conduit*.

The "tone chamber," which in the phonograph was merely a horn cleverly adapted to confined space, is replaced by a progressively balanced continuation of the sound-wave conduit—shaped, fabricated, finished and positioned in accordance with lately discovered principles of acoustic science.

Practically the entire range of musical vibrations audible to the human ear is

within the scope of the Viva-tonal Columbia—to receive and to project without distortion.

Every softest shade and richest depth of sound the human ear can receive, the Viva-tonal Columbia reproduces—in unimagined beauty of orchestral instrumentation, in almost miraculous illusion of the singer's presence.

Give your imagination free rein, build up your expectation without restraint, then hear the new Viva-tonal Columbia and try to be prepared for an instant of amazement at its very first opulent note.

SATURDAY EVENING POST Mar. 5

Columbia *-like life itself*



Viva-tonal Columbia, Model 810, \$300, Model 800, \$275



phonograph

The four models of the new Viva-tonal Columbia shown here are typical of the entire line which your dealer will show you, or describe for you fully. All are exquisite examples of fine cabinet workmanship in mahogany or walnut. Each is a masterpiece in design and finish, embodying the utmost in dignity and appropriateness.

Columbia New Process Records

Viva-tonal Recording . . . made the new way — electrically

The epoch-making electrical process of recording used in Columbia New Process Records is offered to the public by the Columbia Phonograph Company through arrangement with the Western Electric Company.

Columbia Phonograph Company • 1819 Broadway, New York



Viva-tonal Columbia, Model 710, \$175, Model 700, \$160



Viva-tonal Columbia, Model 611, \$115, Model 601, \$90



Viva-tonal Columbia, Model 650, \$150

UNPRECEDENTED

There is no better example of progress in the talking machine field than Columbia.

The Viva-tonal Columbia, the successor to the phonograph, Columbia New Process Records, made the new way—electrically (Viva-tonal Recording), plus Columbia service to the trade and to the consumer, make a combination unequalled in phonograph history.

May we tell you the complete Columbia sales story?

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York City



Reg. U. S. Pat. Off. M. R. M. Ind. Rights
Nos. 184223 y 184224 de 6 de Agosto, 1926;
Marca Industrial Registrada Bajo No. 1090.

Plan Daytime Broadcasting to Help Dealers in Demonstrating Radio Sets

Radio Division of National Electrical Manufacturers Association Plans to Broadcast for an Hour on a Nation-wide Basis Every Week Day—Will Materially Assist Dealers

Plans of the members of the Radio Division of the National Electrical Manufacturers Association, announced recently, call for the most extensive radio broadcasting program ever projected. At a meeting of the Radio Division held at the Association headquarters, 30 East Forty-second street, New York, the following resolution was passed:

"Whereas there is an urgent need for daylight broadcasting of a high-grade program for the purpose of enabling radio dealers to demonstrate receiving sets during regular business hours; therefore be it resolved, that the Radio Division of the National Electrical Manufacturers Association establish a NEMA hour for the aforesaid purpose.

"It has been evident to the radio manufac-

turers for some time," said L. B. F. Raycroft, of the Electric Storage Battery Co., Philadelphia, who is vice-president in charge of the Radio Division of NEMA, "that the dealers in many cities and towns in the United States have been handicapped in making sales due to the lack of appropriate broadcasting during business hours. This is not the case in a few cities, but this condition exists nationally.

"Members of the Radio Division of NEMA include practically all the leading radio manufacturers in the United States and supply about 85 per cent of the radio apparatus sold in this country."

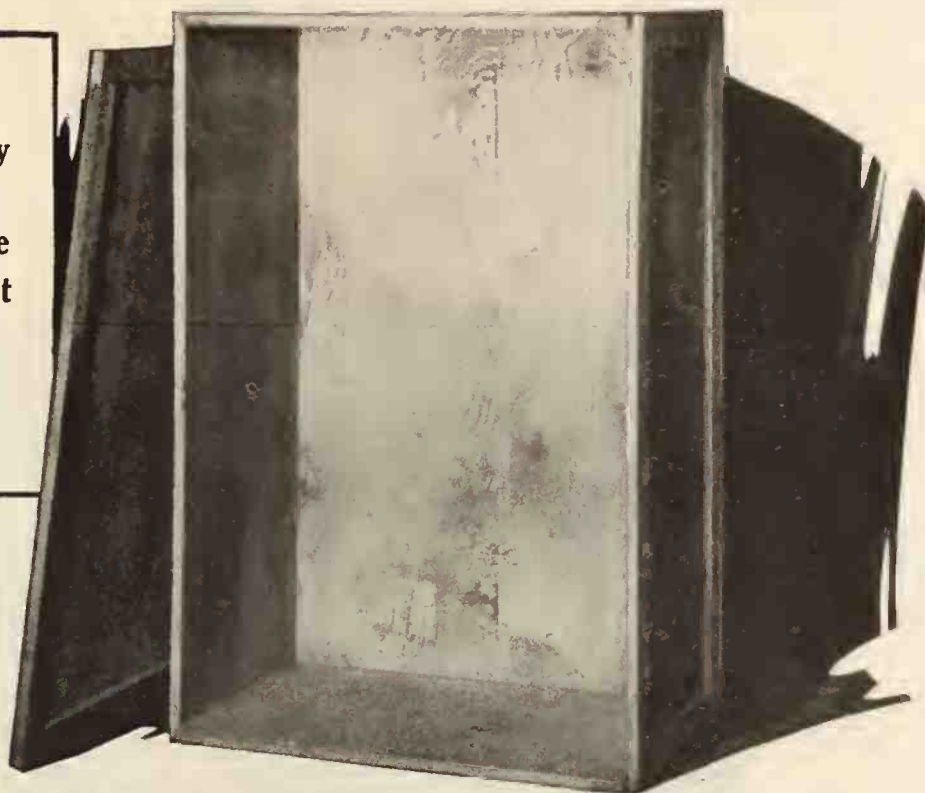
"According to the present plan it is proposed to broadcast for an hour on a nation-wide basis every week day, and we have secured an option

on both the Red and Blue networks of the National Broadcasting Co. Inasmuch as no other 'hour' is placed on the air more frequently than once a week, and very few of the regular weekly hours are on a nation-wide basis, we believe that the NEMA hour will transcend any broadcasting program ever attempted," said Alfred E. Waller, managing director of the National Electrical Manufacturers Association.

Discussing this further, Mr. Raycroft said: "The best available statistics show that some 20,000,000 homes in the United States are not yet supplied with radio sets. This is an exceedingly large market and we, as a group, are naturally interested in providing the right kind of a program for prospective buyers, who naturally want to hear a set in operation before purchasing it."

The Standard Phonograph House, St. Louis, Mo., has moved to new and larger quarters at 1334 Franklin avenue. This enterprising concern has been enjoying a steadily growing business, making the move necessary.

A sturdy
packing
case made
from light
tough
Plywood



Jiffycase

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

Jiffycase is the ideal container for furniture. A light, tough, sturdy box—it completely encloses the article shipped, bringing it to the dealer in class A condition at the lowest possible freight cost.

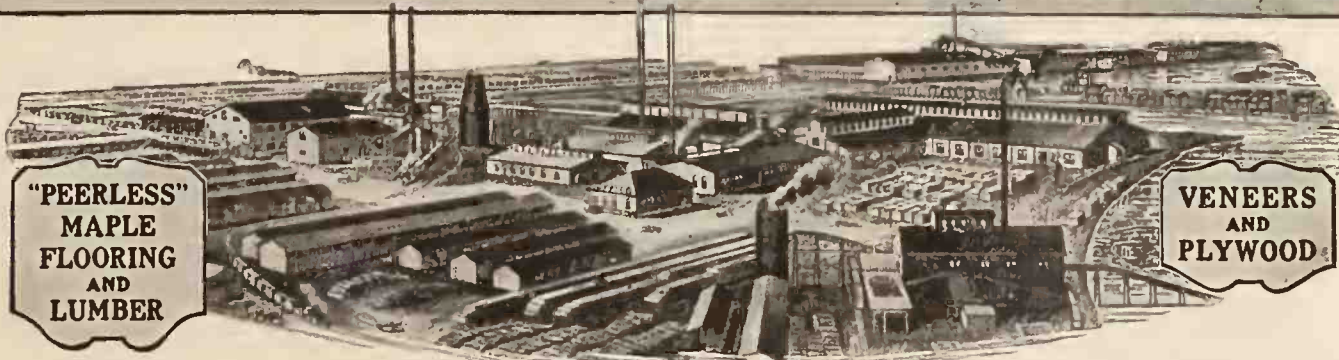
Jiffycased furniture never needs refinishing. It cannot become scratched or marred in transit. It is easily and quickly unpacked and the case can be used again by the dealer if he desires.

Many large manufacturers have adopted the Jiffycase system of packing because it means utmost speed in the packing room and utmost safety for their product without the need of pads and wrappings.

Dealers everywhere should demand Jiffycased shipments and wise, progressive manufacturers will meet that demand before it is made.

Complete information on request

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH



"PEERLESS"
MAPLE
FLOORING
AND
LUMBER

VENEERS
AND
PLYWOOD

Another great Sales

now \$325 (list price)



Number Seven-three Orthophonic Victrola Radiola

Batteries operating Radiola in special compartment accessible from front of cabinet. Complete set of Radiotrons furnished. Lever operated control-valve permits instantaneous change from Orthophonic Victrola music to radio reception. Controls forward—easy to operate—tunes with one hand. Snap-switch, positive battery control. Outdoor or

indoor antenna, with ground. Separate lids for Victrola and Radiola compartments. Spring motor runs ten minutes without rewinding. Non-set automatic eccentric groove brake: Record stops automatically without presetting. Equipped with Victor Record albums. Capacity for forty Victor Records. All equipment self-contained.

Opportunity

for Victor Dealers

A special list price of \$325 has been placed on Models 7-3 and 7-30
Biggest value ever offered!

HERE *is* a profit-making opportunity! The popular Orthophonic Victrola Radiolas Number Seven-three and Seventy-three with new list price of \$325!

Every two weeks the Victor Company is broadcasting the world's greatest artists in a series of the finest radio programs ever known. Place one of these instruments in every good prospect's home for these concerts and it will sell itself.

Victor radio programs and this new list price of \$325 on a fine Orthophonic Victrola with a five-tube Radiola will stimulate your entire Victor business.



CAMDEN, NEW JERSEY, U. S. A.

The Inveterate Shopper

a Trade Evil—The Remedy

By W. G. Mollette

How many of you radio salesmen have heard, with a sinking heart, the words "It's the best I've heard, but I'm going to try all the others before I buy" come tripping out of the mouth of a fair prospect? How many fond hopes have been dashed by such a simple sentence!

The fault for the condition suggested by these words lies with the dealers. We have encouraged the idea of installing the radio set in the customer's home for trial, and this idea has been carried so far that we are like the man who had the bear by the tail. He could not let go—nor can we! We have created the impression that no radio could be purchased that hasn't been thoroughly tried out in the

customer's home, and each dealer is always anxious to show his wares in comparison with his competitor.

The following sketch, based on an actual experience, will illustrate the difficulty in selling a radio set to a type of prospect who is adding materially to retail selling overhead:

He Thought He Had the Order—But

Jimmie Nesbitt was a radio salesman with average intelligence and sales ability. He had finished erecting an aerial on top of Mrs. Thorpe's house, and that night, after supper, Jimmie carefully went over the operation of the set with Mrs. Thorpe, explaining, cautioning and demonstrating. Finally he felt that she had absorbed enough from him to enable him to leave with some assurance that she could amuse herself after he had gone. He then shut off the radio, told her who the company was back of this radio, about the sales and service plan of his firm, gave her the price and got out his order book to try and close the sale.

But Mrs. Thorpe was not ready yet—she wanted to spin the dials some more, and anyway, "this is the first night you have put it in, don't your firm give more than one night to try a radio set? How could anybody make up their minds in just one night about a radio? Why, I haven't had a sound from South America or Africa yet! And doesn't Australia have any broadcasting stations," asked Mrs. Thorpe.

Jimmie patiently explained that any radio set was limited to picking up the waves which reached it with sufficient power to be amplified and brought forth as sound. He told her that at the present time he did not think it possible for the waves to reach us from Africa or Australia so as to be made audible.

Jimmie again went over the operation of the set with her, begging her to pay attention to what he was telling her, showing her that by keeping the battery setting constant and by judicious use of the volume control, she could bring in all the stations on the dial without a squeal of any kind.

"Yes, yes," she broke in, "I understand—you showed me that before. Tune it in on New York City I want to hear Babe Ruth sing." Jimmie sighed, then explained that it was next to impossible to reach New York City from Colorado unless one could catch a chain of stations rebroadcasting from New York. He also maliciously added that he did not know Babe Ruth could sing!

"Well, what can he do if he can't sing?" she demanded, "and what will your old radio reach anyhow? A person might just as well not have a radio set at all if she cannot reach what she wants to hear."

Jimmie put away his order book and decided to call it a night. There seemed no further use in trying to get the order signed just then. He hoped that perhaps to-morrow night she would be more reasonable, so with many cautioning words and repetition of instructions he left the fair lady and the radio.

Another Try for a Sale

The next night Jimmie called for a further demonstration and he brought in an excellent program for them to listen to. He again broached the subject of Mrs. Thorpe's purchasing this radio set. She met him impatiently again, complaining that she hated to be hurried in anything, and especially in this matter, for she was "enjoying the radio a lot" and "didn't want anything to spoil it for her." But as Jimmie was persistent she finally agreed to let him know definitely in the morning. So again Jimmie left without an order.

The next morning Jimmie called around in good season, and Mrs. Thorpe met him with a bright smile. "Do come in," she said, "I was just thinking about you."

Persistence Unrewarded

Jimmie replied politely, and after a short general conversation got down to business.

"You enjoyed the radio, did you not, Mrs. Thorpe?" he asked.

"Oh, yes, ever so much. I just think that radio is too wonderful for words! To think that you can sit in your own room and hear sounds from all over the earth!" she gushed.

"The price on this set suits you, does it? You think you like this better than the higher-priced set that I showed you at first?" he asked.

"Oh, yes, and I want to pay cash. I think I can afford that much for amusement, and I do not like this time payment business," she replied.

"Well, that is fine," cried the surprised Jimmie. "I'll just make out the order. You sign it here—" showing her the dotted line.

Did she pick up the pencil and sign? Did she? She did not! Instead, she smiled sweetly and said: "Yours is the best I've heard—but—I'm going to try them all before I buy!"

A Solution of the Difficulty

What are we going to do about this? Should this condition continue? Shall we try and make the best of a bad situation, or shall we put on our thinking caps and think straight through this dilemma? I offer the following suggestion for improving business:

That each radio retailer fix up a soundproof demonstrating room, with plenty of chance to demonstrate the different models he is selling. That the salesman bring in prospects in the evening, one family at a time, show them all of the line, get the prospect to decide on about which set fits his particular purse, and demonstrate that set. If the salesman can get the order right there, take a deposit and the following day install the set in the customer's home. If there is some interference in the customer's home and it is discovered after the set is installed, correct it if possible. If it is not possible to correct it, the fact remains that no other set will work there either. If he is not satisfied with its performance, refund his money less your expenses.

If the customer cannot be closed during the first demonstration, let him go to the other dealers' stores and listen to their sets. Keep track of him and follow up. But keep the radio set out of his house until he decides on the one he will buy, then install and service it.

Federated Radio Trade Ass'n Meeting Scheduled

St. Louis, Mo., February 10.—The annual meeting of the Federated Radio Trade Association will be held at the Coronado Hotel, here, on Friday and Saturday of this week, February 14 and 15. Indications point to a large attendance of representatives of other radio trade associations. Word has been received that B. W. Ruark, of the Radio Manufacturers' Association, and Paul B. Klugh, of the National Association of Broadcasters, will visit the conference. The keynote of the annual gathering is "to make our organization more valuable to the industry," and to this end instead of a general meeting with a lot of speeches the Association will be in executive session almost continually, discussing and deciding on activities that it and its member associations can engage in during the coming year.

Now!!

The KENT Attachment
with the
KENTONE
SENSITIZED REPRODUCER



Here is the new KENTONE SENSITIZED REPRODUCER on the Kent attachment No. 1 for playing lateral-cut records on the Edison Disc Phonograph.



The KENTONE Attachment has been a successful and standard product for over twelve years. With the new KENTONE SENSITIZED REPRODUCER these two products in combination now are available at reasonable prices.

Write for catalog of complete line of tone arms and sound boxes

F. C. KENT CO.
Irvington, N. J.



This is the battery that adds to the dealer's prestige

THE Eveready Layerbilt is absolutely the longest lasting dry cell "B" battery ever developed, as proved by the experience of thousands of dealers and of radio users. Modern sets that "chew up" the smaller Light-Duty size of battery are easily handled by the Eveready Layerbilt. You can unhesitatingly recommend it for all loud-speaker sets.

The remarkable service of the Eveready Layerbilt is due to its unique, patented construction. All other dry cell "B" batteries are assembled of cylindrical cells, with

much waste space between them, and many soldered connections bridging the gaps. The Eveready Layerbilt, however, is built of flat layers of current-producing materials, making automatic connection with each other. Every available inch inside the battery case is occupied usefully. This construction gives the user more battery for his money, and that battery is more efficient.

Don't let the public think that the smaller Light-Duty batteries, because they cost somewhat less, are more economical. The Eveready

Layerbilt lasts more than twice as long, and doesn't cost anything like twice as much. It is by far the most economical to use and the most satisfactory for you to sell.

NATIONAL CARBON CO., Inc.
 New York San Francisco
 Atlanta Chicago Kansas City
 Unit of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night—9 P. M., Eastern Standard Time, through the following stations:

- | | |
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| WEAF—New York | WTAM—Cleveland |
| WJAR—Providence | WWJ—Detroit |
| WEEI—Boston | WGN—Chicago |
| WTAG—Worcester | WOC—Davenport |
| WFI—Philadelphia | WCCO { Minneapolis |
| WGB—Buffalo | { St. Paul |
| WCAE—Pittsburgh | KSD—St. Louis |
| WSAI—Cincinnati | WRC—Washington |
| | WGY—Schenectady |



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NEW YORK, FEBRUARY 15, 1927

Federal Control of Radio Broadcasting

THE national legislation for the control of radio broadcasting, the result of the compromise between the House and the Senate, reflects in no small measure the power of public opinion and of organized demand for a law or laws designed to smooth out a rather complicated situation. Not so long ago it appeared as though the House and Senate had reached a deadlock regarding the respective merits of their bills, and that there was little likelihood of any satisfactory radio legislation being passed by the present short session of Congress. The pressure brought to bear—to have some measure, if only a temporary one, adopted for the protection of the industry and the public—had its effect and we will soon have a recognized power to regulate broadcasting even though the law itself is in the nature of a compromise.

It is to be hoped that in the regulation of broadcasting the commissioners to be appointed will not go at the matter without some authoritative knowledge of the situation itself and the problems to be met. At the present time there are so many broadcasting stations already licensed that within certain sections of the available wave band the matter of tuning becomes work for an expert, except with the most finely adjusted receivers. Then, too, there are said to be close to two hundred new stations planned and awaiting only some sort of permit to enable them to take their places on the air. Altogether the need for regulation, and intelligent regulation, is genuine and pressing.

The radio bill itself as finally adopted by the Conference Committee, although admittedly a compromise, embraces many of the points of the original White and Dill bills. In the first place, it provides for five regional commissioners, to have general power over the granting of licenses and other such matters during the first year, which in a measure carries out the idea of the Dill bill, but at the same time the placing of other powers in the hands of the Secretary of Commerce, with the proviso that he have general charge after the first year, reflects the aims of the White bill. In other sections of the measure, too, the effects of compromise and consolidation are apparent.

The main point, however, is that Federal legislation covering radio broadcasting is actually under way. Although all the details may not please those interested in such a measure, any law that will prevent confusion in the air is to be welcomed. The radio industry is so large and its possibilities are so great that to have it seriously injured through the activities of a comparatively few radio broadcasters should be out of the question.

Great credit is due to the officials and members of the various organizations within the radio industry, and to a number of prominent Congressmen and public men generally for the energetic and efficient manner in which the case of both the public and the industry was presented to Congress. The issue has been clouded at various times by charges and counter-charges, but in spite of these handicaps the need of some definite regulation has been recognized and heeded. From the dollars and cents standpoint, the new radio bill means a saving for the industry of millions of dollars in potential business. That much is certain.

What the Victor Co. Stock Sale Indicates

IF the recent placing on the market of the three new issues of Victor Talking Machine Co. stock proved nothing else it proved that public confidence in the improved talking machine and its future has been restored and is at the moment noticeably strong. The first announcement of the stock issue aroused immediate interest, and that this interest was genuine was indicated by the rapidity with which the new issues were taken up by investors. With the placing of the Victor stock on the New York Stock Exchange, the various issues showed immediate strength, with quotations at par and in certain cases somewhat above par.

What has actually been accomplished is no news to the trade. Two years ago, it is no exaggeration to say, a \$40,000,000 stock issue in the talking machine trade would have gone begging. The public had apparently been weaned away through other attractions and no one knew that better than manufacturers and dealers in talking machines themselves. Just how successful the new types of instruments and the new methods of recording have been in re-establishing the talking machine as a desirable factor in home entertainment is most strongly reflected in the demand for the Victor Co. issues.

From the trade angle, or rather from the standpoint of those directly interested in the distribution of Victor products, what breeds additional confidence is that there remain in control of the destinies of that company those men who have been most deeply concerned in visualizing and developing the new products. The election of E. E. Shumaker to the presidency of the company kept the promise of the bankers that the personnel would not be changed with the transfer of control, and those who have been acquainted with what the Victor Co. has been doing the past few years are, or should be, familiar with the important part that Mr. Shumaker has played in casting precedent aside and grasping those new ideas that have meant so much not only to the Victor Co. itself, but for the industry as a whole.

The talking machine industry has effected a pronounced comeback. There have been given to distributors those products that have registered with the public and just how profitable this opportunity will prove for the industry rests largely upon the attitude of the individual dealer. If it is accepted for what it is actually worth, he should be in for a real period of prosperity. If he is inclined to rest and travel with the tide then he may not realize so much. The main point is that the talking machine has regained in a great measure its former place in public favor. That in itself reduces sales resistance to a minimum.

Two Basic Factors of Retail Success

THE success of the talking machine dealer's business rests primarily on two factors, assuming that he and his staff have ordinary selling ability. These two factors are turnover and terms. The fact that a retailer has sold a large number of instruments and a very sizable bunch of records does not mean much unless these sales represent a proper turnover of stock and capital. The retailer, for instance, may do a tremendous business in instruments and a very sizable record trade, and yet find that through poor manage-

ment his profits are merely paper profits and the cash is tied up in slow-moving stock or long-time paper.

Experience has shown that the best way to secure turnover on record stock is to devote as much attention to featuring standard and classical selections and album collections as is given to the current popular hits. In other words, good music may require slightly more effort in the demonstrating and selling than the current hits, but its vogue lasts practically forever, while that of the popular song is distinctly transitory. With records of the latter type it has been no unusual thing for a dealer to be rushed with orders for one week and then find himself the following week with several hundred records of that same selection gathering dust on his shelves. By giving attention to all types of records, he can keep his stock and demand balanced to a point where he can secure increased turnover and still maintain a moderate stock.

Record sales have been the backbone of the business since its inception, though dealers have found it hard, at times, to realize that the selling of one machine for several hundred dollars is not a greater accomplishment than selling various groups of records at probably half the price. It happens, however, that record sales, for the most part, represent cash transactions, making for stock turnover and the maintenance of liquid capital. The same dollar volume of machine sales, unless properly handled, may mean tying up the dealer's cash for a period of a year or a year and a half. Too much of this long-time business can do more to cripple a dealer's operations than any other factor in the business.

The main thing, therefore, is for the dealer to give thought to stock turnover as much as to volume and to keep his capital assets as liquid as possible through insistence upon reasonable terms. Sales that are handled simply to meet competition and gratify the customers are not always profitable sales by any means.

Good Daylight Radio Programs to Help Trade

BROADCASTING is naturally the foundation stone of the radio business, and without broadcasting the end of the industry would come quickly. That fact being recognized, it must also be considered that although broadcasting is in a sense a thing apart from the merchandising of radio receivers, the two divisions must work in close harmony if they are to jointly meet with the greatest measure of success.

That broadcasting has shown a remarkable improvement during the past year is admitted, for through the farsightedness and generous spirit of such trade factors as A. Atwater Kent, Brunswick-Balke-Collender Co., Columbia Phonograph Co., the Victor Co., Crosley Co., the Fansteel Products Co., and many others not connected with the industry, the public has been privileged to hear in their homes, through the medium of the radio receivers, concerts by some of the greatest operatic and concert stars and organizations of the day. These elaborate programs have all tended to establish radio on a firm basis with the better element of the citizenry.

From a trade angle, however, there now comes the complaint that although these elaborate concerts have been and are being given, they are for the most part scheduled for the night and there are many periods during the day when the best stations are either

silent or offering programs that admittedly serve to fill in the time. The owner of a radio receiver may be quite content to hear the elaborate programs at night when he has more leisure, but the dealer who seeks to build up a volume of sales during the daylight hours frequently finds himself handicapped through the lack of a suitable broadcast program. Plans have been launched by dealers for a movement to have the broadcasters give thought to this question of all-day-around programs of good features, not so much for the entertainment of the public as for the convenience of the dealer in selling the receivers to make the broadcasting worth while.

The hard-boiled customer who wants to hear how leading orchestras or singers are brought in by a given set is often not satisfied with hearing the announcement of a new recipe for angel cake. It may be that he can be persuaded to visit the dealer's store on some evening when the broadcast programs are particularly generous, but that brings with it all the dangers that lurk in a postponed sale. Given time, the customer may forget about the whole matter or decide to buy from a competitor. Suitable programs during the day will solve the problem.

Home Demonstration an Expensive Sales Method

THE type of people who visit food shows for the purpose of gathering enough samples to stock their larder for a week or so, and those who order gowns on approval in order that they may have new raiment for special occasions at the expense of the merchant, have their counterparts in individuals who apparently believe in getting as much as possible of their home musical entertainment free by taking advantage of the willingness of certain dealers to furnish various types of musical instruments and radios for demonstration in the homes without charge.

The slogan of many a merchant has been that, once in the home, the chances are nine to ten that the instrument will be purchased and stay there, but actual experience has shown that under present conditions this proportion is greatly over-estimated. When cartage, wear and tear on instruments, salesman's time and the other factors are considered, the home demonstration, particularly in the case of talking machines and radio, proves a most expensive form of selling and generally leaves little profit in its wake. That this fact is recognized is evident by movements on foot in various sections of the country, sponsored by trade associations, to have the practice of giving home demonstrations discontinued.

There are, of course, prospective customers who are honestly trying to make up their minds regarding various types of instruments and feel that they can judge best by having those instruments in their homes, but it is found that even these well-meaning people, after having tested out two or three phonographs and as many different radio receivers, are generally as much at sea regarding their relative merits as before, and it simmers down to a question of straight salesmanship. That being so, it is much better to have that salesmanship demonstrated in the store where proper facilities are maintained for displaying various instruments in the line and for closing the deal on the spot. If a majority of retailers will take this view of the situation and refuse to yield to the temptation of getting the instrument into the home before the sale is made, then the average profit in selling will be far more satisfactory.

OCTACONE PAUSIN

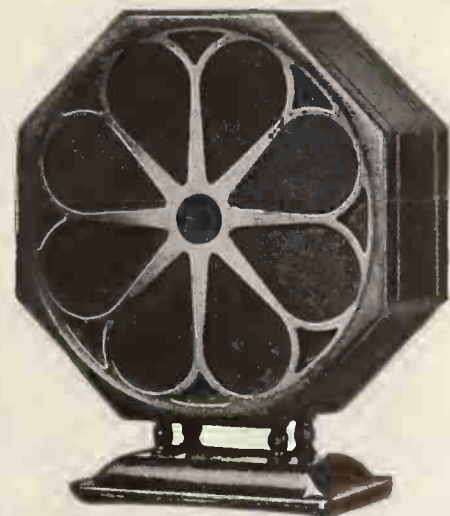
Here's one good selling point to remember about the Octacone Speaker. You can knock or drop it, accidentally or otherwise, on a concrete floor if you wish, and it still will reproduce just as clearly and sweetly as it ever did. If you have your doubts as to the value of this *selling feature* try the same experiment with any other six speakers.

\$ 19⁵⁰
List

*Slightly higher
west of the Rockies*

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*Licensed Under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669,
1,294,137. Other Patents Pending.*



Frequent Turnover Measures Profits in Record Department

By C. H. Mansfield

Manager, Phonograph and Radio Department, Fitzgerald Music Co.

If you would make an outstanding success as a record department manager then try for frequent turnover. It is far better, and far safer, to order records every day than every week, or even twice a week.

Turnover Measures Profits

The biggest profits come in modern merchandising through turnover. To the young lady or young man in the record department, to whom this is merely a vague term, I wish to give an example of what turnover means. We will say that a certain record stock represents, at list price, \$5,000. And, as an example, say that the record department does a business of \$2,500 list price per month. Then it naturally turns its record stock over six times per year. Therefore, if the same record department, with one-half the stock does the same amount of business per month it will naturally turn over its stock twelve times per year. Therefore, much more money will be made on the same amount of business.

Of course, if your jobber is several hundred miles away then there is more difficulty, but few stores in the United States are more than two days removed from the jobber at most, and in those cities where the jobber is removed this far I believe the customers will be more willing to excuse a store for being out of a record than customers in the city where a jobber is located, and where naturally they are accustomed to larger stocks.

The Bugbear of Overstock

I have been through all periods of the record business, and I know that the most dangerous habit of all is the one so often employed of ordering records less frequently. Ordering only a day's supply at a time insures you against a

big overstock on any numbers. Even with judicious daily ordering you are going to have to keep a clear head and a cautious eye to prevent that business bugbear of overstock from getting into your records.

Daily Record Ordering Is Safest

No matter how popular you think a record is going to be, be careful and stick to your rule of ordering one day's supply at a time. Remember dealer's record stocks every year are filled with numbers that looked like sure sellers when they were bought. A check up of stocks will undoubtedly show that almost invariably the numbers on which dealers are greatly overstocked are numbers that at one time were big sellers. Just think that over when you are tempted to order a week's or a month's supply at one time.

If a new record sounds unusually good to you, and you feel sure you can sell an average of fifteen a day or one hundred during the next week, just control yourself and order the one day's supply and then reorder it every day. I have been told by many young ladies in record departments that it seems so silly to order the same records each day—records that they felt were going to be good sellers for weeks to come. It would be silly to do otherwise!

Even though you have been selling fifteen or twenty of one particular number every day for days or weeks or months, and the demand seems to be growing rather than slackening, just you keep up the ordering of your day's supply each day and watching closely for the downward curve in that record's popularity, for it will come some day just as sure as you are alive.

I have known of several cases where some



C. H. Mansfield

particular record sold steadily for over a year, and even more, and then in less than two weeks' time stopped selling because another record of the same selection, more beautifully rendered, was issued. The first record became dead stock immediately.

How Profits Are Wiped Out

In one case of this kind I know of a dealer who was selling some eighty-five or one hundred of a particular record every ten days or two weeks. Another record of the same selection was issued and it killed the first record and this dealer was caught with eighty of this record on hand. This particular case was over one year ago and in that year, with the efforts of everyone, he has been able to dispose of only ten of these old records. But he has only been able to dispose of those ten by deceiving those customers who did not know of the more beautiful rendition. This dealer now has seventy records, representing the net profit on some three hundred or more other records. It seems that the profit on hundreds of other records must go to make up the loss on this dead stock.

It is true that the record exchange plans offered by some companies will eventually take care of some of these overstocks, but I can show you records in overstocks that have been there for two and three years awaiting the mercy of the exchange plan, and even though the record exchange plan eventually takes care of much of your overstock, if this stock remains long much of your profit is taken by lack of frequent turnover.

Analysis of Profit Through Turnover

A simple way of understanding why, or how, money is made on frequent turnover, can best be illustrated by the following:

As an example, say that you have \$100 to invest in a record stock. If you buy \$100 worth of records and sell them all in a given period of time, say one week, then you have the \$100, after deducting, say, an imaginary net profit, after paying expenses, of \$10, to invest at once in another stock of records. You sell this second stock also in the same given length of time, just one week, and you have made another \$10 and so on.

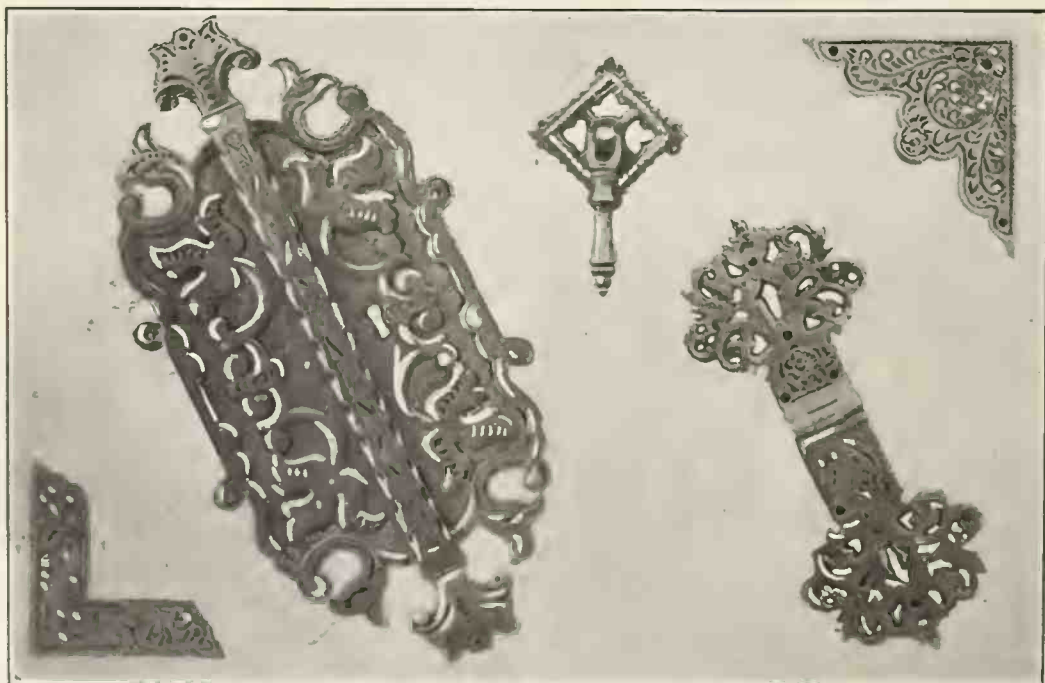
But, just for example, say that through unwise buying you find \$50 worth of these records move just twice as slowly, and it takes twice the given time, or two weeks, to move them. Then you turn over \$50 only during the one week's time, making a profit of only \$5, and it takes two weeks to make the other \$5 from the slower moving numbers.

Thus, in two weeks, you have made only \$15 net profit when you should have made \$20. In a year with the 100 per cent weekly turnover

(Continued on page 27)

FULL LINE of HARDWARE

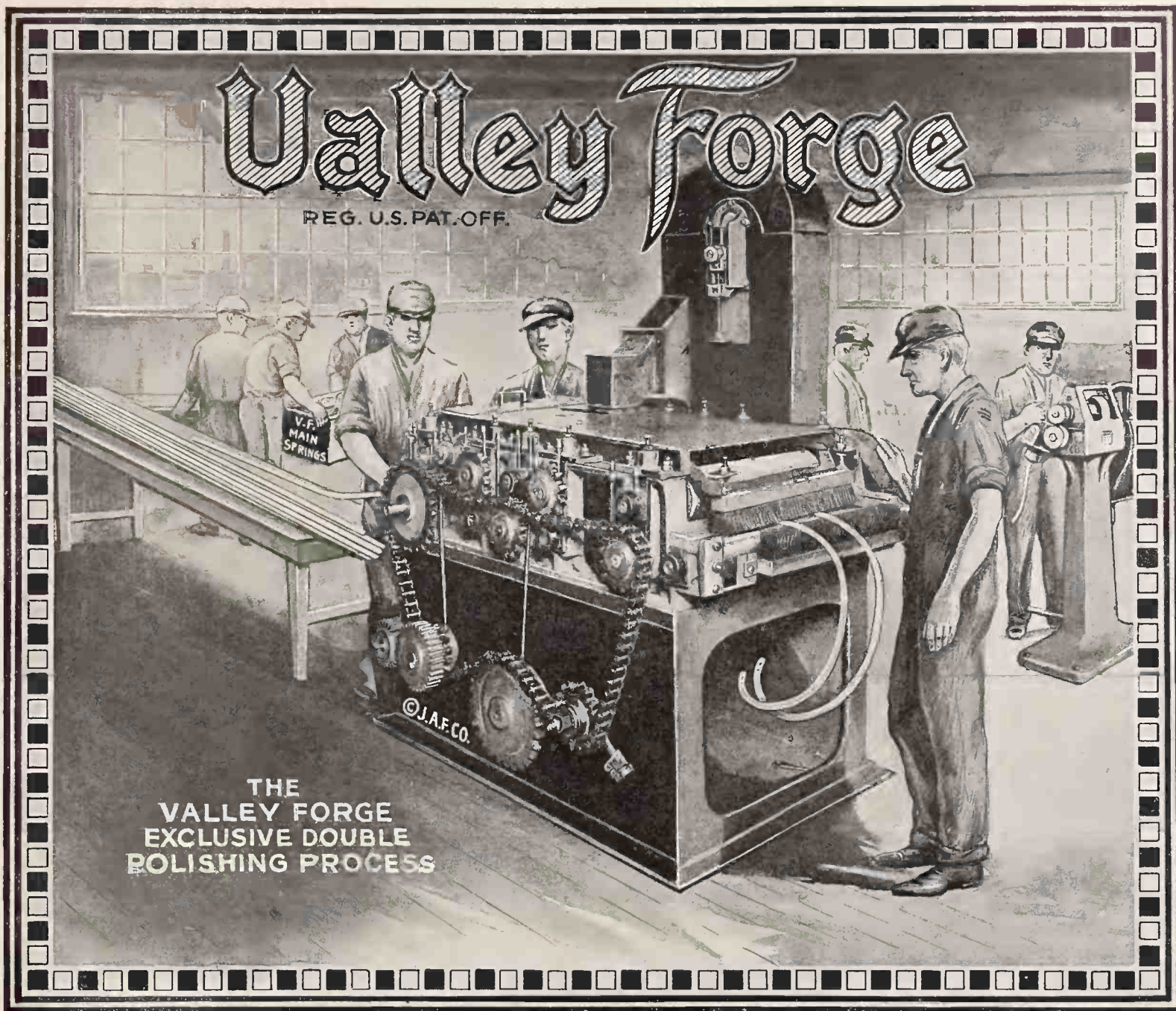
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Valley Forge's greatest contribution to the phonograph industry. Our task was to make a good reproducer at a moderate price. And we believe we did our part wonderfully well! It would take pages to tell you what it will do, but just a few seconds to find out for yourself.

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Frequent Turnover Measures Record Profits

(Continued from page 26)

you would make \$520 net profit, while as illustrated, in the second phase of the example, if you consistently take two weeks to turn your stock you would make only \$390 net profit.

You would soon find at this rate, with an accumulating stock of slower moving numbers, that your investment in records would be increasing as you would be forced to take your profits each week to invest in your faster-moving stock.

Of course, these examples are only hypothetical, but I believe that they illustrate the idea of turnover fairly well.

More About Profit

Now, by ordering frequently and in smaller quantities, you increase the profits of your department from other angles as follows:

First, you keep the stock assets liquid. Second, you release money from record stock that can earn profits elsewhere. Third, you eliminate the loss that must come from dead, unmovable stock. So while volume is very important, remember that a clean stock and frequent turnover are equally important.

Bear in mind that there is more profit in doing \$1,000 worth of business each month on a record stock of \$1,500, than there is in doing \$1,500 worth of business on a record stock of \$5,000 or \$6,000. If, we will say, with an average investment of \$5,000 in records, you do a \$30,000 record business a year and show a net profit of \$3,000, then if you do the same amount of business on \$2,500 worth of stock you have increased your turnover 100 per cent, and increased the percentage of profit on the investment 100 per cent also.

But there will be additional profits due to more rapid turnover, for the other \$2,500 can be used in many ways and can earn its own profit which might be equal to or greater than the \$3,000 profit in the record department.

Keeping Stock Down

A very clear example of the advantage of keeping your stock down and operating on as small a stock as possible, is given below:

	Aver. Stock	Av. mo. Sales	Yearly Turnover	Profit	Percent of Profit on Investment
1	\$5,000	\$2,500	6 times	\$1,500	30%
2	2,500	2,500	12 times	1,500	60%

As above outlined, you will see that you double your percentage of profit on capital invested by doing the same amount of business on one-half as much stock. This may seem a little far-fetched to some people, but I assure you there are many stores that could do just

as much business on half the record stock they are now carrying. The additional money that is tied up in a slow-moving record stock could be, as before outlined, put to much better use earning a profit elsewhere.

As I have said before, volume is indeed the big goal to strive for, but in obtaining this volume be sure that you keep your stock down to a minimum so that your turnover will be frequent.

Daily Inventory Plan

One very good way to keep the reins in your hand on the record stock situation is to draw up a form as below and keep it posted daily. First you obtain an actual inventory of record stock and each day you post up records sold and records received. Thus by adding records received to your inventory and subtracting records sold you have the figures of your daily inventory—and you can tell from day to day whether your inventory is going up or down. As an example:

Date	Inven- tory	Records Rec'd To-day	Records Total	Records Sold To-day	Net In- ventry To-day	Increase or Re- duction to date
1	\$5,621.00	\$126.00	\$5,747.00	\$138.25	\$5,608.75	R-12.25
2	5,608.75	86.50	5,695.25	92.00	5,603.25	R-18.75

In spite of your first impression to the contrary—this daily inventory report is very easy and practically no trouble to keep and will positively not take more than five minutes of your time each day and such daily information will be of inestimable benefit in keeping your record stock down and increasing turnover.

It will undoubtedly be much easier to keep this inventory record by figuring your inventory and daily purchases and sales on a retail price basis, due to the fact that the figures can then be taken from the cash register each day in a lump sum. The retail price is most practical due to the fact that various discounts are given on different series of records—and it would require too much time to segregate the sales each day and figure the cost of records in each series sold.

By keeping such a record you always know exactly where you stand and you are given a definite goal and incentive for reducing your stock. When your record stock shows an upward trend you don't have to wait until the end of the month to find it out, you know it immediately and you can correct it at once by going to your numerical inventory and locating the numbers that are beginning to freeze. Without delay you can then immediately begin to push and sell those numbers.

Listing Overstocked Records

Of course, it goes without saying that every record department manager should keep a numerical stock list of records and keep it posted daily so that one can quickly see on what records they are overstocked. This list of overstock numbers should be posted in prominent places on the record racks so that the salespeople will have constantly in front of them what records to push.

An overstock on a number does not always necessarily mean that that particular number is dead—in most cases it merely means that customers have quit asking for it. Many overstock records can be quickly sold if the record salespeople will just suggest and play these records for customers. Of course, the older an overstock record becomes the more difficult it is to dispose of it—hence the necessity of keeping a sharp eye on the numerical stock list so that the overstock numbers can be bulletined at least once a week to the salespeople so that they may in turn know just what numbers to push.

One thing to bear in mind is this fact—that many large overstocks do not necessarily mean large quantities of a few numbers—but as a rule mean principally a few too many of a great many different numbers. The daily ordering and careful watching of a numerical inventory will circumvent this situation and aid materially in producing profits.



A Complete List

of



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181 Whitehall St., Atlanta, Ga.

CONSOLIDATED TALKING MACHINE COMPANY
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IDEAL PHONO-PARTS CO.
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469 1/2 Washington St., Portland, Ore.

EVERYBODY'S TALKING MACHINE COMPANY
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JAMES K. POLK, INC.
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811 West Broad St., Richmond, Va.



Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Great selection, playing up to ten records.

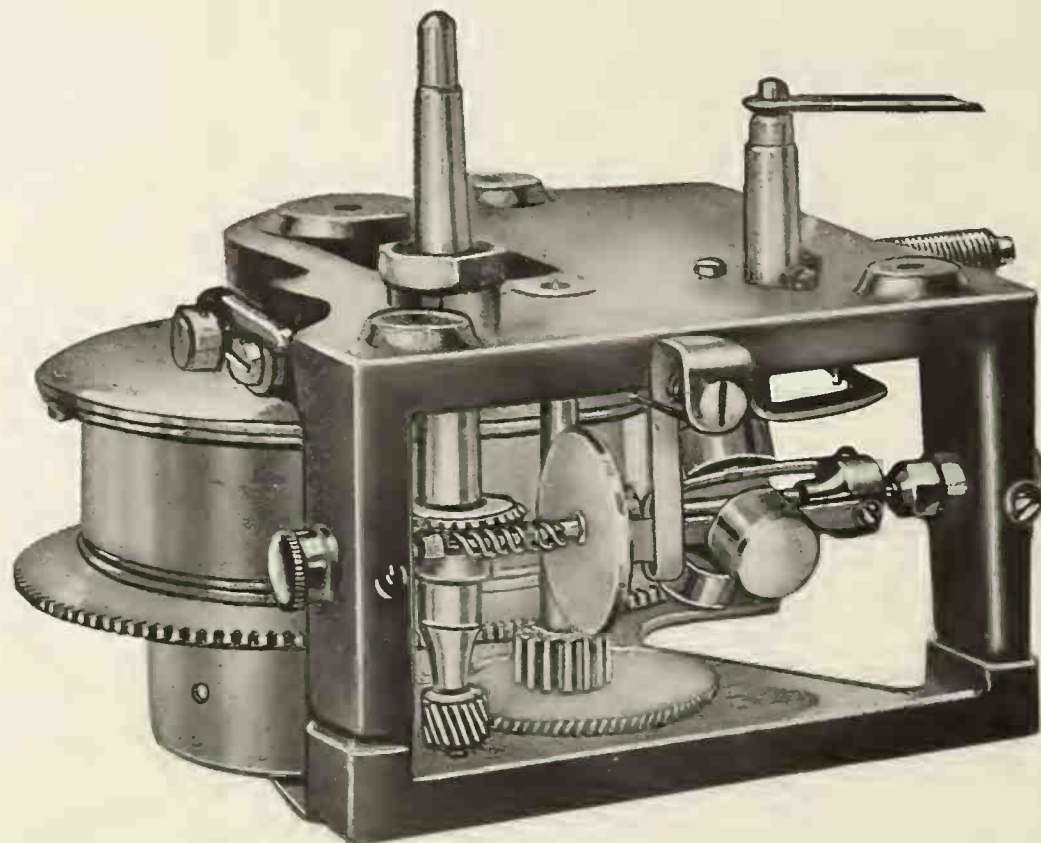
Superior quality at moderate prices

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QUALITY SILENT MOTOR



MODEL DS

PAST PERFORMANCE COUNTS A TRIAL WILL CONVINCe YOU

Specifications

Double Barrel.
Will play five 10-inch records.
Positive silent operation.
Silent rugged winding drive.
Double bearing support to winding shaft.
Adjustable Turn Table takes up bushing.

Adjustable ball bearings on governor shaft.
No jumping springs.
Self lubricating turn table shaft.
Three ball spring governor.
Ball thrust on turn table shaft.

Silent Motors have stood the test. Manufacturers appreciate the quality, and the dealer enjoys the freedom and satisfaction of pleasing the public.

If you do not know the quality of Silent

Motors let us prove our claim.

Increased facilities have made it possible in our new plant to permit our serving the manufacturer with greater efficiency plus value with lower costs than ever before.

MODEL S. M. SIMPLEX
ESPECIALLY DESIGNED FOR PORTABLES
POWER LIGHTWEIGHT COMPACT

Silent Motor Corporation

HERMAN SEGAL, President

317-323 East 34th Street

New York City

Announcement

The New ADD-A-PHONIC Reproducer

MR. DEALER: A surprise awaits you in the recreation of your old phonograph stock, from which you will hear the marvels of TONE REPRODUCTION science has brought you.

EUREKA!

¶ We have found in the ADD-A-PHONIC REPRODUCER, through the aid of science and extensive research, marked development in Tone Reproduction. The carefully planned acoustical balance designed with a straight line frequency, opens a new market for Reproducers. A revelation on the old phonograph, a marked improvement on the modern phonograph. It is especially beneficial to the Portable.

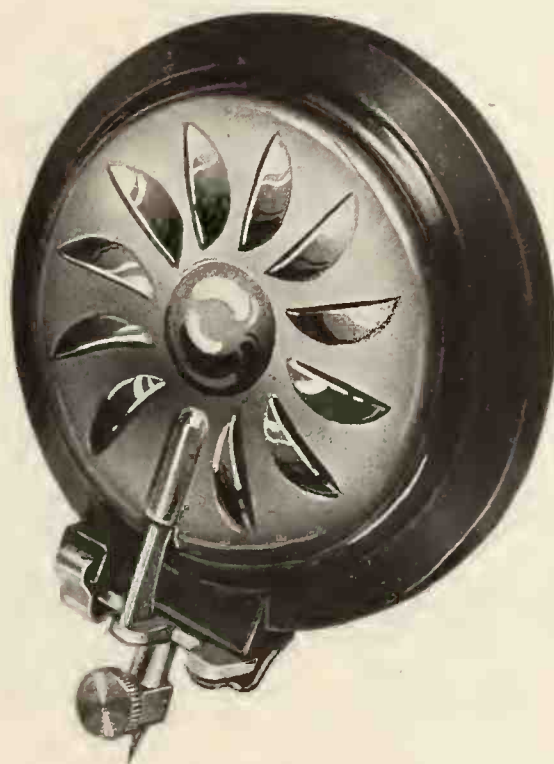
¶ Ruggedness of construction together with extreme sensitivity, will prove the factors of durability and pleasing rendition.

¶ The full range of tone values are free and not pinched, assuring even register and the fidelity of both bass and treble.

¶ A demonstration will prove our claims.

¶ The ADD-A-PHONIC REPRODUCER is made by the same Manufacturer who has produced the ADD-A-TONE loud reproducer, so well known to the trade.

¶ A few remaining jobbing territories now open.



Only \$5⁰⁰

UNIQUE REPRODUCTION CO.

HERMAN SEGAL, President

317-323 East 34th Street

New York City

Public Shows Faith in Talking Machine by Oversubscribing for Victor Stock

Public Offering of \$16,500,000 7 Per Cent Cumulative Prior Preferred, 95,000 Shares of 6 Per Cent Cumulative Convertible and 415,000 Shares of Common Is Oversubscribed

No more positive indication of the return of the talking machine to public favor could be found than in the manner in which the new stock of the Victor Talking Machine Co., issued under the auspices of Speyer & Co. and J. & W. Seligman & Co., was literally grabbed by the investing public to an extent that resulted in a substantial oversubscription, making necessary an allotment of stock in proportion to the subscriptions sent in.

The public offering consisted of an issue of \$16,500,000 of 7 per cent cumulative prior preference stock, with a par value of \$100 and offered at \$98 per share; 95,000 shares of 6 per cent cumulative convertible preferred stock, of no par value, offered at \$90 per share, and 415,000 shares of common stock, no par value, offered at \$38 per share.

The stock issue was authorized at a meeting of the stockholders of the company in Camden on January 17 and the books were opened to the public on January 19 for the sale of the 7 per cent preference stock, the other issues being made available to the public at later dates. It is explained that the new issues do not represent a refinancing of the company, but with the exception of the 244,230 shares of common held by the company for conversion of the cumulative, convertible preferred stock at the rate of two shares of common for each share of convertible preferred all the stock will be issued in exchange from the outstanding 350,000 shares of common stock of \$100 par value.

The prior preference stock of the company, the first to be offered, at \$98 per share, will be redeemable in whole or in part at \$115 per share and each share will carry voting rights. A sinking fund starting in 1928 will retire 3 per cent of the outstanding issue each year, if available, at \$115 or less. When the stock was offered in the United States through a number of prominent banking houses, it was offered simultaneously for subscription in various European centers where it likewise proved in great demand.

Just prior to the opening of the subscription books to the public the Victor Co. advised all its wholesalers and dealers of the new stock

issues in order that those who desired might participate directly in the progress of the company by subscribing in advance to the public at large. Special arrangements were made whereby these Victor Co. representatives could receive particular consideration in the allotment of the security.

The new stock has been placed on the New York Stock Exchange and each of the three classes immediately commanded a premium, not only significant of the standing of the stock in the eyes of the investing public, but of the effect of the statement regarding the Victor Co.'s business as offered by Edward E. Shumaker, president of the company, who in his letter to the bankers reported earnings in 1926, with the last quarter estimated, of \$8,000,000 after Federal taxes and reserves for depreciation of about \$1,140,000.

"Since organization in 1901," Mr. Shumaker

Old Type Phonographs Are Modernized by the Merola

New Product of Crosley Radio Corp., Operated in Conjunction With Radio Set, Converts Mechanical Phonograph Into Electric Type

CINCINNATI, O., February 4.—Owners of the old type phonographs will be interested in the new product of the Crosley Radio Corp., the Merola, which, operating in conjunction with a radio set, converts a mechanical phonograph, playing a disc record, into an electric reproducing instrument. The Merola, it is claimed, eliminates needle scratch, increases volume and enables a more complete reproduction of the entire musical scale, without distortion. The Merola derives its name from the initial letters of "magnetic electric reproduction." In an interesting article by John R. Loofbourrow, of the Department of Physics of the University of Cincinnati, the Merola is described as "a substitute tone arm for the phonograph. It is attached by a cord to the detector socket of a radio receiving set and the music from the record is thereby reproduced through the radio

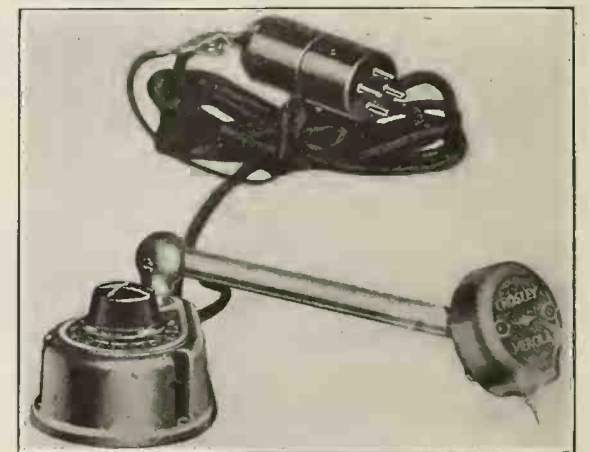
continues, "the company's business has been profitable in every year with the single exception of 1925. In that year net earnings were \$931,358, before writing all depreciation, losses due to the abandonment of old models and extraordinary expenses incident to the development and introduction of new instruments and processes. The company has paid about \$37,500,000 in cash dividends. A stock dividend of 416⅓ per cent was paid in 1911 and of 600 per cent in 1922."

The company entered 1927 with a production schedule for the first half year, based on orders on hand, that is one of the heaviest for any corresponding period in its history.

Current assets on September 30, 1926, shown by the consolidated balance sheet, including \$12,971,138 in cash and marketable securities, were \$25,129,913, as against current liabilities of only \$2,817,249. Such net current assets exceeded the par value of the prior preference stock. Total net assets were \$51,093,812, equal to about \$246 per share of prior preference stock. The valuable patents, rights and trade names are carried at \$1; the master records and matrices for its entire collection of records are likewise carried at \$1. No valuation is included for good-will.

set and the loud speaker. The Merola also is equipped with a volume control device."

Further, the writer states: "The two vital

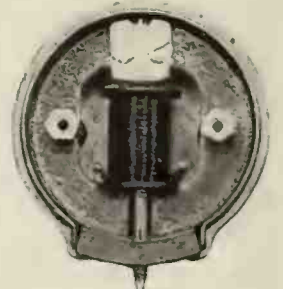


The Crosley Merola

features of the electrically reproducing system which explain its superiority to mechanical systems of reproduction are, first, the replacing of the usual diaphragm by a light, sensitive armature, and second, the replacing of the horn by a distortionless, cone-type speaker.

For adjusting the loudness of the reproduced music a volume control is provided. This consists of a rheostat which is connected across the armature coil in such a way that when all of the resistance of the rheostat is cut out the coil is short-circuited. To increase the volume more resistance is cut into the circuit."

The installation of the Merola is a simple matter and consists merely of putting the plug in the detector socket of the radio set and connecting the extra lead wire to the detector "B plus" terminal of the set.



Interior of Unit

Solves Battery Eliminator Sales and Service Problems—

THE dealer owes it to himself to handle only such devices as will perform satisfactorily. When you sell a Battery Eliminator show its performance by testing it with a Weston Model 489 Battery Eliminator Voltmeter—it will assure customer confidence.

¶ This double range battery eliminator voltmeter has a very high internal resistance (1,000 ohms per volt), which means that only a very slight amount of current (one milliampere for full scale deflection) is drawn from the eliminator for its operation.



WESTON ELECTRICAL INSTRUMENT CORPORATION

190 Weston Avenue, Newark, N. J.



STANDARD THE WORLD OVER

WESTON

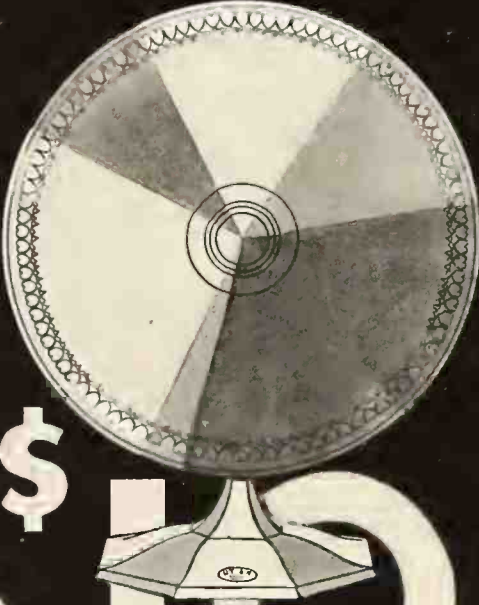
Pioneers since 1888



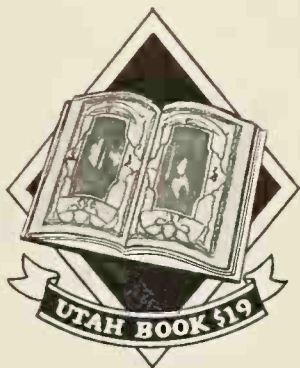
RCA Receives Largest Radio Compass Order

The largest single order ever received for direction finder or radio compass installations has just been awarded to the Radio Corp. of America by the steamship interests allied with the United States Steel Corp., according to David Sarnoff, vice-president and general manager of RCA. Mr. Sarnoff states that the order provides for 100 radio compass installations involving more than a quarter of a million dollars. The radio compass has proved a boon to navigators, it is said.

UTAH

CONE  SPEAKER

\$ 10



The JUNIOR CONE is the Outstanding Speaker for 1927

UTAH RADIO PRODUCTS CO., 1421 S. MICHIGAN AVE., CHICAGO

17½-in. Senior Cone \$16 13-in. Junior Cone \$10 14-in. Standard \$22.50 11-in. Junior \$12.50 17½-in. x 13½ in. Book \$19

Each One Guaranteed

How Specializing in Irish Records Built Profits for O'Byrne De Witt Music House

Seventy-five Per Cent of Total Business for Year in Irish Record Department—Does Large Mail Order Business—Advertising and Direct Mail as Aids to Sales

The profitable merchandising of talking machine records presents to dealers angles that are many and varied. There are so many methods of advertising, demonstrating and pushing these items of stock that it is sometimes difficult to choose the one which is best suited to the store, and in many cases the dealer utterly neglects this department and lets the records sell themselves. Dealers throughout the country have found it exceedingly profitable to put special sales effort on the records of one type or of one nationality. When a store is located in a section which has for its residents a majority of one race or nationality, sales promotion centered on one class of recordings is certain to result in sales. Every country has its music and its music-lovers and a dealer who is in a position to serve these prospective customers and fails to take full advantage of his opportunities is neglecting a sure source of income.

A Retail Specialist

Some twelve years ago the O'Byrne DeWitt Music House, talking machine dealer, which had been meeting with average success in the five years of its existence, inaugurated an entirely new policy and specialized in the selling of Irish records, with all the advertisements of the store carrying the line "Irish Music House." The founder of the business, Mrs. Ellen O'Byrne DeWitt, whose death the latter part of last year was regretted throughout the talking machine industry and trade because of the influence and prestige which she had gained in the metropolitan retail music trade for so many years, was well qualified to foster the dissemination of Irish music, for the knowledge and appreciation of Irish music was inherent in her and from early days until the day of her death she always took a leading part in matters pertaining to Ireland and the betterment of her native land.

A Wide Market

Despite the fact that in 1915 the catalog of Irish records made by the manufacturers was limited, the venture succeeded, and in 1916 it became necessary for the O'Byrne DeWitt establishment to seek larger quarters, selecting the present location at 1398 Third avenue, New York.

The success which this store won in selling Irish records convinced manufacturers that there was a wide market for these records and when the patent rights which had been held by a few companies expired, other manufacturers became interested and with the guarantee of large orders from O'Byrne DeWitt began to



Mrs. Ellen O'Byrne DeWitt

press Irish music in steadily increasing quantities to meet the ever-growing demand.

International Advertising

From the start the business increased steadily, not only among residents of New York but all over the United States, Canada, and in fact all over the world. A consistent advertising policy has been followed since early days and the name O'Byrne DeWitt, the Irish Music Store, has appeared in Irish newspapers and magazines in various cities and countries. Personal inquiries and mail orders resulted in the building up of a mailing list which at the present time contains 10,000 names of active customers. Every month a catalog of Irish records prepared and printed by the store is sent to these customers, for since the beginning

of the business the direct mail and advertising literature has been always designed to fit the store's methods of business. The catalog groups the list of Irish records of various manufacturers, the classification being by artists rather than by make of record.

A \$100,000 Business

The total business closed during the year of 1926 was in the neighborhood of \$100,000, of which 75 per cent was in the Irish record department. Of this type of record sales 15 per cent is attributed to the mail order department from orders all over the world. About 25,000 records are carried in stock, of which 20,000 or 80 per cent are Irish records.

Immediately prior to the death of the founder last December a second O'Byrne DeWitt Music House was opened in the Roxbury section of Boston, Mass., and the volume of business for the first month makes it evident that it will be as successful as is the New York establishment. With the opening of this branch the Victor agency was granted to both stores and while the policy of specializing in Irish recordings will be continued, more attention will be given the instrument end of the business in the future.

A Profitable Sideline

Justus O'Byrne DeWitt, Jr., and James O'Byrne DeWitt, sons of the founder, are carrying on the business, and the latter stated to the writer that plans for the expansion of the Irish book department, which was started about a year ago, are being made. A department head who is well versed in Irish literature also will be engaged. This department, which is returning a nice profit, carries about one thousand titles of authentic Irish literature.

Columbia Artists Win Fiddling and Guitar Honors

Old-time Fiddlers' and Guitar Players' Conventions Held in Alabama—Columbia Recording Artists Acclaimed as Winners

MONTGOMERY, ALA., February 4.—One of the main attractions held recently in this city was the Old-time Fiddlers' Convention in the City Auditorium. The attendance was the greatest of any fiddling convention held in this city in quite a while. There were fiddlers from all over the South competing and this, added to the fact that there were quite a few former champions in the contest, made the program most interesting. There were old ones and young ones, professionals and amateurs—but each a good fiddler.

Clayton McMichen, champion fiddler of Georgia, and an exclusive Columbia recording artist, easily walked away with first prize. The judges were almost unanimous in their decision of selecting "Mac" as the best fiddler at the convention.

This included the rendering of a variety of selections such as popular songs, sacred numbers, old-time tunes, and the imitation of animals which McMichen did remarkably well. His imitation of dogs on a fox hunt deserves special praise.

Contributing to make the convention successful was the Old Guitar Players' Convention which followed the Fiddlers' Convention. Included in those competing for the prize were some of the best-known and most popular guitar players of the South.

Riley Puckett, the blind Champion guitar player of the South, Columbia artist, easily took first prize. Riley is well known throughout the South not only for his remarkable guitar playing but for his fine voice as well and there is a large demand for his records.

It is interesting to note that these two champions, two of Columbia's most popular old familiar tunes artists, are also members of the famous Skillet-Lickers, of which Gid Tanner is the leader, another Columbia recording troupe, whose popularity in the South is beyond rivalry.

Televocal QUALITY TUBES

Dependable and a Technical Triumph



A RADIO TUBE that is non-microphonic — won't short. Sold in matched units; tested, balanced and plainly marked detector, radio frequency or audio frequency.

DEALERS AND JOBBERS

Ask for particulars on this new and better radio tube that costs no more.

Televocal Corp'n.
67 A FIFTH AVE. — NEW YORK

Dealer's Name.....
City..... State.....
Jobber's Name.....
City..... State.....

IT STAYS SOLD!

No "IFS", "ANDS"
or "BUTS"

THE FARRAND "B" Eliminator is a little higher in price, BUT . . . it is trouble-free and stays sold! No matter the type of set, no matter the number of tubes, it does its job completely, perfectly, without a whimper or a let-down—providing up to 200 volts, if necessary. Get in touch with your distributor TODAY. Begin featuring Farrand "B" Eliminators NOW while the demand is at its height.

FARRAND MFG. CO., Inc.
LONG ISLAND CITY - NEW YORK



Farrand Heavy Duty "B" ELIMINATOR

- made by the makers
of the famous
Farrand
Speaker



They're Right!

Atlas Plywood Packing Cases were first designed and built for phonograph shipments. And the continued preference of the largest phonograph manufacturers for Atlas Cases proves that they do what's expected of them—and more.

Atlas Packing Cases protect finely finished cabinets better than any other shipping containers made. They will stand more transit racking. They will save you more money in freight. That's why the wisest radio manufacturers as well as phonograph manufacturers turn to Atlas Plywood Packing Cases. They KNOW they're right.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building

629

Max Targ Appointed Mutual Factory Representative

Will Represent Mutual Phono Parts Co. in Middle West—Well Known Throughout the Trade From Coast to Coast

Andrew P. Frangipane, secretary and general manager of the Mutual Phono Parts Co., New York City, has announced the appointment of Max Targ as direct factory representative for Mutual products in the Middle West, with headquarters in Chicago. Mr. Targ was in New York during the latter part of January, making his headquarters with the Mutual Phono Parts Co., during which time he completed arrangements for this representation with Mr. Frangipane.

Mr. Targ is one of the prominent figures in the talking machine industry and numbers a host of friends in the field from coast to coast. He is particularly well known through his connection with the Targ & Dinner Music Co., distributor, Chicago, which has distributed the Mutual line for a number of years with great success, and he is, therefore, thoroughly familiar with its many merits.

With Mr. Targ's wide acquaintanceship and tremendous enthusiasm the popularity of Mutual products in the Middle West may be well assured. The Mutual line consists of a wide assortment of tone arms, sound boxes, and has as its leader the Super Saxophonic reproducer with Saxo tone arm, both of which are of the modern type of phonograph reproducers.

Important New Position for Amos E. Russell

Amos E. Russell, who is well and favorably known in the talking machine and radio industries, owing to his sales activities in these fields, has been appointed manager of the Kelvinator-Albany, with offices at 194-196 Lark street, Albany, N. Y. During the past year Mr. Russell was in charge of sales for this company and made such a splendid showing that his new post is the recognition of his ability and industry. Mr. Russell has long been active in musical and social circles around the Capital, and for many years was sales manager of Cluett & Sons piano house. He is a member of the Kiwanis Club, Albany Consistory and other Masonic bodies.

In New Home

The talking machine department of the new Strouss, Hirschberg Co., Youngstown, O., is one of the largest in the eastern section of the State. In its new establishment, the company is giving much attention to this department.

On World Tour in Interest of Atwater Kent Radio

Major W. J. Avery, in Charge of Atwater Kent Foreign Sales Department, on Journey that Will Consume the Entire Year

Major W. J. Avery, in charge of the foreign sales department of the Atwater Kent Mfg. Co., Philadelphia, left New York January 8 for an extended trip abroad. His trip has been planned as a result of a decided increase in the demand for Atwater Kent radio sets and speakers in foreign markets.

The journey planned by Major Avery, as he is known among his intimates, is perhaps the most



Major W. J. Avery

extended trip ever taken in the interest of radio by an American representative. In fact the U. S. Government foreign trade authorities were so much interested, that foreign consular attachés have been asked to co-operate with him wherever he is scheduled to stop. He will visit England, France, Spain, Portugal, Holland, Denmark, Norway, Sweden, Germany, Poland, Greece and Italy, returning to Philadelphia in May to attend the Atwater Kent distributors' convention. He will then make a second trip which will include India, South Africa, Australia, New Zealand, Philippine Islands, China, Japan and Hawaii, returning to Philadelphia in January, 1928.

Prior to joining the Atwater Kent Mfg. Co., Mr. Avery was connected with the foreign sales department of the Baldwin Locomotive Works. His familiarity with the export market accounts to some extent for the success he has achieved since joining the Atwater Kent Co.

The A. E. Jones Music Co. recently opened a new store in East Market street, Akron, O., and a complete stock of talking machines and records is carried.

Federal Court Dismisses Suit Against Brandes Corp.

Judge J. L. Bodine Declares Lektophone Cone Patents Were Not Infringed by the Brandes Products Corp.—Case Involved Millions

The patent infringement suit brought by the Lektophone Corp., Jersey City, against the Brandes Products Corp., of Newark, N. J., was recently dismissed by Judge Joseph L. Bodine in the Federal District Court of New Jersey at Trenton. The court declared the Lektophone cone patents were not infringed by Brandes and the bill was dismissed with costs on the plaintiff.

Cone speakers to the value of several million dollars, being sold throughout the country, were affected by this action. The case was an attempt by Lektophone to stop the manufacture of cone speakers by Brandes and to secure compensation for the profits on sales made.

"The mere fact that royalties have been paid demonstrates that those paying have been unduly timid or sagacious," Judge Bodine said. "The action of business men and attorneys at law is not a substitute for the judgment of the court after a full hearing."

The decision was based upon prior art as disclosed in the earlier Lumiere patents, which Judge Bodine declared "a complete anticipation." The Judge also considered the writings of Starling and Cole as an employment of the same principle of using a conical sound board.

Crosley "Lowave" Short Wave Device Placed on Market

"Lowave" Picks Up Short-Wave Signals and Rebroadcasts Them on Long-Wave Length for Reception on Standard Sets

CINCINNATI, O., February 4.—The Crosley Radio Corp. has placed on the market the "Lowave," a device which is in itself a miniature broadcasting station, which picks up short-wave signals and rebroadcasts them on a long-wave length adaptable to reception by any radio set.

The unit consists essentially of a small short-wave receiving set with detector and one stage of audio frequency and an oscillator tube adjusted to operate within the broadcasting range. The "Lowave" is both compact and rugged and is encased in a cabinet about one-third the size of an ordinary five-tube radio set. The device is intended primarily for use in conjunction with sets having four or more tubes.

A petition in bankruptcy was recently filed against the Merit Talking Machine Co., 121 East One Hundred and Twenty-fifth street, New York. John P. Daly has been appointed receiver.



PAL

PORTABLE PHONOGRAPH

5th year

With 1927 comes the 5th Year of PAL, the oldest and best known Portable Phonograph in the country.

Just as the original PAL represented the utmost in value at the time it was introduced, each succeeding season has found PAL constantly improved—leading in the wonderful progress of portable phonographs to their present state of perfection.

\$25.00
retail!

WEST AND FAR
SOUTH ADD 10%



The Greatest Line of Portables Ever Offered to the Trade

KOMPACT \$12.50

(For West and South add 10%)
(Canada, \$17.50)



Regal \$15.00

(For West and South add 10%)
(Canada, \$25.00)



PAL DeLuxe (For West and South add 10%) (Canada \$35.00) \$25.00 Retail!

You can get prompt shipments of Plaza Portables from these leading jobbers

Atlanta, Ga.
Atlanta Sales Company
39 Cone Street

Atlanta, Ga.
James K. Polk, Inc.
181 Whitehall Street

Boston, Mass.
Drayton-Erisman, Inc.
34 Avery Street

Birmingham, Ala.
E. E. Forbes Piano Company
1922 Third Avenue

Baltimore, Md.
Columbia Wholesalers, Inc.
205 West Camden Street

Chicago, Ill.
Chicago Musical Instrument Co.
214 South Wabash Avenue

Cincinnati, Ohio
Arthur Brand & Company
1618 Vine Street

Cleveland, Ohio
Cleveland Phonograph Co.
5300 Harvard Avenue

Cincinnati, Ohio
M. W. Fantle Company
119 West 4th Street

Dallas, Texas
James K. Polk, Inc.
1315 Young Street

Denver, Colo.
Moore-Bird Company
1720 Wazee Avenue

Des Moines, Iowa
Harger & Blish
112 Eleventh Street

Detroit, Mich.
Wm. A. Carroll, Inc.
16487 Woodward Avenue

Elmira, New York
Amusement Novelty Supply Co.
Carroll Street

Ft. Worth, Texas
Novelty Sales Company
512 Dan Waggoner Bldg.

Louisville, Ky.
Belknap Hardware Co.
111 East Main Street

Milwaukee, Wis.
Music Arts Corporation
517 Grand Avenue

Montreal, Canada
Standard Phono. Acc. & Supply Co.
1270 St. Lawrence Blvd.

Louisville, Ky.
Stratton & Terstegge Co.

New Orleans, La.
Diamond Music Company
341 Baronne Street

Minneapolis, Minn.
Superior Sales Company
500 Kasota Building

New Orleans, La.
Junius Hart Piano House
123 Carondelet Street

Providence, R. I.
George Gerber & Co.
84 Weybosset Street

Oklahoma City, Okla.
Lattin Phonograph Co.
408 Main Street

Philadelphia, Pa.
Everybody's Talk. Mach. Co.
810 Arch Street

Philadelphia, Pa.
M. D. Swisher
115 South 10th Street

Portland, Ore.
Seiberling-Lucas Music Co.
151 Fourth Street

Richmond, Va.
C. B. Haynes Company
19 West Broad Street

Richmond, Va.
James K. Polk, Inc.
811 West Broad Street

Salt Lake City, Utah
Columbia Stores
221 South West Temple

St. Louis, Mo.
Shapleigh Hardware Co.
4th & Washington Avenue

Spokane, Wash.
Fobes Supply Company

Vancouver, Canada
H. V. MacKinnon & Son

Seattle, Wash.
Seattle Hardware Co.

San Francisco, Cal.
Frederick H. Thompson
1131 Mission Street

Salt Lake City, Utah
Strevell-Patterson Hdw. Co.

Toronto, 2, Canada
The Sun Record Company
210 Adelaide Street, West

Los Angeles, Cal.
Yale Radio Electric Co.
1111 Wall Street

Knoxville, Tenn.
Sterchi Brothers
418 Gay Street

Tampa, Florida
Tampa Hardware Company

The only \$25 Portable with a double spring Motor—



PAL is the only \$25 portable phonograph with a double spring motor, and is the easiest selling Portable in the field.

Its remarkable value, pleasing appearance, wonderful tone, and sturdy construction are but a few of the many outstanding features which have made PAL the undisputed favorite both with the dealer and the buying public.

By concentrating on PAL you will be assured of REAL profits

PLAZA MUSIC COMPANY

NEW YORK, N. Y.

This MICRO-PHONIC Outfit actually changes an old style phonograph into a DEEP RICH TONE Instrument

This is the **BIGGEST** thing in a
phonograph accessory ever offered

Every owner of an old style phonograph will readily buy one of these Micro-phonic Outfits. By merely substituting it on their own phonographs, they can get that deep rich tone of the new high-priced models.

DISTRIBUTORS

Wide Awake jobbers can cash in on the big demand for these Micro-phonic Outfits. Write today.

End Your Trade-in Worries

This Micro-phonic Outfit is the solution to your trade-in worries. Equip the machines you trade in with the Micro-phonic Outfit and you will find a ready market for them.



Complete

\$ **10⁰⁰**
LIST

Reproducer Only

\$ **6⁵⁰**
LIST

Liberal Discounts

ADVERTISING HELPS—An attractive display card together with a complete advertising service of window strips, circulars, newspaper mats, etc., is supplied free to all Micro-phonic dealers.

Plaza Music Company, New York, N. Y.

Standardization Is Aiding Materially in Stabilization of the Radio Industry

A. J. Carter, Chairman of the Standards Committee of the Radio Manufacturers' Association, Tells of Aims of Organization to Standardize the Entire Industry

There has been recently a great deal of comment through the medium of the press regarding the need for standardization in the radio industry. It is apparent that the radio public does not realize what great strides have already been made. Neither do they appreciate what a vast amount of research is required.

Great care must be taken to prevent standards from being adopted that will limit or retard the development of new products and ideas. Consequently this is a task that can be done only by engineers who have had experience in every phase of the industry.

The Radio Manufacturers' Association is ideally equipped to carry out this work since it is composed of the principal and representative manufacturers of the radio industry, consequently having the support and co-operation of their engineering departments.

The work is being carried out systematically by means of sub-committees composed of engineers and representatives of interested manufacturers. Public opinion and that of manufacturers is solicited by means of questionnaires. This information, supplemented by the experience of engineers, forms the basis of a recommended standard specification which is submitted at a regular meeting for final acceptance.

Sub-committees have been formed to investigate the following subjects. Many of their recommendations have already been adopted; others will make their reports at subsequent meetings: Wiring devices (cords, colors, cord tips, etc.), variable condensers and dials, rheostats, transformers, plugs, jacks and switches, sockets, receiving sets, vacuum tubes, test instruments, arresters and aerials, panels, resistance units, fixed condensers and radio wiring for buildings.

New committees are being formed from time to time and this work will be carried on indefinitely. It is the aim of the R. M. A. eventually to standardize the entire industry.

The co-operation of the Institute of Radio Engineers and the excellent support of the industry given as a whole have resulted in bringing about, in two years, a degree of standardization that required from six to ten years in the automobile and other industries.

It would be too lengthy to give details regarding the benefits already derived from this work. One of the most important effects, however, has been the tendency toward stabilization, which is brought about in the following manner:

The raw material supplier is benefited because there is a greater demand for standard material. Consequently he can anticipate demands, carry a larger stock, and give better deliveries at a reduced cost.

The manufacturer having a ready source of raw material can keep his plant running constantly, make prompt deliveries, thus preventing cancellation of delayed orders.

Radio misfits have practically ceased to exist. Parts are interchangeable, therefore the dealer and jobber are not required to carry duplicate stocks of parts. The manufacturer has, in this way, earned the confidence of the trade. In view of this, the jobber and dealer are likely to order in advance of the consumer demand.

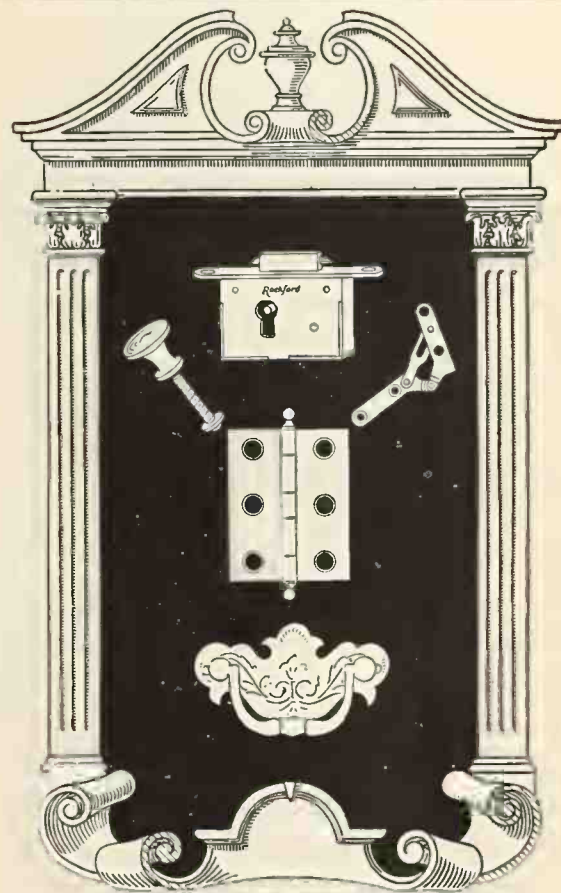
Standardization has already enabled manufacturers to furnish the consumer with a better product at a lower cost.

The radio industry has made rapid progress and it is largely due to the foresight of the R. M. A. which has worked indefatigably to bring about stabilization.

the concert stage after an experience of over forty years as a conductor, to devote his life to increasing music appreciation, through the public, by means of the radio.

That the Balkite Hour of radio entertainment sponsored by the Fansteel Products Co., Inc., has become widely popular is indicated by the number of letters received from fans throughout the country. An interesting chart based on these letters of appreciation has been prepared by the company. The chart shows the returns by States and per thousand of population in each State, and, in a measure, shows where radio fans enjoy good music most. According to the chart the Middle West is apparently more appreciative of good music than any other section of the country, Iowa leading the list with one letter to each 2,500 of population.

Victor Talking Machine Co. has made a special release of "Because I Love You," coupled with "The Far-Away Bells," both sung by John McCormack.



Fansteel Products Co., Inc., Chicago, Declares 300 Per Cent Stock Dividend

Manufacturer of Balkite Radio Power Units Presenting Walter Damrosch, of the New York Symphony Orchestra, on the Air in Weekly Appearances

CHICAGO, ILL., February 4.—The Fansteel Products Co., Inc., North Chicago, through the directors of the company, at a meeting held early in January, declared a stock dividend of 300 per cent, reflecting most emphatically the prosperous condition of the company. Later in the month the stockholders met to vote on a proposed increase in capital stock from 40,000 to 160,000 shares.

The company manufactures Balkite radio power units, including straight and trickle battery chargers, B-battery eliminators, and combination units eliminating both A and B batteries and operating from a lighting circuit. The increasing demand for devices and equipment that will permit radio receivers being operated directly from lighting circuits has resulted in a large volume of business for the Fansteel Products Co. during the past year which has surpassed, by a wide margin, all previous records.

Incidentally, the company has made a host of friends among radio listeners-in, and has contributed a full measure to the cause of good music and the appreciation of good music through the medium of its weekly broadcasting programs through station WEA, New York, and an extensive hook-up taking in a large section of the country. For this purpose, the company engaged, early in the season, the services of Walter Damrosch and his famous New York Symphony Orchestra, and as a result it has been offering programs regarded by authorities as being among the most constructive and

entertaining, musically, ever put on the air.

The programs are given each Saturday evening, and are presented alternately by Mr. Damrosch alone as a lecture-recital, and by the full orchestra. Mr. Damrosch is not only a musician and pianist of exceptional talent, but he has the ability to illustrate, understandingly, very intricate musical compositions through the medium of the piano. His several lecture-recitals on Wagner's "Ring of the Nibelungs," each being devoted to one of the several operas making up the "Ring" or, at least, to an act or two of one of the operas, may be said to stand forth as a classic among radio programs, for Mr. Damrosch demonstrated his ability to produce through the medium of the piano alone the tones of many orchestral instruments and groups of instruments, and to explain with great clarity the outstanding features of the several operas.

The music offered by the orchestra includes the works of the greatest of the composers, and Mr. Damrosch takes occasion to explain, in considerable detail, the story of the compositions and something of the life and work of each composer. In short, through the generous spirit of the Fansteel Co., the radio public have been receiving this season a most helpful and practical course in musical appreciation right in their own homes.

The Balkite Hour has added significance for the admirers of Damrosch and the New York Symphony through the fact that Mr. Damrosch has announced his forthcoming retirement from

Men capable of doing precision work are rare. For a quarter of a century the National Lock Co. has been handpicking its army of metal workers. The result is hardware of accuracy, durability and uniformity of finish. Get a catalog of Rockford Hardware—it will pay you.

**National Lock Co.,
Rockford, Ill.**

U. S. A.

Cable Address: NATLOCK

**Rockford
Hardware**

Branch Sales Offices:

Chicago, Ill.	St. Louis, Mo.
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Evansville, Ind.	Los Angeles, Cal.
Grand Rapids, Mich.	Milwaukee, Wis.
High Point, N. C.	Seattle, Wash.
	Sheboygan, Wis.

The **ULTRA** (phonic)

The Three Greatest Selling for the Progressive

Widely Imitated—But Never Equalled

THE demand for quality reproducers is established. It is a demonstrated fact that the public demands them and that the dealers who sell the most records and the greatest number of the new type talking machines are those who have paved the way by featuring **ULTRA REPRODUCERS**.

Before the discovery of the phonic principle of reproduction, almost anyone could make reproducers. Such reproducers could be said to have been 95% completed when they left the mold at the casting foundry. But **TODAY** — with the exacting requirements of the new electrically cut records — only a reproducer scientifically constructed of a scientifically proportioned alloy, can bring out properly what has been put into these records.

ULTRA is the recognized standard by which all reproducers are judged and valued. That is why it is so widely imitated in appearance—but *never duplicated in performance*.



**The
Singlephase**

ULTRA \$8.⁵⁰

is the famous reproducer which reproduces the ringing high notes and the booming bass, with equal fidelity.

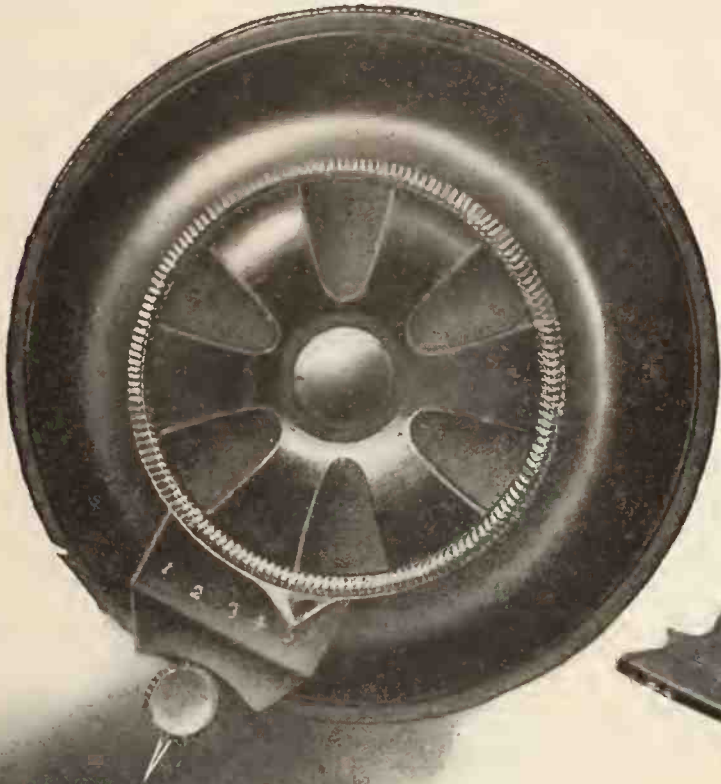
The brilliance of its performance startled both dealers and public and made it almost overnight an enormous success. It not only brings you a worth while profit, but will greatly increase your record sales through its fine reproduction.

The **AUDAK COM**

Makers of Acoustical and Electrical

LINE for 1927

Opportunities in Reproducers Music Merchant



**The
Polyphase**

ULTRA \$12.50

Just as the Rolls-Royce fills a demand for the last word in cars among those who demand and will pay for the finest, so the Polyphase fills the demand for the last word in reproducers. The Polyphase is free from the slightest phonographic trace. It has no nodes to spill or splash. It is adjustable so that its acoustic impedance can be suited to the phonograph on which it is used.



**The
Revelation**

ULTRA \$5.50

In response to requests from dealers the REVELATION ULTRA has been created.

A high type product, at a low price, made of finest quality materials and in the scientifically studied manner for which Audak products are known everywhere.

Your jobber will gladly demonstrate its superiority.

Warning!

The Music Merchant—the jobber—and all of their customers — certainly are in danger of disappointment through buying imitations. We are taking the necessary steps to stop infringements. But for your own protection look for "THE AUDAK COMPANY"

(Stamped on every genuine instrument)

This tag will hereafter be attached to every Genuine ULTRA



**PANY, 565 Fifth Ave.,
New York City**

Apparatus for More Than 10 Years

Interesting Comments on Salesmanship by a Veteran Talking Machine Retailer

Broadened Merchandising Plan Is Essential to Full Measure of Success in Selling the New and Improved Talking Machines and Records—Plenty of Room for Improvement, Says Dealer

A talking machine dealer who has been in the business for well over twenty years, took occasion to express himself recently as distinctly out of sympathy with the abundance of talk that has been going around about the need of new merchandising methods to move machines and records, without proper respect being paid to the fundamentals of salesmanship which, in a broad sense, have not changed one iota throughout the ages. While *The Talking Machine World* does not necessarily agree with all the points emphasized in this article, nevertheless, the views of the dealer are presented to the trade for what they may be worth.

"I am beginning to be fed up," he declared,

"with the advice that has been given so freely to the dealer, urging him to learn a lot of new selling tricks and to discard the old methods as being archaic and useless, because I have seen several promising dealers who have disrupted their organizations in an effort to try a lot of new stunts and have lost sales momentum thereby. This high pressure stuff is fine for the fellow who wants to make a quick showing regardless of how or who belongs to that fraternity that specializes in selling products of the sort that never produce a resale or require a return visit, but a talking machine man can rest well content with a proper application of the tried and true sales methods with such modification of course that may be necessary to meet a current situation.

Proved Sales Methods Best

"What should be stressed by those who seek to increase sales volume is not that entirely new sales plans could be adopted but that a proper amount of energy should be put back of those methods which have already proved their worth in good times and bad. From Biblical times, and undoubtedly before, there has been no radical change in basic selling methods. The merchants of ancient Egypt, for instance, sold their wares by the simple method of displaying to prospective customers what they had to offer, with their rugs, their fabrics and their simple mechanical contrivances spread out in the street or in bazaars where they could be examined freely. Twenty centuries later the basic idea is for the merchant to let the customer know what he has to offer by advertising, window and store display, and demonstration. The growth of the population and the nations of the world has made necessary some improvement over the quiet and limited display as found in the ancient bazaars, but that same display and demonstration are as essential now as they were a score of centuries ago.

"What is needed to-day is not so much the schooling of merchants in so-called revolutionary sales methods, based often on theory, but an intelligent and persistent campaign on the part of manufacturers and wholesalers to encourage the retailer to make proper use of the age-tested sales methods that are already at his command.

Broadened Merchandising Plan Essential

"Although the basic sales methods have not changed throughout the centuries, the system of their application has naturally changed and been broadened to a tremendous degree. The talking machine dealer does not have to display his machines and records under an awning by the roadside, nor does he cry his wares above the general turmoil and then barter with those who may be attracted. He has attractive ware-rooms, well-lighted windows, generally a central business location for the display of his lines. He has the advantages of the newspaper and the circular to carry his message broadcast over the land, instead of having it limited to the range of his voice, and he has offered for his guidance a list price that enables him to offer the customer fair value and yet make a worth-while profit. In other words, the facilities have improved, but the essentials of selling have not changed.

"Make this soak into the minds of those retailers who are wandering about aimlessly trying this new idea and that and getting nowhere with any of them. Let them advertise their lines locally, rather than wait for the prospective customer to stumble over the doorstep; let them demonstrate and display persistently and intelligently, so that the greatest number may hear the new instruments and records for themselves and thus, by the natural law of averages, increase the sales percentages, and then let them so govern their terms, unafraid of competition,

that the collecting of accounts is done within a reasonable time and with a minimum of risk.

Room for Improvement

"I have not changed my sales methods since I have been in the talking machine business. I have improved them as I saw the opportunity to do so, but I have at no time ever considered the junking of a system I know to be sound for the purpose of substituting plans that simply look well on paper. I have taken full advantage of the mails, of newspapers, of the manufacturers' co-operation, but most particularly of the friends I have made among the general public through my business. I believe that by pounding away along the accepted line I have won considerable business away from those fellows who are inclined to vacillate and try this stunt and that. What my business demands is that I advertise and demonstrate my goods, sell them, and then collect the money. There is no new method that can ever take the place of that system."

Auditorium Model Victrola Aids New Orleans Trade

Dealers Co-operate With Appearance of Auditorium Orthophonic in Local Theatre—Full-page Advertisements in Newspapers

NEW ORLEANS, LA., February 4.—The Victor line of Orthophonic talking machines received a wonderful stimulus in this territory because of the inclusion of several numbers played by the Auditorium model Orthophonic Victrola in the program of the Strand Theatre during the week of January 10. A diversified program was given to capacity audiences during the week, the records played including those of such artists as the Philadelphia Symphony Orchestra, Marion Talley, Fritz Kreisler, Sousa and His Band, and numerous other Victor orchestras and vocalists.

A number of full-page advertisements appeared in local papers calling the public's attention to the event, this publicity being arranged for through the co-operative action of Victor dealers, including Philip Werlein, Ltd., Maison Blanche Co., L. Grunewald Co., Ltd., Dwyer Piano Co., D. H. Holmes Co., Ltd., Collins Piano Co., Music Shop and the Harry B. Loeb Piano Co., Inc.

In addition to the co-operative advertisements dealers inserted separate advertisements in conjunction with the theatre's publicity illustrating different models of the Orthophonic line.

Decorative Hardware for Radio-Phonograph Cabinets

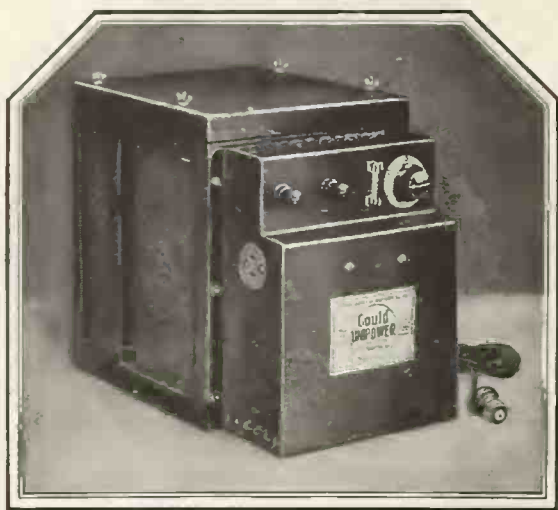
An attractive line of decorative hardware for radio and phonograph cabinets is now being carried in stock for immediate delivery by H. A. Guden Co., New York. Mr. Guden states that a very satisfactory business has been done on this fancy hardware, which has proved very popular among manufacturers of the better type of cabinets.

Praises Edison Repair Shop

SYRACUSE, N. Y., February 4.—Blaustein's Music Store, 211 North Salina street, is justly proud of a letter recently received from the headquarters of Thomas A. Edison, Inc., East Orange, N. J., paying tribute to the high quality of work done by this concern in repairing Edison products. The testimonial has been framed and is exhibited in the store.

Alpha Radio Co. Moves

The Alpha Radio Supply Co., Inc., radio jobber, moved to new and larger quarters at 520 Broadway, New York, the first of February. The move was made necessary by increased sales.



Unipower AC-6-HA, for 201-A Tubes or equivalent—\$42.50.
AC-4, for 199 tubes or equivalent—\$33.00.

Why UNIPOWER cuts Service Costs

UNIPOWER is easy to sell to your customers. It gives them automatic radio "A" power from your light sockets—gives them power operation under one control—"A" and "B" from the radio set switch.

Unipower cuts your service costs in many ways. For example:

1. *Ease of installation*—Unipower requires no special wiring. It is far easier to install than a storage battery and charger combination.

2. *Guards against overcharge*—The automatic cut-off principle in the rectifying cell of Unipower is an exclusive Gould feature and guards against damaging overcharge.

3. *Corrosion avoided*—There is no bi-metallic construction in Unipower's battery compartment. This feature and the lead wire used in all connections eliminate corrosion and internal electrical resistances.

Unipower employs the proven trickle charge plus an indispensable rapid charge rate. A simple dial adjustment sets the trickle charge rate to the requirements of any particular set.

Write us or your jobber for full details of this profitable line. Gould Storage Battery Co., Inc., 250 Park Avenue, New York City.

Unipower is manufactured by the makers of the famous Gould Batteries for automobiles, submarines, railways, farm-lighting, fire alarm service and emergency city-power

Unipower

A GOULD PRODUCT

AUTOMATIC "A" POWER with "B" POWER CONTROL

The Player-Tone

IT'S SIMPLY GREAT

Announcing for 1927

An Amazing Achievement!

Our new Saxophonic Instruments in combination with the famous ULTRA (phonic) Reproducer, made by the Audak Co., are the outstanding development in recorded entertainment permitting a refinement of sound reproduction possible in no other way.



The famous ULTRA (phonic) Reproducer



The Standard by which all reproducers are judged and valued!



MODEL 175
Console Grand
42 1/2" HIGH 30" WIDE 21" DEEP

A Phonograph of Artistic Beauty. Jacobean Period with Burl Walnut Front and Birdseye Maple Panels with Rose Decorations.

Five Models of Twelve



MODEL 200
The Sonnet
43" HIGH 30" WIDE 21" DEEP

An Instrument of Distinction, featuring full length amplifying tone chamber with the improved Saxophonic Equipments, makes this the Phonograph with the Magic Voice.



Model 110
34 in. High, 35 in. Wide, 22 in. Deep



Model 85
Saxophonic Console
36 in. High, 21 in. Wide, 21 in. Deep



Model 125
34 in. High, 35 in. Wide, 22 in. Deep

Write at once for Our Booklet and Special Discount and Act Quickly. Be first to offer these new instruments to the trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.

Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.

Kolster

Surprise

Lake Village, Ark.

The Kolster is certainly a "HUMDINGER!" We have tried out some of the very best, but here in this remote location we are able to get a great list of stations, even in the daytime.

Bucyrus, Ohio

The Kolster is a perfect instrument. All you read about it is more than true. In listening to it you feel as though you are in the presence of an artist.

San Antonio, Texas

The Kolster is undoubtedly the very best and finest radio built at the present time. We have been able to out-perform any other standard radio built within \$100 of the price.

Warrensburg, Mo.

The Kolster is certainly there with the goods. Very simple to operate which appeals to the women. Good tone, plenty of selectivity and volume.

West Barrington, R. I.

The Kolster is the most selective I have ever operated. The tonal quality of the Kolster is unsurpassed. I have logged 90 stations in a few weeks.

Girard, Ill.

We think more of our Kolster franchise than all others we have had anything to do with. Nothing else sounds good to us for there is nothing to take the place of Kolster's tonal quality.

Coffeyville, Kansas

The Kolster line this year seems to me to be the best that it is possible for any dealer to handle. The sixes are marvelous and as for the eights—well, I just can't describe them, they are just too good for words.

Hannibal, Mo.

To say we are enthusiastic over the Kolster line is putting it mildly. There are very few people in our City today who do not own a Kolster and who wouldn't like to own one. WE WOULDN'T TAKE \$5,000 CASH FOR THE KOLSTER FRANCHISE.

Farmington, W. Va.

I have been in the radio game since 1913, starting as an amateur with a small spark transmitter, and have followed the development of radio broadcasting very closely since its inception. It is a pleasure to tell you that the Kolster is the best receiver I have ever heard.

FROM all over the country letters are pouring in from dealers and owners telling of the wonderful results obtained from Kolsters.

This spontaneous acclaim confirms our policy of letting Kolsters prove their own superiority by demonstration.

Read what dealers like yourself have to say about Kolsters.

Bowmanstown, Pa.

We have never heard a radio so wonderful as the Kolster. We have asked our jobber to consider our application for the Kolster franchise and we feel if you will grant us this most valuable franchise, we can do a most wonderful job for you.

Baltimore, Md.

The Kolster is marvelous. Every demonstration means a sale.

Lansing, Mich.

In less than three hours after receiving a Kolster, we got 48 stations, including all throughout the Southeast and two of the California stations. It is absolutely the best set I have ever operated.

Los Gatos, Cal.

We are very enthusiastic over the Kolster. The different parties we demonstrated the sets to were so well satisfied with their performance that they did not want to listen to any other sets. To demonstrate a Kolster is to sell it.

Kolster-

FEDERAL-BRANDS, INC.

Results Dealers

WE MADE no claims—To distributors and dealers we said the same, "Hear a Kolster." We asked dealers to say the same to customers.

For we were convinced that Kolster superiority was self-evident.

The wisdom of such a policy has been confirmed.

If you have not yet heard a Kolster, request a demonstration of your jobber, or mail us the coupon below at once.

Waterford, Pa.

It seems to me that the Kolster is the last word in receiving sets. In this case it is certainly—"Hearing is believing."

Aberdeen, So. Dak.

The Kolster is certainly going fine in South Dakota and it is a pleasure to have such a wonderful set to sell.

New Orleans, La.

The first time we tried out the Kolster we got Pittsburgh, Cincinnati, Chicago, Omaha, St. Louis, Denver, Fort Worth, Houston and others. We received more volume than any set I have ever listened to.

Fort Myers, Fla.

We firmly believe the Kolster to be the best instrument obtainable and have come to this conclusion after making comparisons.

Cumberland, Md.

After serving 12 years in the U. S. Navy, after handling every type of receptor since the days of the slide tuner and crystal with one earpiece, I want to state right here that the Kolster is the finest set I have ever operated. Volume, selectivity and simplicity are certainly remarkable.

New Bedford, Mass.

The Kolster out-performs any instrument we have ever handled and we have handled a good many of different makes.

Chicago, Ill.

We do not know of any receiver on the market that we would rather sell or own personally than the Kolster.

Fair Haven, Vt.

A customer of ours told us that he had owned several receiving sets before the Kolster, but is most enthusiastic over the Kolster, saying that he gets all near-by stations with fine volume and gets as distant a station as Fort Worth, Texas.

Fayette, Mo.

We consider the Kolster in a class by itself and do not know of any radio that compares with it in tone quality, volume and distance.

San Antonio, Texas

We have just had word from a customer who says, "In all my years of experience with radio, the Kolster is the finest instrument I have ever heard."

Youngstown, Ohio

We certainly would not want to trade our Kolster franchise for any other line. We know from experience that the Kolster gives the truest representation of the human voice with the proper amount of volume

Concord Junction, Mass.

The reports we receive from our customers of Kolster sets confirm our belief that they are the finest money can buy. Starting the dial at 0 and turning it slowly brings in stations faster than they can be written down.

Brandes

Woolworth Building, New York, N. Y.

FEDERAL-BRANDES, Inc.
Woolworth Bldg., New York, N. Y.

69

Please arrange a Kolster-Brandes demonstration. It is understood that this does not obligate me.

Name.....

Street.....

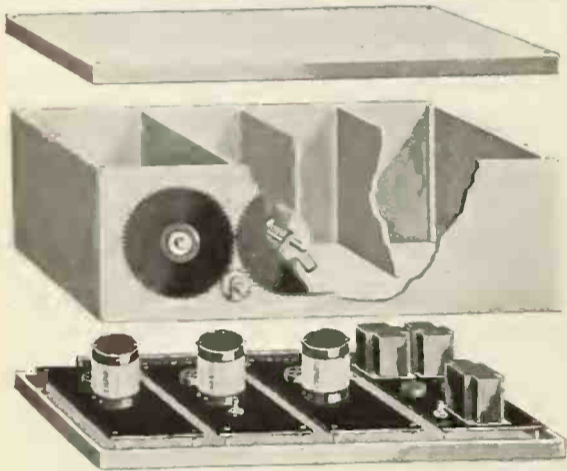
City..... State.....

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the sixty-fifth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

The Art of Demonstration

As things stand to-day the salesman has to consider what he ought to pick out for demonstration of the musical possibilities of the talking machine, rather than to wonder whether he has enough material for his purposes. The wealth of new material is, in fact, immense,



This Construction Makes Satisfied Owners

The old policy of "quality first" gets real results this year just as it has every other year.

Questions of pride aside, Slagle has never built anything but the best sets he knows how, because he wants every set he sells to be a good will maker. That's why you'll always find Slagle sets equipped with every tested improvement. No radical changes every year, because basic design is scientifically correct. Materials and workmanship are everything that money and experience can obtain.

Our selling policies and helps combine with a good set to make an attractive proposition for first class dealers. Wouldn't you like to know all about it?

Let us tell you

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

Slagle Radio

for every new record that comes out is now just one more example of the wonders of the electrical recording. Thus, save in regard to voices or instrumental performances of which the authors can no longer be heard in the flesh, virtually everything which the talking machine merchant has to sell to-day is completely new. Which simplifies the demonstration problem very considerably.

Now, I have been talking a good deal lately in this department about recitals and recital giving. The name "recital" must not frighten any reader away from considering what has been, and is being, set forth here on this subject, because that is the only name we have for our purpose. All that the name means is "public demonstration." A pianoforte recital which brings forward the name of the instrument used is, in reality, from the trade standpoint, a demonstration in public of that pianoforte, whatever it may be artistically. And a demonstration in public of the records a merchant has to sell is a matter of business, even though it must also be a matter of artistic propriety.

Art in Commerce

In other words, when a merchant undertakes to exploit the records and the machines he has to sell by means of recitals, his object is necessarily practical and commercial; for which reason indeed it ought also to be most carefully planned on the artistic side. Which constitutes the excuse for the paragraphs which follow:

I think that at this time, when everything in the phonograph field is new and there is as yet no definitely formed public opinion on which to rely, every merchant ought to do all in his power to create a community interest by giving public demonstrations at every possible opportunity. Thus, the luncheons of the business clubs, like Rotary and Kiwanis, are good for this purpose, because music is always welcome and the demonstration speaks for itself, needing no blurb or selling talk to help it and consequently being free from most of the objectionable features which these clubs, taught by experience, now carefully avoid. But I am specially thinking of something different, which likewise I believe to be still more valuable from a selling standpoint, because it combines the feature of social tone with its other advantages and because it appeals to the women of the community.

The Semi-Private Aspect

I refer, of course, to the semi-public, semi-private recital, given in a private house as a matter of co-operation between the merchant and some hostess. One cannot, of course, go to a great lady of the town and ask her to help one sell phonographs and records; but one can propose to her a new form of entertainment, possessing the charm of novelty combined with general appeal. Everything in these matters depends on how one puts the suggestion. But at any rate there is no question whatever as to the great possibilities of the private house recital, if only it be managed with a little diplomacy and care.

Personally I should always wish to begin with the principal musical club of the town which will almost certainly be composed principally of women. The head of this club, whether president or power behind the presidential chair, will certainly be the musical dictator of the community. Suppose now, one were to go to this feminine Mussolini and say to her, in effect:

To Madame Mussolini

My dear Madame. It would give me a great deal of pleasure to be allowed to present to some of your own musical friends, in your own house, at your own pleas-

ure as to date, a first bearing of the new music from "Tristan and Isolde," recently recorded by the San Francisco Symphony Orchestra, under the baton of Alfred Hertz, most famous of living Wagnerian conductors. Then, too, I should like your friends to hear Sir Edward Elgar's conducting of his own world-famous Pomp and Circumstance Marches, which he composed for the coronation of Edward the Seventh, and which are played now for recording by the Royal Albert Hall Orchestra. And seeing that 1927 is the anniversary year of Beethoven's death, your friends will certainly wish to hear something choice among the works of that master. What could be better than the marvelous new recording by Isolda Menges and Arthur DeGreef of the so-called "Kreutzer" Sonata, for violin and piano, about which Tolstoi made such a fuss years ago in his story by the same name?

You will remember, Madame Mussolini, that music is recorded now under actual performing conditions and with complete fidelity, not only with every note of the score included, but with the authentic voice of every instrument, from the highest note of the piccolo to the lowest of the contrabass in the grand orchestra, and with the whole range both of the piano and of the violin in the smaller numbers. The music I have mentioned is among the latest to be recorded by the new electrical process and I should much like to have the critical opinion of yourself, backed by that of your musical friends, upon some of these recordings before I myself decide how far I should try to exploit them in a commercial way. You see the point, of course.

Let me make a further suggestion: Suppose you allow me the privilege of assuming responsibility for the cost of the invitations, for the clerical labor of despatching them to your friends, and for the details of the evening, so far as these may involve any outlay. The social part of the affair, both before and during the proceedings, will, of course, be entirely in your own hands, so eminently capable in such matters. As for me, it will be my privilege to supply the needed music and the machine for reproducing it. If one of the club would care to say a few words upon each of the works we shall perform, nothing would please me better.

And the Reason

And if you wonder why I should wish to go to all this trouble, for my own self, I answer that the new recordings are so novel, so revolutionary, and are going along so many new and hitherto unexplored musical pathways, that I am inclined hardly to trust my own judgment. I should like to get the unbiased criticism of the best musical minds in the city. With their reactions to this new achievement before me, I shall know better what to do in a commercial way. Of course I want to sell this new recording and the new machines that reproduce it; and equally, of course, I shall not refuse to answer if one of your friends asks what these things cost; but, on the other hand, I shall not introduce the subject at our private audience. And now what date shall we set?

Perhaps something like that would furnish a good opening. Certainly no one will deny that there are already on the market records of quality sufficiently high to give the most critical audience all that they can ask for. The Columbia Masterworks and Victor classics I would especially recommend to the careful merchant who desires to build up a high-class trade. For it is on high-class trade, I believe, that the phonograph business of the future is to be based.

There cannot be too much high-grade exploitation, for it is the intelligent people to whom we must henceforth appeal. The sort of thing I have been talking about is worth the thought and consideration of every live retailer.

Aerovox Representatives Attend Sales Conference

Eastern representatives of the Aerovox Wireless Corp., manufacturer of radio apparatus, recently attended a sales conference at the company's new plant in Brooklyn.

Aerovox executives state that the company is enjoying a splendid business, and will shortly announce several new items. It was the consensus of opinion that indications pointed toward an early start by manufacturers of radio receivers and eliminators in 1927. The meeting closed with a banquet by the Schultz-McGregor Corp., advertising agency for Aerovox.



New Empironic Drawn Brass Tone Arm

EMPIRONIC

SOUND BOX

and Drawn Brass Tone Arm

MUSIC through the Empironic Sound Box is the musical image of the artist himself! All the experience gained during the twelve years of our devotion to the interests of the talking machine business is embodied in The Empironic. We believe this reproducer is the greatest of all the "phonic" type sound boxes, basing this opinion upon the findings of experts after a thorough investigation of the sound box market.

To hear the Empironic is to like it! To like the Empironic will start a sales activity that will be a revelation to jobbers and dealers from both the profit angle and public service angles. Retailing at \$8, the margin is large for both jobber and dealer.

In connection with The Empironic Sound Box, we also announce a tone arm sensation—one with continuous taper and long amplifying chamber of DRAWN BRASS. This tone arm is different from any other on the market inasmuch as it is in ONE PIECE.

Become acquainted with these two startling products. Write us for samples (at special prices) and start your Empironic profits.



*Empironic Reproducer
(Patented) Retails at \$8*

The Empire Phono Parts Co.

(Established in 1914)

Wm. J. McNamara, President

10316 MADISON AVENUE

Cleveland

Ohio

The Largest Makers of Portable



The CARRYOLA MASTER

Real Dealer Profits

THE announcement in the January issue of Talking Machine World of our wonderful new line of Carryola Portables created an instant response. Sales in January reached the highest point in Carryola history.

Dealers everywhere are finding it profitable to introduce publicly the new Carryola models. The one established line which insures the merchant his full legitimate profit and brings him above price competition.

The Master is available in five beautiful colors besides black, with embossed art cover and record album artistically airbrushed. Genuine Du Pont Fabrikoid hand-finished covering. Looks exactly like leather. Strongly built of three-ply veneer. Easy to carry.

CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

Phonographs in the World!

The CARRYOLA CUB



The CARRYOLA FLAPPER

Helping Dealers Sell

MOST music merchants throughout the United States are enjoying a fine profitable volume of Carryola sales.

We're glad to give them a world of help—a fine Window Display Cut-Out, lithographed in 6 colors—an attractive Counter Display Card—Special 3-Color Pamphlets for mailing and store distribution—Ready-Made Cuts for their advertising—Prepared Ads for the dealer who hasn't time to write

his own—and our National Advertising in the Saturday Evening Post, Liberty, True Story, American Weekly, etc., which is bringing thousands of buying customers to Dealers' Stores.

All this cooperation comes to the Carryola Dealer without charge. And we're glad to be in a position to give him the support that every music merchant should enjoy.

CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin



Orthophonic Victrola Model Seven-three

Bringing More Dollars to the Dealer

The first, big, wide-open, sales-making opportunity of the new year for all Victor Dealers comes with the timely announcement of a new and lower list price on the Victrola-Radiola combination No. 7-3. Henceforward, this ideal instrument will sell at the extremely popular price of \$325.

In this Victrola combination, No. 7-3, a truly extraordinary value is presented and every Victor Dealer, with a little bit of intelligent effort and earnest application, will experience a bright new era of volume sales, turnover and extended profits.

The No. 7-3 is a "brilliant star" through and through. Hitch your wagon to it and refuse to slow up until many milestones of profits have been left far in the background.

C. BRUNO & SON, INC.

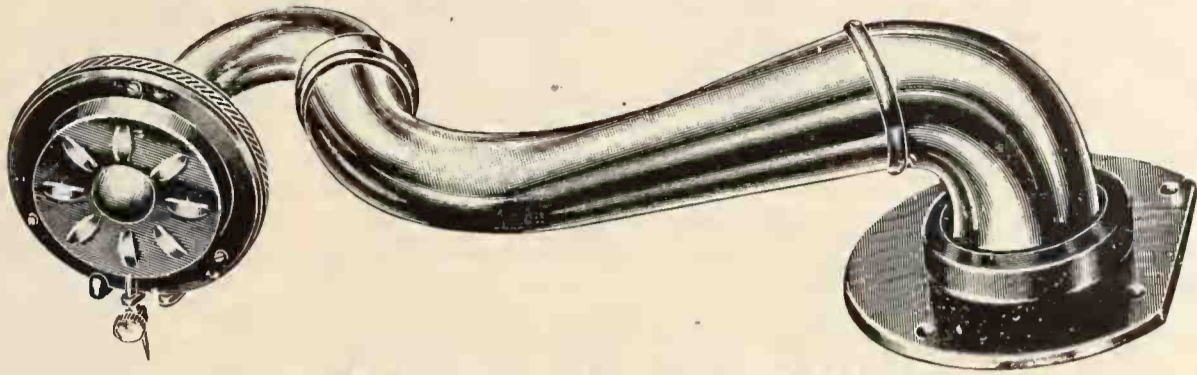
Victor Distributors to the Dealer Only

351-353 Fourth Avenue

New York, N. Y.

1834—Almost One Hundred Years of Dependable Service to the Music Trade—1927

VITA-PHONIC PRODUCTS



JOSEPH E. RUDELL

83 Greene Street

New York City

Canadian Distributors: Standard Phono. Supply Co., Montreal

Outside Follow-up of "Hot" Prospects to Close Sales of New Instruments Essential

The Comparatively High Price of the New Type Instruments Makes the House-to-House Canvass of Small Value—Sales Promotion Work Leading to Demonstrations Necessary

The old method of house-to-house canvassing insofar as the expensive new talking machines and combination instruments are concerned is valueless as a sales builder. This is so for many reasons, although outside selling is of the utmost importance in closing deals that involve considerable sums of money. Instead of a general canvass, as is found worth-while in moving stocks of lower-priced instruments, the outside selling must be confined to actual sales work, the missionary effort being confined to advertising, direct mail and other forms of sales promotion that tend to arouse the interest of prospects to the point where they voluntarily visit the store to see and hear the instruments.

Selection of Prospects

A product that is designed in price and quality to interest the masses can profitably be sold by straight house-to-house selling, but an instrument that sells at varying prices up to \$1,000 is too expensive for the average individual. Therefore, the number of prospects are limited to people who have means. This results in a narrower sales field, but on the other hand each sale represents a substantially larger profit. Because of the fewer logical prospects for the expensive models and also the type of people who must be sold on their merits house-to-house canvassing would be wasteful merchandising. Mounting overhead would seriously reduce profits. But once the dealer secures the name of an interested person outside selling becomes necessary, just as in the case of pianos. If an individual visits the store for the purpose of a demonstration of a high-priced instrument he or she has concretely indicated interest and it is an inefficient and shortsighted dealer or salesman indeed who fails to secure the name and address of the prospect, together with some definite information to be used as the basis of follow-up, preferably follow-up by an experienced salesman, a man who can get to the prospect in his or her own home and close the deal on the spot.

Real Salesmanship Necessary

Much has been said and written about the need for improved methods of selling to get volume of sales of the latest instruments that have been placed on the market. The importance of this human factor in sales promotion is indisputable, whether it be on the floor or in follow-up of a hot prospect. Indeed, the outside salesman must have all the qualities of a good floor man and in addition he must possess the aggressiveness and endurance to keep after the prospect until the sale is closed or lost.

Suppose the man who makes personal outside contact with prospects does fail in three cases out of four to make a sale. If he can close one deal in four for a \$1,000 instrument he is making money for his firm. He is bringing in business that would probably be lost were it not for the outside follow-up. Let any dealer who doubts this try it. How many people come into your store and after listening to one of the fine new models walk out after making some vague remark about not being ready to make the purchase at the moment? Each time this happens the chances are that a sale is lost; a sale that might be made if the right man were immediately put on the job of maintaining contact with the prospect. When a dealer spends a considerable sum of money for advertising with the purpose in view of getting people into the store, and when the advertising and the product bring about the desired results, and then analysis discloses the discouraging fact that the majority of the people walk out without buying something is wrong. The fault lies not with the public, but with the salesman or dealer. Immediate personal follow-up might be the solution of the problem.

Dunkirk, N. Y., Dealer Has Unique Service Plan

Flat Charge of \$7.50 is Made for Erecting Aerial—Free Call Twice Each Month—Letter to Patrons Tells of Service Plan

A radio service plan that is somewhat out of the ordinary has been evolved by Steckers' Sporting Goods Store, Atwater Kent dealer of Dunkirk, N. Y. This firm charges \$7.50 to put up an aerial, regardless of time required. The customer is taught how to operate a set until it brings in at least five stations. The firm offers to leave a set on free trial three days and three nights. If more time is required a charge of fifty cents a day is made. If the customer wishes to return a set he agrees to buy the aerial at \$7.50.

Within thirty days after purchase the customer gets all the service calls he may need, and thereafter he is entitled to two free calls a month.

The following letter which this store sends to its customers outlines the plan:

"A service man will call on you with all the necessary apparatus for testing your set, tubes, battery, aerial, ground, etc., every two weeks, at regular intervals. You may ask him for all the information

regarding operation of your receiving set you desire.

"He will leave a duplicate copy describing clearly the condition of your entire apparatus, and the original copy will be on file at our store for future reference. This system will make it possible for us to know at a glance in what condition your radio set is, and make it much easier for us to give service in the future.

"These two monthly calls are to be absolutely free to our customers purchasing receiving sets from us. There will be a minimum charge of \$1.00 per month to others wishing this service.

"We will also publish every evening in the Dunkirk Observer a survey of the radio reception of the previous night, making it very easy to check up on the reception received on your radio set that same night."

A. K. Jobber Changes Name to Briggs-Hagenlocher

Formerly Known as Briggs United Electrical Service, Inc.—Management, Officers and Personnel Remain the Same

ERIE, PA., January 28.—Official announcement has been made of the change of name of the Atwater Kent and Pooley distributor of this city. The Briggs United Electrical Service, Inc., is now Briggs-Hagenlocher, Inc. It is announced, however, that there has been no change in the stockholders, management, officers, directors or personnel of the staff, nor has there been any change in the location. The Briggs-Hagenlocher Co. will also continue to handle the same line without any changes. It is stated that the new name has been adopted to associate the management of the Briggs United Electrical Service, Inc., with the firm name and still retain enough of the old name so as not to lose the identity of a long-established business. The officers of Briggs-Hagenlocher, Inc., are Ernest Hagenlocher, president, and Frank Hagenlocher, secretary and treasurer.

Album for Nut-Cracker Suite

The album and explanatory folder for the "Nut-Cracker Suite," which was recently released on three twelve-inch double-faced records are now available to dealers, and the Victor Co. is urging its representatives to secure albums to hold the records and the folder, which will help purchasers to secure a better understanding of this work of Tschaikowsky.

Excell Co. Chartered

The Excell Phonograph Manufacturing Co., Chicago, Ill., has been incorporated with a capital stock of \$100,000.

Chicago Civic Opera Co. Broadcasts Under the Auspices of the Brunswick Co.

Scenes From "Faust" and "Il Trovatore" Broadcast Over a Big Hook-up of Stations With Tremendous Success—Brunswick Co. Promises a Full Series Next Season

During the past month radio broadcasting has made the most tremendous strides in influencing public opinion since the inception of the industry. Through the generosity of the Brunswick-Balke-Collender Co., manufacturer of Panatropes, Brunswick Radiolas, phonographs and records, on two separate occasions the Chicago Civic Opera Co. broadcast over a hook-up of stations that included among its listeners-in estimated audiences of 10,000,000 on each occasion. On Friday, January 21, the second act of "Faust," as sung by the members of the Chicago Civic Opera Co., at the Auditorium in Chicago, was broadcast country-wide with twenty-five stations participating in the hook-up and others picking it up for retransmission. On the following Friday, January 28, the second of the operatic broadcasts was heard, the last two scenes from Verdi's "Il Trovatore" being sung over a hook-up of stations even greater than that of the previous week.

The broadcasting was done under the direction of the National Broadcasting Co., which in the first broadcast used station KWKY, in Chicago, for the direct broadcast, with telephone circuits carrying the program to WJZ and WEA, New York; WEEI and WBZ, Boston; WCSH, Portland, Me.; WGY, Schenectady; WCAE and KDKA, Pittsburgh; WJAR, Providence; WGN, Chicago; KSD, at St. Louis; WOC, Davenport; WCCO, Minneapolis and St. Paul; WSAI, Cincinnati; WLIT, Philadelphia; WRC, Washington; WDAF, Kansas City; WWJ, Detroit; WGR, Buffalo; WTAG, Worcester, Mass., and WTAM, Cleveland. For the presentation of "Il Trovatore," in addition to the above, the following stations were also included in the hook-up: WHAS, Louisville; WSB, Atlanta; WMC, Memphis; WMS, Nashville; WEBH and WMAQ, Chicago. On both occasions KDKA, Pittsburgh, a short-wave station, rebroadcast the program to the Pacific Coast for retransmission if conditions were suitable.

The publicity given the broadcasts by the newspapers of the country was tremendous. For a month prior to the first program and on the days following the broadcasts columns of space were devoted to the importance of the events as marking a new development of the radio receiver as a means of home entertainment. For the initial concert in the leading cities music critics reviewed the performance just as though they were sitting in the Auditorium and in their reviews the criticisms were most favorable.

The artists appearing in the presentation of the garden scene from "Faust" were Edith Mason as Marguerite; Charles Hackett as Faust;

Irene Pavlowska as Siebel; Maria Claessens as Dame Marthe, and Vanni Marcoux as Mephistopheles. The act lasted for fifty-five minutes and the radio reception was such that the voices and orchestra came over in most cases as though the listener-in was present in the auditorium. Some fifteen microphones, located in various parts of the stage and orchestra pit, picked up the music and the mixing panel back of the stage made it possible for the radio experts to control the reception to secure the best results.

In the presentation of "Il Trovatore" the soprano role of Leonora was sung by Claudia Muzio, the tenor role of Manrico by Forrest Lamont, the baritone, Count di Luna, by Richard Bonelli and the mezzo soprano of Azucena by Augusta Lenska. The battery of fifteen microphones of the previous week was augmented in order that the chorus voices off stage in the "Miserere" aria could be heard.

These two programs which were given in the nature of experiments proved so successful that the Brunswick-Balke-Collender Co., in conjunction with the Chicago Civic Opera Co., announced that next season they would present a regular schedule of operatic broadcasts—a real treat for music lovers.

Important Executive Change in the Weber-Rance Corp.

The resignation of M. L. Miller as vice-president and sales manager of the Weber-Rance Corp., well-known New York radio distributor, has been announced by John W. Weber, Jr., president of the company. Mr. Miller will take a short rest before resuming his activities elsewhere in the radio industry.

The appointment of Joseph A. Kerr, former sales promotion manager of the Weber-Rance Corp., to succeed Mr. Miller as sales manager, has also been announced. Mr. Kerr has had extensive experience in the radio distribution field and is widely known among dealers in the metropolitan district.

New York Freed-Eisemann Retailers Double Sales

Freed-Eisemann dealers in New York and vicinity during the past three or four months have doubled the sales made in the corresponding period a year ago. In making this announcement, Alex Eisemann, treasurer and merchandising director of the Freed-Eisemann Radio Corp., stated that these sales have been

made at list prices and that there have been no "bargain sales" of the company's product.

"One retail store sold 2,400 sets in four months at regular list prices," Mr. Eisemann said, "and high grade accessories were furnished with most of these sets, power units meeting with an ever-increasing public demand. The year 1926 was one of the most satisfactory years in the history of Freed-Eisemann radio, and the outlook for 1927 is very promising."

Coast Ass'n Considers Problems of the Trade

Talking Machine Division of the Music Trades Association of Northern California Holds Interesting Dinner Meeting

SAN FRANCISCO, CAL., February 3.—The talking machine division of the Music Trades Association of Northern California held a meeting recently in the form of a dinner, followed by discussions, at the Hotel Stewart. Every month a dinner meeting of the Association is held at this hotel. This was the first devoted exclusively to the talking machine interests of the northern California dealers. There were between eighty and eighty-five persons present, including some of the dealers' wives and business women connected with the phonograph departments. Dealers from as far away as Salinas were present.

The meeting was called by Shirley Walker, president of the Music Trades Association of Northern California, who presided. Leading spirits in the affair were C. McGregor, of the Brunswick branch here, who led the meeting, and Walter S. Gray, president of the Walter S. Gray Co., wholesaler of phonograph accessories, etc., who made an able speech on the handling of the old machines and trade-in values on them. Another of those who made excellent speeches, full of suggestions for the trade, was C. Marlin, music dealer of Palo Alto, who spoke on "Records." Through the courtesy of the Victor Talking Machine Co., Miss Aileen Stanley sang. The Columbia Phonograph Co. contributed its latest stars, Gypsy and Marta. A committee has been appointed to discuss allowances on the older type of phonographs taken by the dealers as "trade-ins."

Re-elect Gulbransen Officers

CHICAGO, ILL., January 28.—The officers and directors of the Gulbransen Co., manufacturer of Gulbransen pianos, were re-elected at the annual meeting held this week. They are: A. G. Gulbransen, president and treasurer; C. Gulbransen, vice-president; Edward B. Healy, secretary. The directors are A. G. Gulbransen, C. Gulbransen, Edward B. Healy, A. H. Boettcher, G. A. McDermott, L. W. Peterson and C. H. Berggren. The earnings for the year of 1926 gave the company a satisfactory net profit for the eleventh successive year.

Watch for The Mutual Advertisement in the Next Issue

Mutual Phono Parts Manufacturing Corp.

610-614 BROADWAY

(Cor. Houston St.)

NEW YORK CITY

MAX TARG, Factory Representative, 229 W. Randolph St., Chicago, Ill.

DISTRIBUTORS

Canadian Acme Screw & Gear, Ltd., 1209 King St., W., Toronto, Can.
Industries Unidas, S. A., Balderas 110, Mexico City, Mex.

Playertone Talking Machine Co., 632 Grant St., Pittsburgh, Pa.
Shapleigh Hardware Co., 4th St. and Washington Ave., St. Louis, Mo.

STEWART-WARNER



This beautiful walnut console is a recent addition to the Stewart-Warner line. One dial, six tubes.

Our Protective Policy
is Making Money for
Thousands of Dealers
It Will Interest You

The Stewart-Warner Protective Policy

Stewart-Warner Blue Ribbon Dealers are selected and served by our exclusive distributors, the Stewart-Warner Wholesale Radio Distributors.

As each distributor has a definite territory, he can give his dealers unusual protection. Prices are maintained, and a Stewart-Warner Dealer doesn't walk around the corner to find his prospects being sold by another Stewart-Warner Dealer. He is given the opportunity to carry on a real business in his immediate neighborhood—an opportunity to make money. The success of our Dealers is our success.

A Complete Line

With a complete line ranging from the popular-priced table models to the handsomely designed consoles, Stewart-Warner Blue Ribbon Dealers are enabled to sell *all* prospects who wish to purchase a quality receiver made by a well-known manufacturer

Distributors' Service to Dealers

As Stewart-Warner Wholesale Distributors are handling Stewart-Warner exclusively and are not interested in other radio lines, Stewart-Warner Dealers receive a maximum amount of service. Every Distributor has a trained technical man whose services are at the disposal of our dealers.

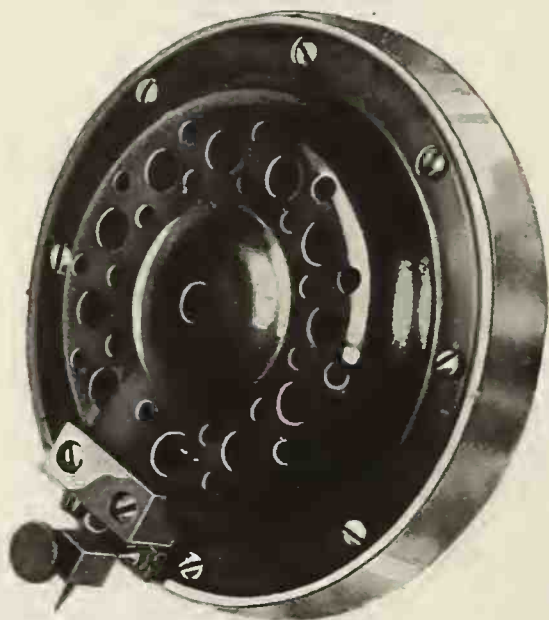
National, Year-'Round Advertising

Throughout the year, Stewart-Warner Matched-Unit Radio is kept before the public eye. Magazines, outdoor painted billboards, posters, newspapers and broadcast advertising will all be made use of during 1927.

STEWART-WARNER SPEEDOMETER CORPORATION
1824 DIVERSEY PARKWAY, CHICAGO, U. S. A.

Stewart-Warner

TWICE REPRODUCERS AS OUR NEAR



\$8

(On Pacific Coast \$8.50)

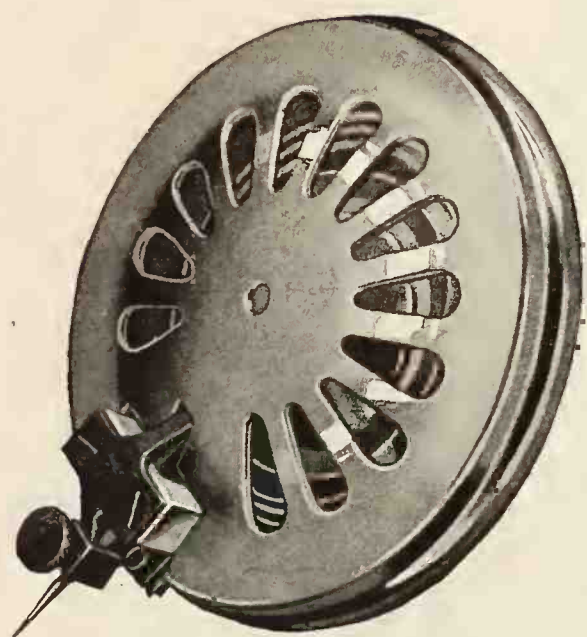
MERCHANDISING LEADERSHIP

In 1926 we sold twice as many reproducers as our nearest competitor—this means merchandising leadership. In 1927 our continued leadership is vouched for by your satisfaction in the past.

Symphonic PHONOGRAPH REPRODUCER

SYMPHONIC SALES CORPORATION,

AS MANY EST COMPETITOR IN 1926



\$5

(On Pacific Coast \$5.50)

ENGINEERING LEADERSHIP

We are proud to announce the new Overture *Reproducer. A "junior" Symphonic for those who want to sell a good reproducer at a price.

*Mr. Dealer: Test the Overture against any competitive reproducer, regardless of price.

Overture

PHONOGRAPH REPRODUCER

MADE BY SYMPHONIC

370 SEVENTH AVENUE, NEW YORK

Short Term Contracts Aid to Collections

The Margin of Radio Profit Does Not Allow for Heavy Collection Costs — Eliminate the Possibility of Trouble at Time of Sale

The retail talking machine dealer's profit lies in the last few payments on the talking machine or radio. If he is compelled to repossess the instrument because the purchaser can not meet the payments or for some reason or another decides that he will not pay any more the profit on the transaction is lost and all the expense incidental to making the sale, as well as the cost of service and bookkeeping in carrying the account, comes directly out of the pocket of the dealer. This useless expense reduces the profit on other sales, thus making the retail merchant carry the double burden of lost profit on a sale and additional overhead brought about by necessity for repossession.

The High Cost of Credit

Operation of any business where sales on an instalment basis are in the majority means a considerable increase in the overhead. Naturally, then, anything the dealer can do to cut down losses on instalment sales as well as reduce the expense incidental to extending credit means so much more profit. There is no doubt of the fact that while many retailers have achieved the basis of mercantile success—turn-over—they are failing to realize the profits that normally should accrue from business volume. The answer undoubtedly lies in slipshod and costly collection methods. It is useless to achieve volume sales unless the dealer can be reasonably certain that the money will be paid when due.

Loose Selling Methods Vs. Credit Risk

Many collection troubles are caused by faulty selling. If the salesman secures a good down payment and with the aid of the credit manager "sells" the customer on the idea of a short term contract the dealer has a much better chance of getting all the money due than if the first payment is very small and the contract covers a period extending over fifteen months or two years. If instead of trying to sell terms the salesman sells the instrument and also emphasizes the importance of cleaning up the account at the earliest possible date the result will be that the dealer stands a fair chance of getting his money, and those customers who are try-

ing to get "something for nothing" on the basis of a few dollars down will not be enabled to buy. A successful dealer summed up this angle of instalment selling in a single sentence: "Extend credit only to people proved good risks by investigation of references."

Simplifying Collecting

When the dealer sells to every Tom, Dick and Harry he is compelled to use aggressive methods of collecting. He finds that he needs a collector, a man who is able to wheedle money out of reluctant customers. He also dis-

Repossession of a radio set practically eliminates the dealer's profit. Faulty selling with a small down payment and a long term contract is in many instances the reason why the collection department encounters difficulty in bringing in payments when they are due.

covers that collections letters are necessary; usually a series of from three to six and sometimes more letters are sent out, and while these letters do bring in the bulk of the money due, a follow-up man must be employed to get after the hardshell delinquent who pays no attention whatever to a dunning letter. All of this adds to the burden of overhead. The margin of profit on a talking machine or radio set is not so large that the dealer can afford to spend much money for collections; especially the type of merchant who is compelled to sell his paper to a financing company in order to secure cash for the continued operation of the business.

Educating the Instalment Buyer

Educate the instalment buyer to make the payments at the store personally or mail check or money order when the payment is due

and the credit department—in many cases the store manager or the proprietor—will be relieved of considerable detail and much expense. There will be no necessity of the monthly sending out of letters and the services of a collector may be dispensed with. When delinquencies do occur the dealer or some member of the organization can write a personal letter or get in touch with the customer over the phone or by visiting the home. This should not happen very often in the average retail store where sales are made only after checking up on the reliability of the prospect. Then, too, the personal touch is invaluable in retaining good will. It is a proved fact that very few people deliberately set out to cheat. Usually some situation arises after the instrument has been purchased that compels economy—sickness, head of family out of work, etc.—and the butcher, baker and grocer are paid, while the talking machine dealer is compelled to wait. Invariably leniency at times like these will bring the dealer out on top from the standpoint of good will and getting his money.

20,000 Retail Outlets for Gold Seal Radio Tubes

Gold Seal radio tubes are now on sale in more than 20,000 retail outlets throughout the country, according to a recent announcement of the Gold Seal Electrical Co., Inc., New York. Commenting upon the remarkable growth in distribution and sales of Gold Seal tubes, James W. Duff, president of the organization, stated that two years ago Gold Seal had only twenty-five customers. At that time the average daily production of the first Gold Seal factory was about 500 tubes. Today, Mr. Duff declared, the capacity of six Gold Seal factories is over 13,000 tubes per day.

"Sound merchandising and real dealer cooperation are the secret of Gold Seal success," Mr. Duff said. "Gold Seal has become an important factor in the national radio tube market. Quality is paramount in our product, backed by attractive packaging and displays, persistent advertising and maintenance of dealer and consumer good will. As the radio industry forges ahead in its resistless progress, Gold Seal will always be found among the leaders in this great field. Our research laboratories are constantly working to improve our product in accordance with the newest developments in the manufacture and design of radio tubes."

Custer Music Co. Opens Store

CANTON, O., February 4.—The W. L. Custer Music Co., which went into bankruptcy some months ago, has opened a store in its old location on North Cleveland avenue, where it is selling the stock of merchandise from the Dover, O., store. There is a probability that the Custer Co. will re-engage in business here in the near future.

Attractive Fada Poster

An attractive poster in color featuring the Fada 6 has been prepared by the advertising department of F. A. D. Andrea, Inc., for the benefit of Fada dealers. A handsome booklet illustrating and describing the entire Fada line is also going out to dealers for distribution to the public.

Ralph E. Tryon, manager of the radio department of Listenwaller & Gough, Inc., of San Francisco, Cal., died on January 13.

Tower
Meistersinger
CONE

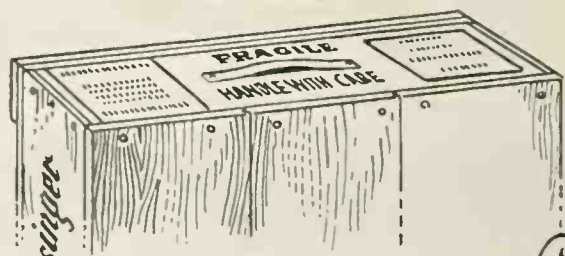
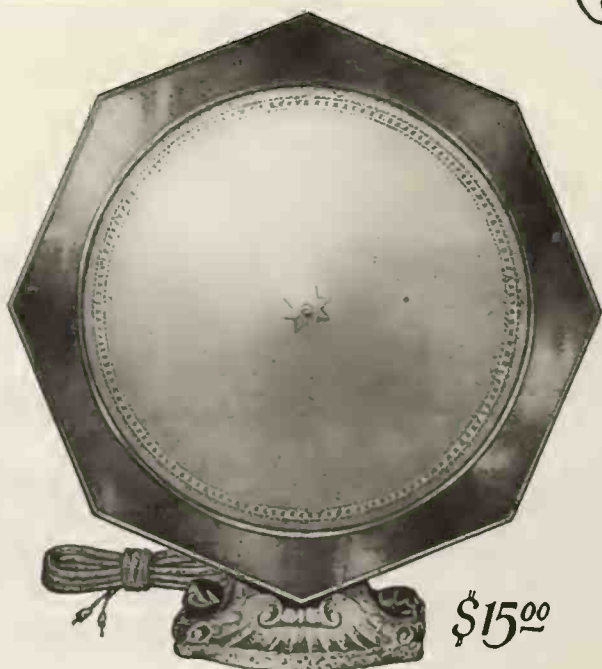
**PACKED
IN WOOD**

No Speaker at any price is more carefully packed. In keeping with its high quality as a radio reproducer, the Meistersinger is shipped in a specially designed all-wood box with handle strap,—ready to carry out of your store. Thus, you are assured perfect delivery from your jobber and no come-backs for breakage from your customers.

In addition to this no breakage feature, Tower is the only Cone utilizing an adjustable direct-drive unit with EIGHT points of contact with the cone—PATENTED. The Meistersinger may be used both as a wall AND table model. It is the only low priced speaker with the quality features usually associated with more expensive types.

You can make money with Tower.
Write for distributor's name.

TOWER MFG. CORP., Boston, Mass.



REMINGTON MFG. CORP.

SUPER-HARMONIC

TRADE MARK

PORTABLE

IN the **SUPER-HARMONIC** Portable we have incorporated the highest developments of engineering skill and acoustical science which heretofore were only obtainable in the large and expensive cabinet type phonographs.

THE **SUPER-HARMONIC** produces the new broad tones with that super-clarity and definition. The entire range of musical sound held in perfect balance—solo or ensemble the reproduction is of the utmost fidelity and the result when played with either the new type or old type records is a tone of great volume, warmth and beauty.

THE **SUPER-HARMONIC** in point, size—compactness and weight is ideal and sells at a price no higher than the **OLD TYPE** portables.



PRICE

\$25⁰⁰

Slightly higher in the Far West and Canada

Colors: Black, Blue, Gray, Green and Maroon

Powerful motor—all brass gooseneck throw-back tone arm. Covered with the finest materials in newest grains—three-ply wood boxes—hardware of the best.

SUPER-HARMONIC SOUND BOX

The Remington Super-Harmonic Sound Box is new in construction—made entirely of brass—there are no screws, loose parts or springs to get out of adjustment and will last indefinitely. We claim greater volume of tone without blasts—equip the old type phonographs with this sound box and you will be astounded at the character of its tone.



Finished in nickel and oxidized **\$8.00** Gold plate **\$10.00**

JOBBERS—DEALERS: WRITE FOR SAMPLES, DISCOUNTS, TERRITORY NOW—IMMEDIATE DELIVERIES.

Not Assemblers, Every Part, Excepting Motors Made in Our Own Plant

Remington Manufacturing Corp.

BRIDGETON, N. J.

No connection with any other Company bearing this name

Myers Radio Tube Corp. Is Sold and Reorganized

Purchasers of Well-known Concern Will Retain Name and Continue Standards of Manufacture—New Equipment Installed

CLEVELAND, O., February 3.—Reorganization of the Myers Radio Tube Corp., of this city, has been announced. The purchase of the Myers Corp. was closed early this month and the new owners already have begun operation of the plant under their own management.

The corporation name, well known for a number of years throughout the radio industry, will be retained by the new owners, who have announced that the same high standards of manufacture and inspection which made Myers' tubes favorably known to the trade and the consumers will be maintained. The plant here is being equipped with new and improved equipment to increase production and enable the re-

organized corporation to meet the growing demand for high quality radio tubes.

All of the executives of the reorganized corporation have had years of manufacturing and sales experience and have given considerable study to the radio industry and to the trend of consumer demand. The research and engineering departments are headed by well-known engineers who have attained unusual success in the radio field.

Freed-Eisemann Canadian Jobber Reports Big Demand

Interest in broadcast reception in Canada was never greater and more sets are now being sold there than ever before, according to Harry Joyce, of Toronto Auto Accessories, Ltd., distributor for Freed-Eisemann radio products. Mr. Joyce recently visited the Freed-Eisemann factory in Brooklyn and stated that the line is enjoying great popularity in Canada.

Bert Ennis in Important Post With Standard Corp.

Well-known Publicity Expert to Handle Exploitation Campaign in the Interest of Standard Radio Set

WORCESTER, MASS., February 7.—The Standard Radio Corp., of this city, through Ben W. Fink, general manager of the company, has announced the engagement of Bert Ennis of New York City to exploit the new Standard multi-valve set. This new set, made by the Standard Radio Corp., makers of the Standard Six, uses only one tube, a multi-valve. In the short time that it has been on the market it has proved very popular. Accordingly, it has been decided to place a nation-wide advertising and exploitation campaign in back of it.

Bert Ennis, who is head of the Coast to Coast Publicity Service, is one of the foremost publicity experts and is particularly well known in the field of motion pictures.

C. L. Smith Making Radio Survey of Southern Field

President of Diamond T Radio Manufacturers Sees Growing Radio Trade With South, Cuba and Latin American Countries

C. L. Smith, president of the Diamond T Radio Manufacturers, manufacturers of radio sets, South Bend, Ind., left recently on a trip to Miami, Fla., and Havana, Cuba, combining business and pleasure. While in Miami, he made a thorough radio survey of the Southern States and called a sales convention of all Southern Diamond T radio salesmen.

Mr. Smith is giving much of his time to Cuban distributors, cementing relations and in general assisting in the establishment of the radio industry bordering South America, as being on a permanent basis and that they are bound and due to enjoy the same radio prosperity as is now existing in the United States, Canada and Europe.

Proof of the prosperity and stability of the radio industry, in the countries bordering South America, now about to become a realization, is afforded by noting the contents of interesting letters submitted daily to this factory by radio enthusiasts over the country at large, to the effect that programs of HHK of Haiti Islands, located southeast of Cuba, are frequently heard between the hours of eight and nine p. m. with good volume. It may be taken from these letters that distance now means very little to the radio industry, thus opening up radio markets not only to South American countries and its neighboring territories, but to other markets that have heretofore been considered as not being worthy of very intensive exploitation efforts.

Fada Sales Manager Makes Analysis of 1926 Sales

An analysis of 1926 sales recently made by Louis J. Chatten, general sales manager for Fada radio, revealed the fact that the average radio dealer did a greater volume of business in that year than he did the year before. In the case of franchised dealers of F. A. D. Andrea, Inc., the volume averaged three times as much per dealer in 1926 as compared with 1925, according to Mr. Chatten. This statement is based on actual checking of the business done against the number of dealers handling the lines throughout the United States.

"The true significance of these figures," said Mr. Chatten, "is that the franchised dealer is now taking the sale of radio seriously. This means better dealers, who are making money for themselves and for those whose lines they handle."

Now is the real selling season for light socket radio power devices



The New Balkite Charger

MODEL J. Has two charging rates: A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 ampere. Special model for 25-40 cycles with 1.5 amperes high rate. Price \$19.50. West of Rockies \$20. (In Canada \$27.50.)



Balkite Trickle Charger

MODEL K. For those who require a charger of limited capacity only. Can be left on continuous or trickle charge thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. Charging rate about .5 ampere. Over 350,000 in use. Price \$10. West of Rockies \$10.50. (In Canada \$15.)

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. Also a 25-40 cycle model for the Balkite Charger.

Keep your radio department operating at a PROFIT by pushing Balkite —the standard line in this field

Your greatest problem during the coming months is to keep your radio department operating at a profit. It can be done. It's entirely a question of choosing the right lines to push, of concentrating on those which you know can be sold in volume.

Balkite is one of those lines. During the 1925-26 season the sales of Balkite Radio Power Units were 15% greater after than before January 1st. With Balkite the selling season is 60 to 90 days later than that of most radio lines.

This is logical. Every sale of a radio set creates a Balkite prospect. In a few cases the Balkite sale is made at the time the set is sold, but usually it follows a month or two later. That is why Balkite sales continue to mount months after the peak in set sales is passed.

True as this has been in past years, it will be even more true this year, for this is the greatest of all seasons for light socket radio power devices. Never has public interest in this type of equipment been so great; never have sales been so large. And as usual Balkite is the leader in this field.

Take advantage of this situation for your profit. Feature Balkite, which you know will sell, for the coming months. Prolong your selling season 60 to 90 days, and keep your radio department operating at a profit.

FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois



Three New Balkite "B"s

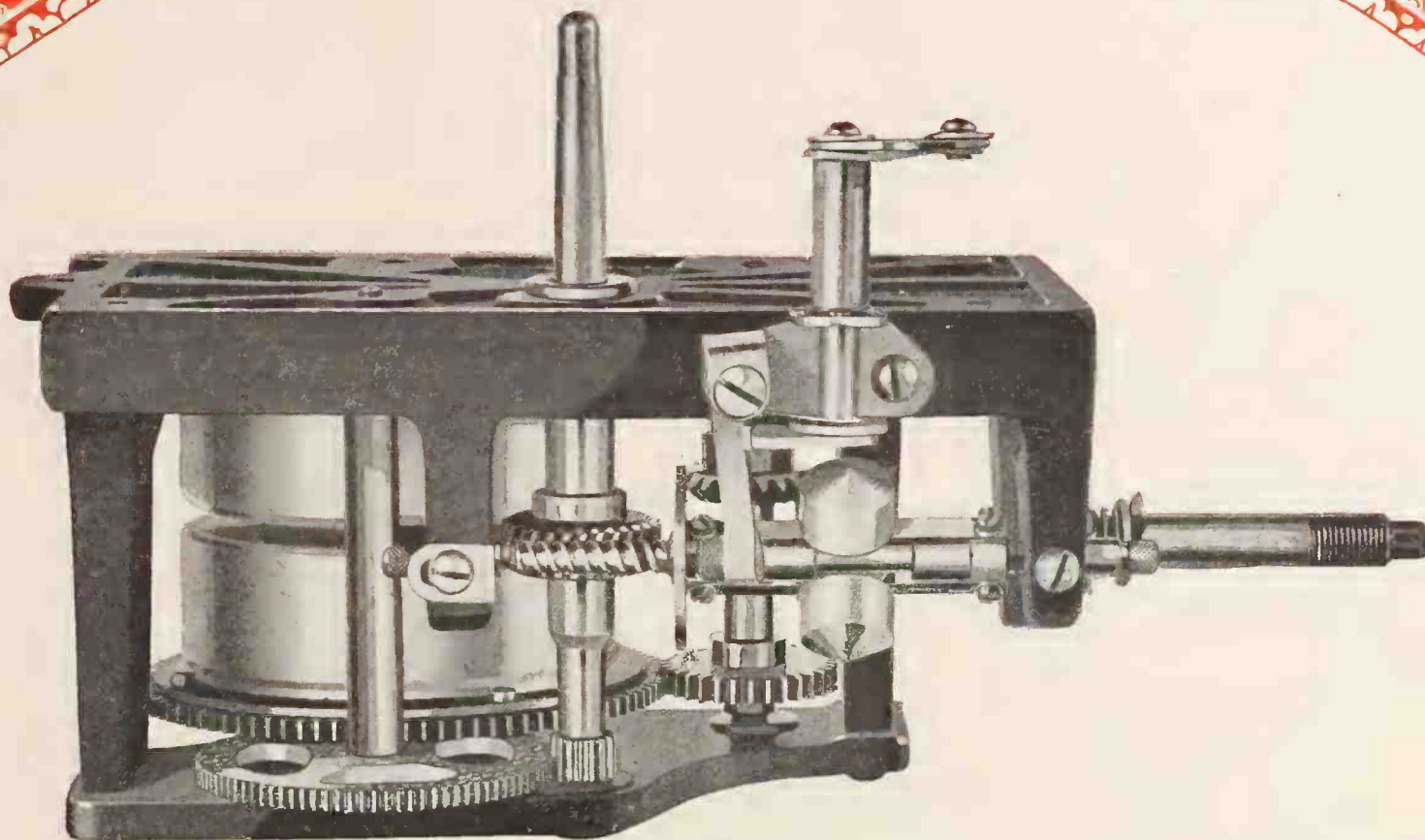
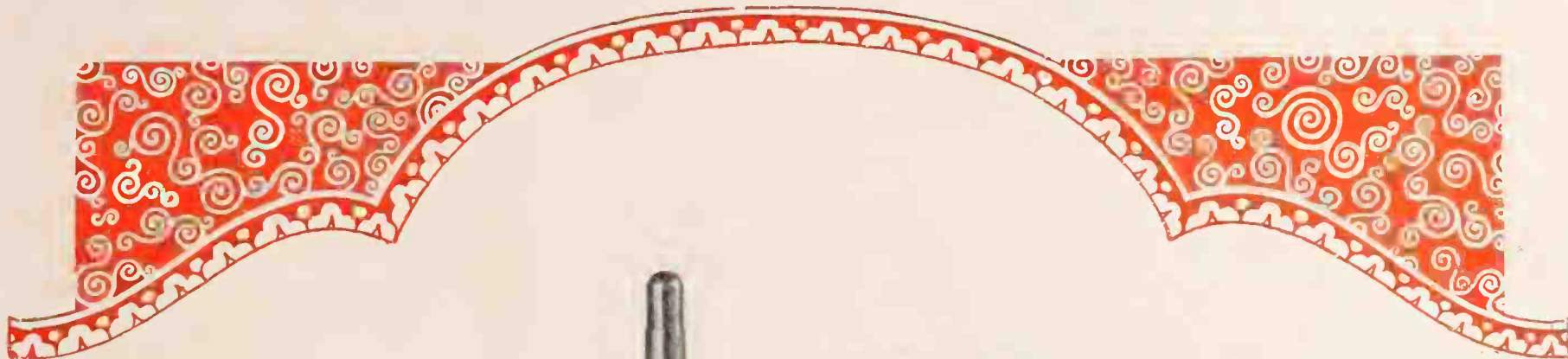
Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B". Wat \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B".X (illustrated), for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B".Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69. (In Canada "B".V \$39; "B".X \$59.50 "B".Y \$96.)



Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$59.50. (In Canada \$83.)

FANSTEEL Balkite Radio Power Units



HEINEMAN MOTOR No. 77

THE STANDARD MOTOR

Standard means first choice; the best Standards are *earned* not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufac-

turer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have *earned* first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

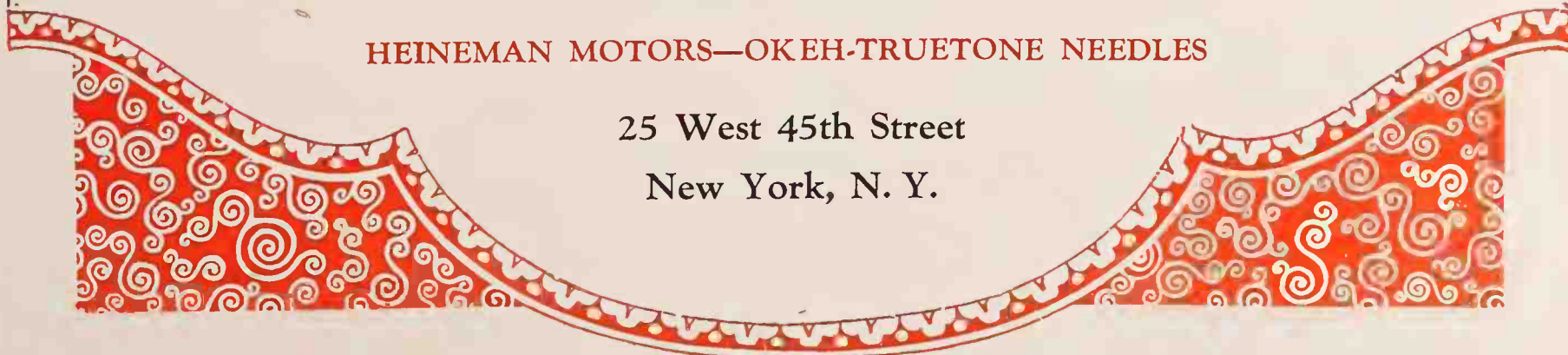
OKEH PHONOGRAPH CORPORATION

Otto Heineman, President and General Manager

Exclusive Sales Agents for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

25 West 45th Street
New York, N. Y.



Boyd Senter

Exclusive Okeh Artist

JAZZ! JAZZ! JAZZ!

Hear the clarinet marvel! Boyd Senter has the most advanced technic in clarinet playing—the “hottest” record to go on sale.



HIS FIRST OKEH RECORD

Guitar Accompaniment
by the “hottest” and most up-to-date
guitar player in the country

ED. LANG

No. 40755—10 in., 75c.

NEW ST. LOUIS BLUES
BAD HABITS

Clarinet, Piano and Guitar

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

Where Do You Work-A John?

Okeh Records

No. 9301 — 10 in., 75c.

The great Italian hit

The fastest selling record ON SALE

There is a reason!

It is convulsing an Italian
nation with laughter



Sung by

Ruby-De Russo

The popular
vaudeville stars

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.



**OKEH
PHONOGRAPH CORPORATION**

Otto Heineman, President and General Manager

Exclusive Sales Agents for

OKEH-TRUETONE NEEDLES — HEINEMAN MOTORS

25 West 45th Street, New York, N. Y.

**A POINT TO
MORE SALES**

Too often, so small a thing as a needle point is the difference between selling a record and putting it back in stock. For more sales use only Okeh Needles in every booth.

Sales Campaigns by Toledo Dealers Have Stimulated Demand in Early Weeks of Year

Result of Aggressive Drives Felt in Sales of All Products—Grinnell Bros. Staff Guests of Management at Dinner—Many Dealers Granted Franchises—Other Trade Activities

TOLEDO, O., February 7.—Contrary to the generally accepted fact that the early months of the year are quiet, slow and altogether devoid of orders, merchants are putting as much vim and vigor into selling as before the holidays, with the result that trade in most stores is better than last year.

The Lion Store Music Rooms are conducting a sales campaign which has for its purpose acquainting people with the fact that an Orthophonic Victrola can be purchased for a small sum of money. A very short sales letter is going to prospects with the question in large type: "Did you know you can purchase a new Orthophonic for \$95?" The object, as explained by Manager Lawson S. Talbert, is to overcome the propaganda that new machines cost hundreds of dollars. A booth display of more than 100 figures of recording artists with the statement—you can have all of these artists and more right in your own home—is aiding record sales, Miss Zola Osborn stated. Here record girls always try to sell one better record to a customer. A reason for this is a better sale is consummated and interest in the talking machine is kept alive. Miss Irene Moorehead is a new member of the record staff.

According to Doyle Wyre, manager of the radio department, sales are going ahead very fast and plans for next season are already being considered. This is in line with plans of manufacturers who are now investigating the market to ascertain what people desire most in radio reception. For this purpose L. Willman, vice-president of the Electric Research Laboratories, Chicago, was in the city recently. He held a conference here with Norman Cook, of McAlpins, Cincinnati; John O'Malley, of the Root

Dry Goods Co., Terre Haute, Ind., and Doyle Wyre, radio managers and buyers.

At the J. W. Greene Co., talking machine and radio sales are ahead of last year, E. A. Kopf reported. This early increase was accomplished by salesmen going after business vigorously right after the first of the year. Then by means of a teaser campaign in the newspapers, augmented with a full-page spread, every trade-in phonograph and radio set in the store was closed out during a three-day drive. A similar effort at the Fremont, O., branch store proved equally successful.

The entire force of Grinnell Bros. recently were guests of the management at dinner at the Hotel Secor. Places were marked for more than sixty persons. Elmer Grinnell and Secretary S. E. Clark, from the Detroit headquarters, were present. Larry Richardson, of the Victor Talking Machine Co., also spoke. Henry C. Stucke, in charge of the local store, attended the Grinnell managers' meeting in Detroit recently.

The Toledo Radio Co. closed a very satisfactory volume of sales the first month of the year, according to Arthur Laybourn, secretary. The demand for Sparton radio is very brisk. A number of new dealers have been granted Sparton franchises recently, including J. W. Rowlands Co., Lima, O.; C. E. Rothenberger, Napoleon, O.; A. P. Rothenberger & Son, Montpelier, O.; D. S. Cartwell, Wapakoneta, O.; Aldrich Radio Co., Wauseon, O.; Koepfer Hardware Co., Swanton, O.; McLaughlin & White, Nevada, O.; Hobart Bowlus Co., Pemberville, O., and Crane-Halleck Co., Bowling Green, O.

Ralph Crane, of the Crane-Halleck Co., Bowling Green, O., reports the house experienced the

best radio season in its history the past months. Orthophonic Victrolas also enjoyed a large sale.

Fred. W. Pifer, of the Amplion Corp. of America, while in the city the past week, reported sales for the past twelve months above the previous year. Demand for January has been brisk with the outlook for a long radio buying season very bright. Several improvements in Amplion products are contemplated within the near future.

The Goosman Piano Co., Toledo, closed one of the most successful January sales in the history of the store, Fred. N. Goosman stated. Vigorous efforts were devoted to selling people in outside communities as well as those in the city. Thousands of circulars were used in connection with newspaper space. Starr and Columbia machines in large numbers were sold. Also Gennett, Columbia and Harmony records.

The Whitney-Blaine-Wildermuth Co., in the new store at Adams and Erie streets, is gradually gaining momentum for the record and phonograph departments. Victor and Brunswick lines are dealt in. In the radio section Zenith, Atwater Kent, A. C. Dayton and Mohawk sets are carried.

Radio Corp. Dealers Put Sales Aids to New Uses

A new use for the mats of advertisements designed to enable the dealer to tie up locally with RCA general advertising has been found by several RCA authorized dealers, according to reports to the Radio Corp.'s headquarters in New York. These mats are distributed free of charge through the RCA district offices. In addition to publishing these advertisements in their local newspapers, several dealers reported that they have had various sizes of handbills and mailing pieces printed from these mats on good quality paper or cardboard. One dealer wrote that, although there is no local newspaper in his community, the mats were of definite value to him when used in this way.

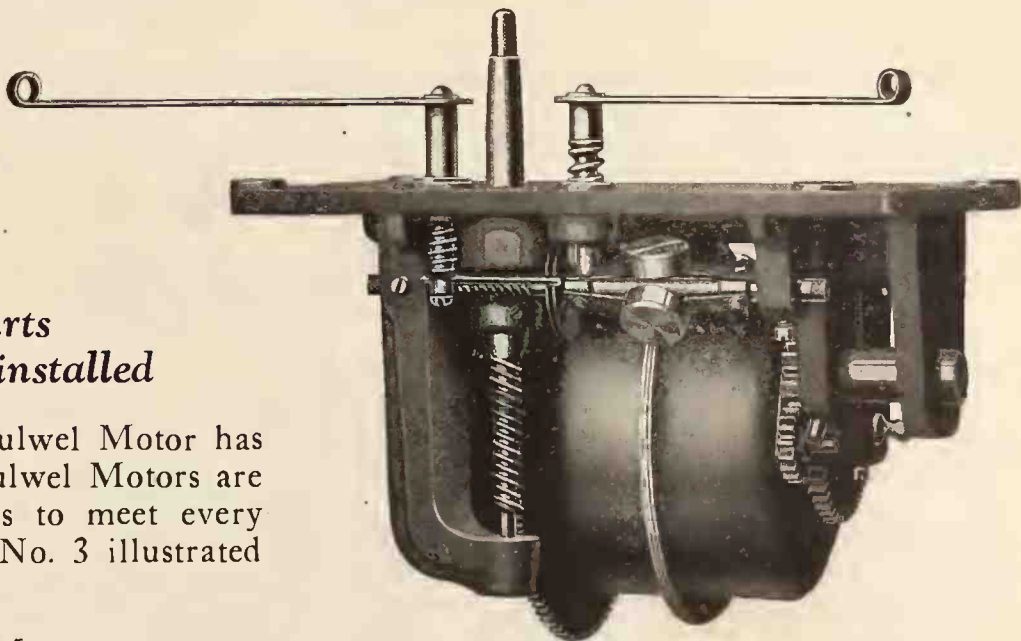
Helycon Motors

The use of Helycon No. 3 Three Spring Motor has proven profitable to makers of phonographs because of—

- ease of installation
- its few parts
- interchangeability of parts
- absence of trouble when installed

No dimension of any Helycon or Pulwel Motor has ever been changed. Helycon and Pulwel Motors are made in four types and seven sizes to meet every phonograph requirement. Helycon No. 3 illustrated is one of the complete family of

Helycon and Pulwel Motors
Helycon Tonearms and
Reproducers



Helycon Motor No. 3
Three-Spring
"Precision Built"

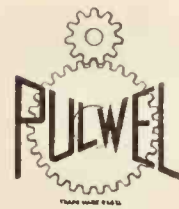
Pollock-Welker, Limited

Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's



Creating Demand Through Better Displays

Presentation of Artistic Models in the Proper Setting in Window and Store an Aid to Sales

By *W. J. Stensgaard*

Director, Display Division, Stewart-Warner Speedometer Corp.

It has indeed been interesting to me to have had the opportunity of making quite a thorough survey of merchandising conditions insofar as they concern radio in general. It is my duty to aid our thousands of dealers with all problems concerning the better showing of our radio products, so that they may reap the greatest profit from capacity sales. We consider that radio is in most every sense a piece of furniture insofar as its place in the home is concerned. This forms the base for our reason to feel that if we encourage its presentation as such the dealer finds less resistance in making the sale.

We are all familiar with the fact that radio is being sold by almost every type of retail store, from garages, drug stores, hardware, furniture, department and the specialized radio shop. When we make a thorough investigation as to the success of these various types of dealers we find that their facilities for showing the product in the proper way usually is a definite indication of what can be expected in sales. We at the same time also realize that certain technical knowledge and service also enter into it, but where a dealer is first in a position to make a good presentation of the radio, he usually acquires the balance. I do not mean to say that a dealer must have a large space or large windows—but whatever size his space he must make it suitable for showing radio—if he cares to overcome that resistance on the part of the customer.

Presenting the Console

I have noticed, for instance, dealers showing console models, standing on tile, concrete or other types of floors entirely foreign to furniture appeal. First you must know that people who have the buying power and taste for a console usually have a home with suitable surroundings and like a certain degree of refinement. Seeing this radio console on a rug would add much value to the model and quickly cut

the resistance otherwise created by its not appearing "just right" to the prospective buyer. At other times I have noticed a radio shown against a white wall, or unsightly shelving, all of which is more noticeable and detracts from the beauty of the radio. By placing an inexpensive tapestry, a neat wall paper paneling or other good treatments back of the set you likewise add to its apparent value and make it easier for the customer to concentrate on the radio he is interested in. Pay particular attention to note that you are surrounding your sets with an atmosphere that's adding value to the radio, for you remember it is much easier to detract from their appearance, and make them even look inferior. I have known instances where customers actually bought the same set at another store, not because the set was better—but because it looked better to them, simply because the merchant had made it his business to see that it was shown right.

Protect Your Merchandise

Do not leave the sets in the window long enough to get sunburnt or blistered—people don't realize how it happened and think it the fault of the inferior finish itself. I have heard dealers say, "Well, I can't let all my sets get damaged, so I just leave these in"—and for just this he may be losing more business than he can tabulate. Change the sets often, then the bleaching or blistering will not occur, your merchandise will look fresh and of quality.

When you are taking a set to a home for demonstration, make sure you know the type of home you are going in. I know of an instance where a man entered the store and requested a radio sent to his house so that they might hear it. The dealer asked what model, and he replied, "Oh, that don't make much difference. I want to hear the set and then I can decide on the model"—at this the dealer selected a console selling for about \$150, and took it to the home



for demonstration. Upon entering the home he found it to contain some very fine furnishings—among these being a two-thousand-dollar grand piano—naturally enough the finish on the cheap console indeed looked inferior when compared to such furnishings, and the wife immediately compared the quality of the instrument to its outward appearance in comparison to her other furniture. This dealer had the opportunity to sell one of his best models, but through lack of information sent out a set that created an unfavorable impression immediately. Learn your customers' needs—it is easier to show the best first and then, if you have misjudged his ability to buy, show the next best.

Cluttering the Floor a Mistake

Another big mistake is the cluttering together a mass of every type of radio—make your floor look neat and have it arranged in keeping with good taste. By adding a few touches of the home here and there you will accomplish much. Use a lamp, a chair and perhaps a bouquet of flowers to add color. Show the radio at one side of a false window effect—and remember that your investment in such improvements will bring real dividends in quicker turnover, due to your having overcome resistance instead of creating it.

Radio Compared to Automobile Industry

Radio can well be compared to the automobile industry in many ways—there was a time in the auto game that it was necessary to make an endless amount of every type of demonstration to convince the prospective buyer as to the quality of the car. Now has come the day when as many, if not more, cars are sold without a demonstration than with one. Why? Because the public have come to know the product of a manufacturer and know he cannot break that confidence. Now the dealer is coming to know the value of properly showing his cars in attractive surroundings, and the manufacturer has come to know the value of appearance in his product and their color finish. So it is with radio to a degree—we have passed through the stage when you must make a long competitive demonstration with every other make, and people are buying in confidence—naturally the radio is not as far advanced as the car industry, but has even progressed more rapidly, but it is still necessary to demonstrate in a large percentage of sales. But let us also come to realize that radio is more like furniture than the car and must have value and appearance and this is exactly where the proper showing of radio in the right atmosphere plays a bigger part than you may realize. Just prove it to yourself. Place a set in one end of your room, and take particular interest in showing it in an attractive way. Show the same set in another part of the room without any of this, and notice to which set the customer is attracted. Merchandising radio will prove more successful for you if you will employ these few suggestions.

The illustration which appears above gives a view of the interior display of the radio department of Maudel Bros., Chicago, Ill. The exposition materials which consist of corner columns in a gold polychrome finish with connecting grilles of wrought iron and drapes of green and gold damask were designed and prepared by the display department of the radio division of the Stewart-Warner Speedometer Corp., whose products are featured in the above display.

Which One Are You?

The Record Dealer whose customers are

1. Youths keen for latest hits phrased in volume and spirit,
2. Responsive to the beauty of orchestral masterpieces;
3. Foreigners who want to hear their own languages in song;
4. Colored people who want to hear the greatest among Race Artists.

You may be one or all with satisfaction to all if you sell **Okeh Records**

Okeh Phonograph Corporation

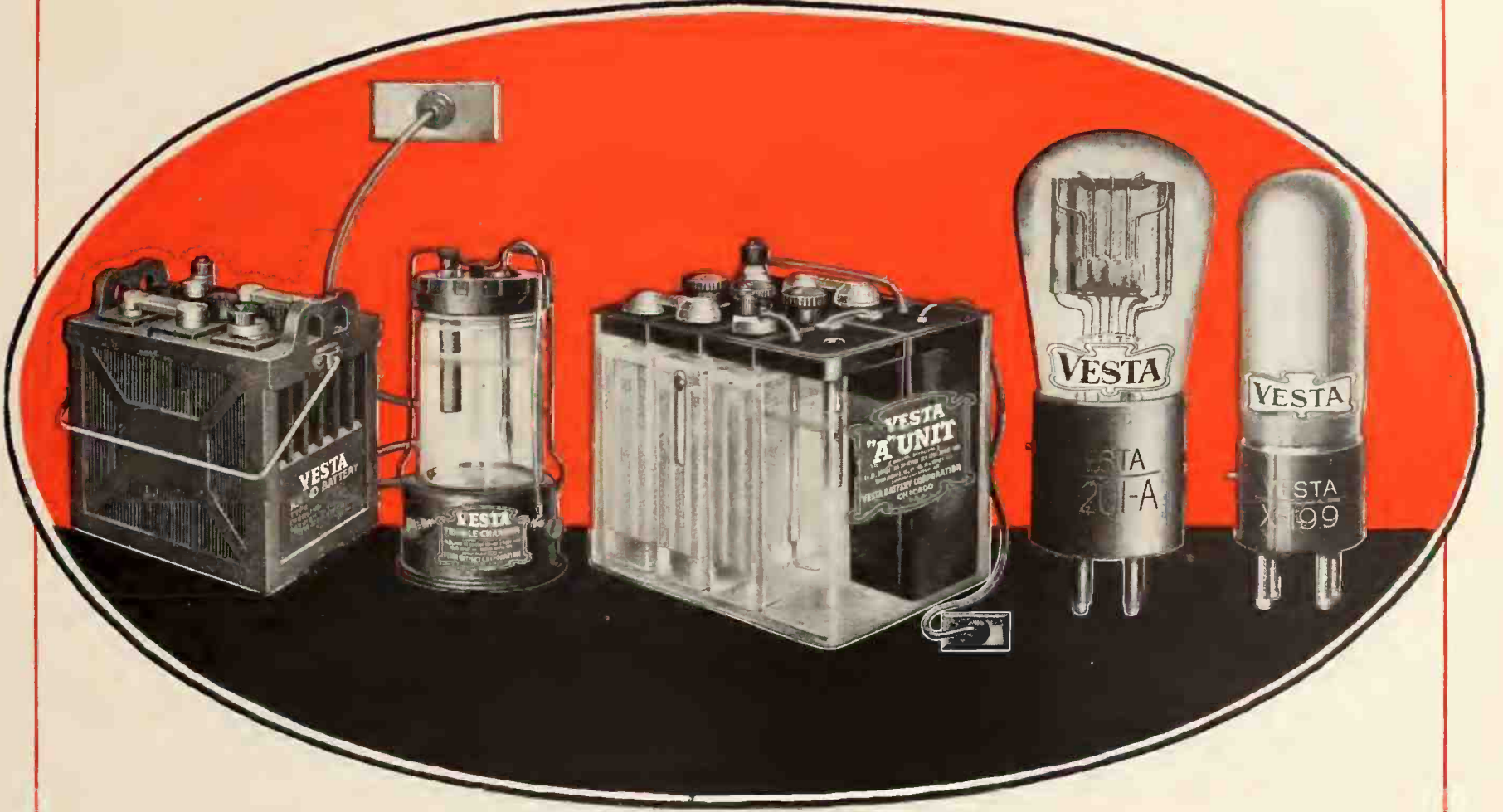
New York Distributing Division

15-17 West 18th Street

New York City

VESTA

Quality Radio Units



RADIO "A" BATTERY *reduced in price*

The highest type radio "A" Battery—now at a lower price—effective Feb. 1st. Vesta Radio Batteries have over-size plates and separators for longer life and power.

Light-Socket Radio "A" Power Unit

Trickle Charger and "A" Battery all in one clear glass case with Built-in Hydrometer. 2 capacities: 25 Amp. \$25.00. 50 Amp, \$27.50. Pacific Coast, add \$1.50.

Light-Socket Trickle Charger

keeps the battery at full charge. Hooks up with light socket. Safe, economical and noiseless. List \$10. Pacific Coast, \$10.50.

The Vesta Non-microphonic Tubes

New construction, minimizing damage in shipping and handling. No more grief because of damaged filaments or microphonic noises.

- X-201A Vesta Tube \$2.
- 199 Vesta Tube \$2.25.
- X-171 Vesta Tube \$4.50.

For the Success of Your Radio Department

IN your search for radio units that will minimize the cost and annoyance of trouble and....on the other hand, render such satisfactory service that customers will speak highly of your line—

—let us direct your attention to the Vesta Quality Units. It means real money to you to build good will, especially at this stage of the radio business.

Put Vesta Units to the test—and learn first hand of this quality that will promote the success of your radio department.

VESTA BATTERY CORPORATION
2100 Indiana Ave., Chicago, U. S. A.

*Makers of Vesta Quality Automobile
and Radio Batteries— for 30 Years*

Mail coupon
to nearest Vesta
Central or
VESTA BATTERY
CORP.
2100 Indiana Ave., Chicago.
Please have your Central Distributor
near me present the Vesta
 Radio Line Auto Battery Line

T.M.W.—Feb.

Name.....
Address.....
City..... State.....

WRITE HERE

TUNE IN WFKB — VESTA BROADCASTING STATION — 217.3 METERS

Pooley Co. Launches Drive on Armchair Cabinet Model

National Consumer Campaign Sponsored by Pooley Co. Features Popular Cabinet Equipped With Atwater Kent Radio Receiver

PHILADELPHIA, PA., February 5.—The armchair model of the Pooley cabinet, equipped with Atwater Kent radio, made by the Pooley Co., of this city, is being strongly featured in the national consumer campaign being conducted in leading magazines by this company. This model was introduced to the trade last May at the annual convention of Pooley distributors. It is



Featuring Armchair Model Cabinet in Ad a radical departure in radio cabinet construction and not only is different from any other model in the Pooley line, but different from any other on the market. Although it very often takes a long time for new models to become popular, the armchair model came into almost instant popularity. It visualizes to a great extent the trend in radio appeal and the distinct change from its early mechanical aspect to an article of home entertainment which can be operated simply and with great ease and comfort.

Although the armchair model was originally featured as an adjunct to the armchair in the den of the man of the house, it has been found through experience that it has an equally strong appeal to the ladies. Accordingly, recent publicity has pictured the armchair model in the sewing room while milady occupies the armchair, relaxes and sews. The national publicity of the Pooley Co. has also been directed more or less to the lady of the house and Pooley advertising may be found in several women's magazines.

The armchair model is about the size of a side table and its flat top allows it to serve in this respect. In addition, it is a complete Atwater Kent radio set with the Pooley floating horn and space for both A and B batteries.

Crosley Announces New Direct Light Circuit Set

Six-Tube Receiver Operates Direct From the Electric Light Socket—Power Supply Unit Eliminates A, B and C Batteries

A new six-tube set operating direct from the light socket has been announced by the Crosley Radio Corp. and shipments already have been made to dealers. This set, known as the "A-C-7," is supplied in the table cabinet and a console with built-in speaker. The power supply unit accompanies these sets and replaces A, B and C batteries.

All the present Crosley models will continue to be manufactured, the new sets being merely additions to the line. With one exception the prices of older models will remain as before. That exception is the "R.F.L.90," a six-tube set, incorporating the Radio Frequency Laboratories' balanced radio frequency circuit, the list price of which has been slightly increased.

Stromberg-Carlson Co. to Operate Station WHAM

ROCHESTER, N. Y., February 5.—Transfer of ownership and operation of the local radio station WHAM to the Stromberg-Carlson Telephone Mfg. Co. of Rochester, makers of radio sets, has just been announced.

The station, which is on the roof of the Eastman School of Music, has been operated jointly for five years by The Rochester Democrat and Chronicle and The Rochester Times-Union, the programs originating chiefly in the Eastman Theatre and the School of Music.

W. Roy McCanne, president of the Stromberg-Carlson Co., said that the station equipment would be increased to 1,000-watt power and that the station would be affiliated with the National Broadcasting Co. It also is planned to expand the programs through co-operation with the School of Music.

These changes, however, it was said, probably will not be made until next Fall, the station continuing during the next few months on its present basis in the Schenectady-Syracuse-Buffalo chain.

Third Victor Radio Concert Helps Make Radio History

Program, Together With That of Chicago Opera Co., Makes Night a Most Notable One—Bori, Martinelli, Casals and Orchestra Heard

The third of the 1927 series of radio concerts of the Victor Talking Machine Co. was broadcast on Friday, January 28, from station WEA, New York, with a hook-up of twenty-six stations of the National Broadcasting Co. to an audience estimated at approximately 10,000,000. The artists heard were Lucrezia Bori, soprano; Giovanni Martinelli, tenor, and Pablo Casals, 'cellist, together with the Victor Salon Orchestra directed by Nathaniel Shilkret.

Miss Bori and Mr. Martinelli were heard in both solos and in a number of duets, and as a surprise number for an encore Miss Bori sang Irving Berlin's latest ballad, "What Does It Matter," the announcer explaining that the composer had telephoned the song by long distance from Palm Beach, Fla., to Mr. Shilkret on Friday morning, and during the day he had orchestrated it, with the result that millions of people heard it within twenty-four hours of the time the composer received the inspiration.

Due to the fact that a short time after the Victor concert the second of the Chicago Opera Co.'s programs was broadcast the evening was one of the most notable in music broadcasting in the history of radio. The fourth of the Victor series of concerts will be broadcast on February 11 from a large hook-up of stations.

Joseph D. Noel in New Post

LAWRENCE, MASS., February 4.—Joseph D. Noel, well known in the retail music field, has accepted the position of manager of the Modern Salon of Music, 494 Essex street. This new establishment carries the complete line of Columbia Viva-tonal phonographs and New Process Columbia records, and the Kolster and Freed-Eisemann radio receivers.

Prohibit Store-Door Playing

A city ordinance has been passed at Knoxville, Tenn., prohibiting talking machine dealers from playing instruments in front of their doors. The reason for the passage of this act is that the store-door playing resulted in stopping traffic because of the congregation of large crowds.

Vicco Co. Incorporated

The Vicco Radio and Phonograph Co., New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are V. and R. Lichtenberg and A. Waldmann.



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



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



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

All Standard Types



Type GSX-112
High power tubes
for use in improv-
ing tone and
volume.
List price \$4.50

Types GSX-201a
and
Gs-201a

The popular gen-
eral purpose type,
for amplifier or de-
tector. Long life
and high efficiency.
List price \$2.00



Type GSX-216B
For use in battery elimina-
tors to rectify alternating
current—advantageous in
supplying the higher cur-
rent required by power
tube equipped sets.
List price \$7.50

Type GSX-171
High power tubes
for use in last stage
of audio amplifica-
tion give increased
volume.
List price \$4.50



T.M.W. 2-27 **COUPON**
GOLD SEAL ELECTRICAL CO., Inc.
250 Park Avenue, New York, N. Y.

Gentlemen:—
Please send me full particulars of the
Gold Seal line and your attractive proposition

Name _____
Address _____
City _____



**Master of
the Air!**

Profit by the advantages which Gold Seal
leadership brings to dealers—profit-making
aids such as:

- superior quality, insured by finest materials,
design and workmanship.
- a guarantee that means what it says and that
is backed by a record of square dealing.
- national advertising that makes customers and
helps dealers.
- up-to-date dealer cooperation that really helps.

That is why Gold Seal jobbers and dealers are en-
thusiastic about this fast selling line. Gold Seal has
achieved national recognition on real performance.
If you are not yet sharing in its success—don't wait

*Mail this coupon today
and get full particulars*

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK

**Gold Seal
Radio Tubes**

Jobbers—A few at-
tractive territories
still open — write
for details at once.

Important Activities Feature the Month Throughout the Greater New York Field

Okeh Phonograph Corp. Expands Territory—Wanamaker Music Department Rearranged—Columbia Line Added by Saul Birns Stores—Branch Store Opened—Morris Shop Celebrates

The post-holiday lull which existed in the metropolitan music trade until about the middle of last month was dissipated by a demand which started at that time and which has been consistently steady to the time of writing. In fact it cannot be said that a real slackness existed, for in several sections of New York and surrounding territory the sale of machines for the month of January equaled and in some cases exceeded that of December, and throughout the entire district records sold in increasing quantities, a satisfactory condition indeed.

Distributor Expands Territory

The Distributing Division of the Okeh Phonograph Corp. recently added all of New England to the territory served by it and

Harry Fox, manager, reports that for January and the early part of February business has been exceedingly satisfactory. The new Okeh electrically recorded records are in big demand as is the rest of the line carried, which includes Odeon records, the Berg Artone and Swanson de luxe portable phonographs, and Okeh needles. A contest among the salesmen is being conducted to increase the sale of needles with three prizes aggregating \$100 being offered. The contest started January 1 and will terminate April 1.

Wanamaker Rearranges Departments

The talking machine, radio, record and musical merchandise and band instrument departments of John Wanamaker have been changed about and at the present time are situated adjacent to each other, with one section of the store housing the entire stock of musical instruments and accessories. E. J. McDonald, who recently succeeded Hugh Ernst as manager of the talking machine and radio departments, reports business satisfactory. No announcement of his plans has been made as yet by Mr. Ernst.

Makes Envious Record in Year

On February 1 William Schneider completed his first year as manager of the talking machine department of Bloomingdale's and during that time compiled an enviable record for the department. During the year the department exceeded in volume of sales any other year in its history, exceeding by a large margin 1922, which was the previous high year. The increase over 1925 was approximately \$100,000. During the past month a sale of used phonographs resulted in the moving of eighty instruments in one day—an advertisement in the Sunday newspapers being the medium responsible for the showing.

Saul Birns Featuring Columbia Line

The entire Columbia line of Viva-tonal phonographs and New Process Columbia records are now being carried in the three Saul Birns Music Stores, one of which is situated in Brooklyn, the others in New York. Mr. Birns is planning a vigorous campaign to introduce the Columbia products to his trade.

Opens Third Branch

The third of the chain of stores of the Yorkville Radio Co. was recently opened near the Eighty-sixth street entrance of the East Side subway. The three stores are under the direction of Sid Vorzimer, who makes his headquarters at 147 East Eighty-sixth street. This retail concern is sponsor for a series of concerts broadcast over station WMCA and has won a wide reputation through this and other publicity mediums.

Becomes a Victor Dealer

The O'Byrne De Witt Music Shop, which specializes in Irish records, has again taken on the Victor line of Orthophonic Victrolas and Orthophonic records. This establishment, which has a world-wide reputation for stocking a most complete library of Irish music, is certain to prove a most effective outlet for Victor Irish records.

Enjoying a Good Business

Marconi Bros., Columbia dealers, report that business for January was satisfactory, with all types of merchandise selling well. Records in particular were in demand with the better class of music in especial favor. This establishment is conducting an aggressive campaign to build up a volume of the better class record sales, including the Columbia Masterworks series, and to this end carries an advertisement in the program of Carnegie Hall musical events with good results.

Morris Music Shop Held Open House

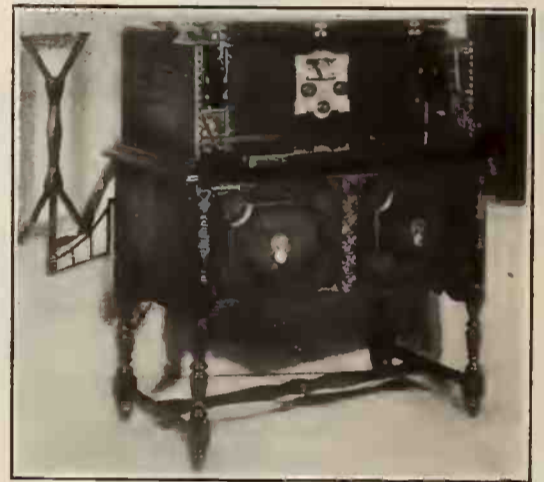
Starting on January 22 and continuing for a week the Morris Music Shop, 139 East Fordham road, held open house for its friends and patrons,

following the period of enlargement and remodeling which has transformed the establishment into one of the most attractive music headquarters in New York. Appropriate ceremonies were held each night for a week with prominent recording artists providing the entertainment. The high spot of the week was a banquet and dance held at the Hotel Concourse Plaza on the evening of January 23, when Morris Nimcowitz, proprietor of the store, was host to his many friends in the music trades. This store recently added the complete Columbia line of Viva-tonal phonographs and New Process records to its large stock.

Fada Six Tube Radio Sets Housed in Artistic Cabinets

Four Models in New Line Marketed by F. A. D. Andrea, Inc.—Fada Six-Tube Receiver's Popularity Continues—Sets Shielded

Art furniture models of classic design now house the new Fada six-tube radio unit, one of the latest products of the laboratory of F. A. D. Andrea, Inc. The Fada console, in Italian ren-



Fada Radio in Fine New Cabinet

naissance design, is illustrated herewith. Three other models of art furniture are included in the new line.

The Fada six is the circuit that has proved so popular this Winter. It is totally shielded, and possesses the same characteristics as the eight-tube set, according to Fada engineers.

British Manufacturer Was Guest at R M A Meeting

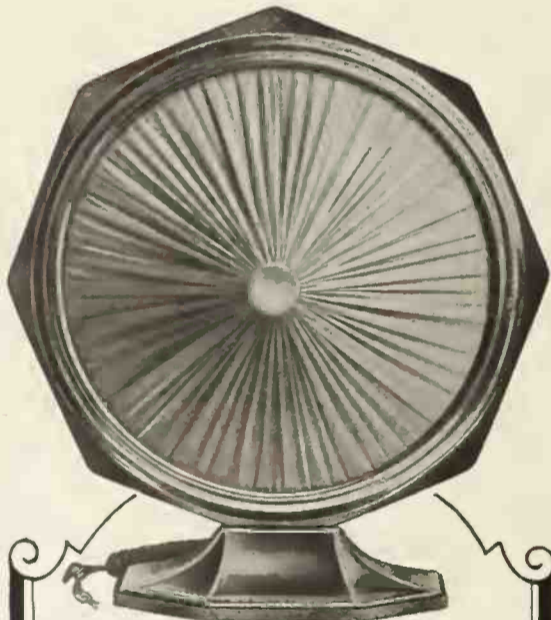
Capt. J. W. Barber Gave Interesting Talk Comparing Radio in Europe and the United States—Predicts International Reception

The enthusiasm and interest of Eastern members of the Radio Manufacturers' Association were shown in the large attendance at the January luncheon meeting of the Association held at the Commodore Hotel, New York City. B. W. Ruark, executive secretary of the organization, presided at the luncheon.

Capt. J. W. Barber, of the Brownie Wireless Co., of Great Britain, Ltd., who is making a tour of the United States in the interests of his firm, was the guest of honor and delivered an interesting speech on radio conditions in Europe as compared with conditions in the United States. Capt. Barber pointed out that broadcasting in Great Britain is so organized that it is not necessary for radio sets to be as highly selective as in the United States. He stated that a large volume of business is consequently done in crystal sets and one-tube receivers. Capt. Barber predicted that the day is not far distant when radio listeners in the United States will be able to receive at will the programs broadcast by the leading European stations.

Mr. Ruark announced that more than half of the 20,000 square feet of display space available at the RMA Trade Show at the Stevens Hotel, Chicago, next June, had already been contracted for and indications were that every foot of space would be utilized by radio manufacturers.

The new SONOCHORDE CONE



\$25.00

No Lost Sales

Unless you carry Sonochorde you are losing good sales—not only Sonochorde Cones but also sales of receiving sets.

Sonochorde is now recognized as a pre-eminent "demonstrating speaker." That is why manufacturers often advise their dealers to use Sonochorde in demonstrating their sets. Sonochorde tone quality and volume—on both music and voice, both high and low notes,—as well as its distinctive beauty, completes sales that would otherwise be lost.

Sonochorde—the original cone with the silk front and protected back—is furnished in three models—Table, Wall and Floor Standard.

Order a sample and let Sonochorde increase your sales—both speakers and sets. If Sonochorde does not equal or exceed your expectations we'll refund your money.

BOUDETTE MFG. CO.

Chelsea, Mass.

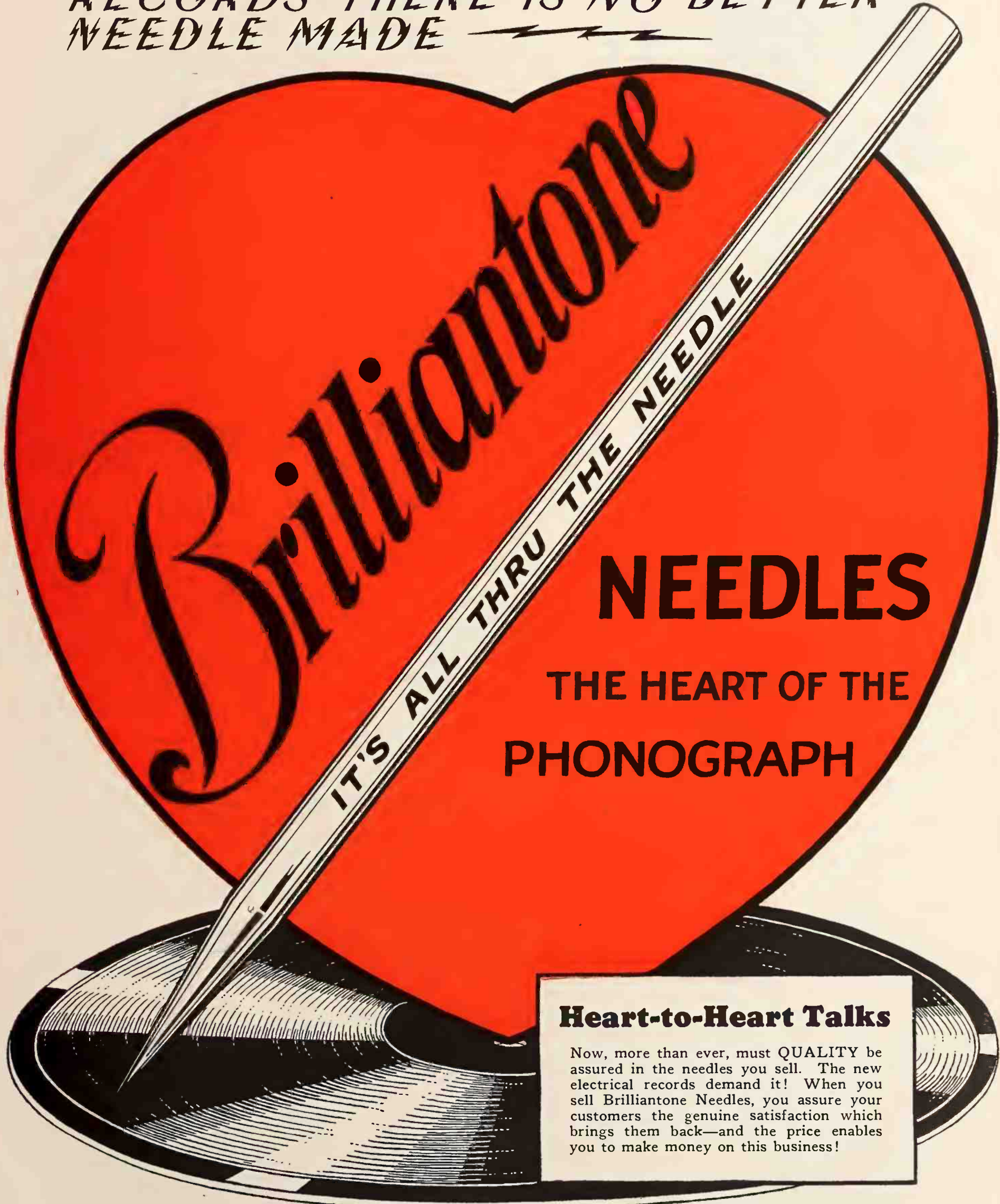
Factory Sales Agents

Hastings Electric Sales Co.

42 Binford St.

S. Boston, Mass.

FOR ELECTRICALLY RECORDED RECORDS THERE IS NO BETTER NEEDLE MADE 



NEEDLES

THE HEART OF THE PHONOGRAPH

Heart-to-Heart Talks

Now, more than ever, must QUALITY be assured in the needles you sell. The new electrical records demand it! When you sell Brilliantone Needles, you assure your customers the genuine satisfaction which brings them back—and the price enables you to make money on this business!

Brilliantone STEEL NEEDLE CO. of AMERICA, INCORPORATED
370 SEVENTH AVE. NEW YORK CITY

Burtex
TRADE MARK



Stevens Speakers

for

- lower sales costs
- quicker turnover

That's where your profits are, Mr. Jobber and Dealer! Stevens Speakers have won an enviable reputation for easy selling—on sight and demonstration in competition with all others—bar none! Their superiority is evident—even to the non-technical purchaser.

It's No Wonder They Sell With These Features!

1. The patented *Burtex* Diaphragm, exclusive with Stevens—only *seamless* diaphragm made—a fabric base formed under tension into the *conoidal* (continuous curve) shape for perfect sound reproduction—resilient and immune to all atmospheric conditions and effects.



Model "A"

1 7/8 inch diameter, complete with easel base (as illustrated) and silk hanging cord, a decorative addition to the finest interiors for hanging on wall or table use.

List Price \$25

2. The Tensile Tension Unit—another Stevens development—balanced correctly, non-freezable—produces perfect tone quality under high voltage.

3. Mahogany Sounding Board—greatly increases resonance and volume, as in a piano.



Model "B"

1 1/2 inches. Similar to Model "A" but smaller. Has *Burtex* diaphragm, resonant wood sounding board, and powerful balanced armature unit, giving remarkable volume with highest tone quality. Finished in rich mahogany shades to match many of the standard sets.

Price \$16.50

Stimulate Sales Now and increase your profits with this fast selling line. Don't put it off—write now for details of our attractive proposition to jobbers.

STEVENS & COMPANY, Inc.

16-18 East Houston St. New York City
Made by the Pioneers in Cone Speakers



Plan to Reorganize the Utah Branch of the Association of Music Industries

Committee Appointed to Proceed With Reorganization Plans Following Visit in January of President Uhl to Salt Lake City—Honored by Music Merchants at Dinner

SALT LAKE CITY, UTAH, February 3.—The Utah branch of the Association of Music Industries of America has taken on a new lease of life, following a visit of President Uhl to Salt Lake City during January. Mr. Uhl was the guest of honor at a dinner given by the music merchants of the State at the Hotel Utah, and after delivering an address in which he stressed the importance of association activities and the greatness of the music business a committee was appointed to proceed with the reorganization of the local association, which had not been active for the past three or four years.

The committee appointed to revive the organization has appointed officials as follows, to serve till early in April next when the first annual meeting and convention will be held in Salt Lake City, and be it noted that the phonograph men are well represented: President, Alvin A. Beesley, manager of the Beesley Music Co., and president of the old association; first vice-president, D. H. Dalzell, manager of the Columbia Stores Co., distributor for Columbia phonographs; second vice-president, J. C.

McClain, Utah Music Co.; third vice-president, G. C. Spratt, manager of the Brunswick Co., Brunswick distributor; secretary, Fred Beesley, Sr., Beesley Music Co.; treasurer, J. Donald Daynes, treasurer of the Daynes-Beebe Music Co. Executive committee, Thomas J. Holland, director of the Glen Bros.-Roberts Music Co., and manager of the Salt Lake City store, chairman; T. Evan Ashworth, manager music department Z. C. M. I.; Fred Bain, assistant manager John Elliot Clark Co., the well-known Victor distributor.

The April gathering will be a state affair and music merchants all over Utah will be invited to participate. It is expected that a banquet will be held in connection with this event.

Salt Lake City members of the Association will hold a luncheon at the Chamber of Commerce every other week at which business matters will be discussed informally. Every quarter there will be an evening meeting in which all employes of the music houses affiliated with the Association will be invited to be present.

New York Talking Machine Men Amend Constitution

Change in Constitution Provides for Election of Sectional Vice-Presidents—Executive Committee to Meet With Radio Makers

The Talking Machine and Radio Men, Inc., New York, New Jersey and Connecticut, started their 1927 activities with the first meeting of the year at noon on January 12 at the Café Boulevard, New York. A representative gathering of manufacturers, jobbers and dealers attended the initial 1927 meeting. The chief business transacted was the amending of the constitution to provide for the election of sectional vice-presidents, three in Manhattan, one in Kings county, one in New Jersey, one in Bronx county and one to represent the manufacturers and jobbers. The vice-presidents so elected will displace those who formerly occupied the posts of the vice-presidents chosen according to the lines of talking machines carried. They will have the right to call sessions of active members located in their territories to pass upon all local matters but shall not have the power to bind the association in any way.

President Irwin Kurtz announced that steps had been taken to modify the law passed September 1, which serves to complicate and make almost prohibitive the expense of repossessing musical instruments. An amendment will shortly be offered, it is expected, to exclude talking machines and radios from being affected.

It was announced that the members of the executive committee of the association would meet with radio manufacturers and jobbers on February 2 at the Hotel Commodore to discuss ways and means of aiding the retail radio situation and eliminating undesirable trade practices. More than a hundred invitations have been sent radio concerns and a large number of acceptances had been received at the time of the meeting.

Harry Sparks, of the Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio receivers, and Ray Day, Eastern representative of that company, were introduced to the members and each spoke a few words, praising the activities of the association and pledging their assistance whenever they could be of aid.

The next meeting of the association will take place on February 16 at the Café Boulevard. Gordon C. Sleeper, head of the Sleeper Radio & Mfg. Co., will demonstrate and explain the new Sleeper line of receivers.

Yahr-Lange Activity in Various Ways Is Resultful

Fred E. Yahr, president of Yahr-Lange, Inc., Milwaukee, distributor of Sonora phonographs and radio receivers in Wisconsin and national distributor of Super-Ball antenna, recently made a trip to New Orleans, Cuba and Honduras. He was accompanied by his family and left Milwaukee shortly before the holidays, spending Christmas in New Orleans and celebrating New Year's Day in Ciego, Honduras. During his stay in Havana Mr. Yahr appointed two additional distributors in that city and upon his return to Milwaukee stated that he was well pleased with the aggressive manner in which Super-Ball jobbers in Cuba have increased to large volume the sale of the popular antenna.

One hundred and sixty twenty-four-sheet billboards are being used in the city of Chicago during the month of February to advertise the Super-Ball antenna, sixty of them being illuminated. In the billboard advertisements a Super-Ball antenna is shown installed on a roof on the right side of the board, and on the left-hand side is an illustration of a lady tuning in a radio set in her home. As a result of the campaign in Chicago, the firm expects a large increase in sales throughout the Central States.

A. K. Radio Hour Continues Popular With the Public

The concerts provided through the generosity of A. Atwater Kent, president of the Atwater Kent Mfg. Co., continue to be one of the most popular radio hours and also continue to provide the dealer with an excellent tie-up in his merchandising plans. Among the artists appearing since the last issue of *The Talking Machine World* have been Mme. Maria Kurenko, soprano, and Salvatore De Stefano, harpist; Florence Austral, soprano; Alexander Brailowsky, pianist, and John Amadio, flutist; Titta Ruffo, baritone, who provided a program of exclusively Italian numbers; Mary Lewis, popular soprano of the Metropolitan Opera Co., and Josef Hofmann, pianist.

The Central Union Trust Co. of New York has been appointed transfer agent for 819,915 shares of common stock of the Victor Talking Machine Co.

Announcing

The New

BERG
Artone

De Luxe Reproducer

MAXIMILIAN WEIL,

the acoustical and electrical expert, has made more progress in designing modern sound reproducers than anyone else. His work has gained international endorsement and his reproducers are yet unequalled by any other in the market.

Weil has now collaborated with us in producing the

New



Especially Matched to Artone Phonographs.



Artone Phonographs from Model 65 upward now equipped with this new Reproducer.

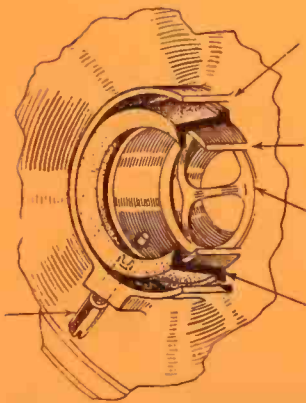
SOLD SEPARATELY AT

\$850 LIST PRICE

HEARING IS BELIEVING!

Your simplest and quickest test of this new Artone Deluxe Reproducer is to play your favorite record with one of them! Your decision will be instantly favorable.

The Outstanding Features of the New Berg Artone De Luxe Reproducer:



1. Clear and natural tone through the entire musical scale!
2. Amazing volume especially when playing the new electrically cut records!!
3. Special aluminum alloy diaphragm that will not blast or weaken under severest test!!!
4. An ingenious device for automatically sealing the reproducer to the tone arm, making it acoustically tight.

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

PAGE 2

Read
Following
Pages



Artone No. 65, nickel finish \$65

Artone No. 75, gilt " \$75



Artone No. 85, nickel finish \$85

Artone No. 95, gilt " \$95

COMPLETE IN 1926



Artone No. 3 \$27.50



Artone No. 4 \$25



Artone No. 2 \$25

PROFIT
for
JOBBERs
and
DEALERS

BERG A.T. & S. CO.



Artone No. 1 \$30

NEW TABLE MODELS—



Artone No. 22

\$22.50

Artone No. 18

\$18.50

Read
Following
Page



Artone No. 125, two-tone finish \$125



Artone No. 80, two-tone finish \$95

Artone No. 81, gilt " \$110



Artone No. 5 \$20



Artone No. 6 \$16.50

ORDER
SAMPLES
TODAY

Long Island City, N.Y.

**GREATER
IN 1927**



Artone No. 7 \$15

NEW TABLE MODELS—



Artone No. 25
\$25



Artone No. 35
\$35

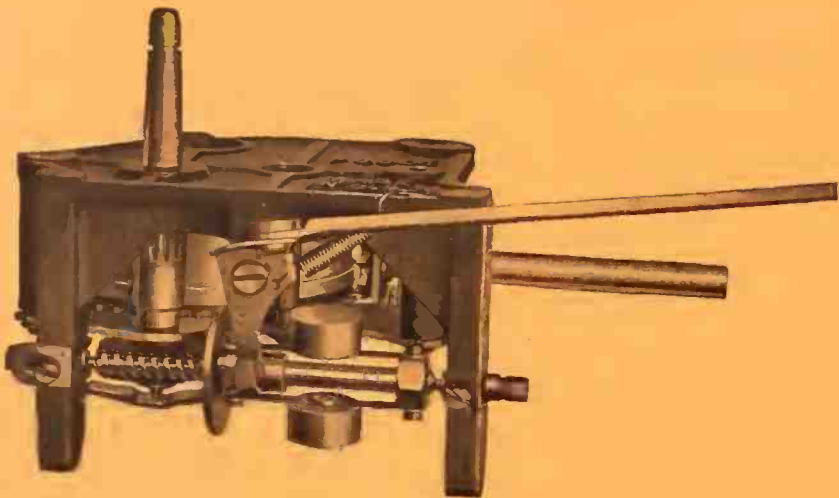


Artone No. 8 \$15

New!

1927 JUNIOR FLYER MOTORS

*Adopted 100% for
Smaller Models of*

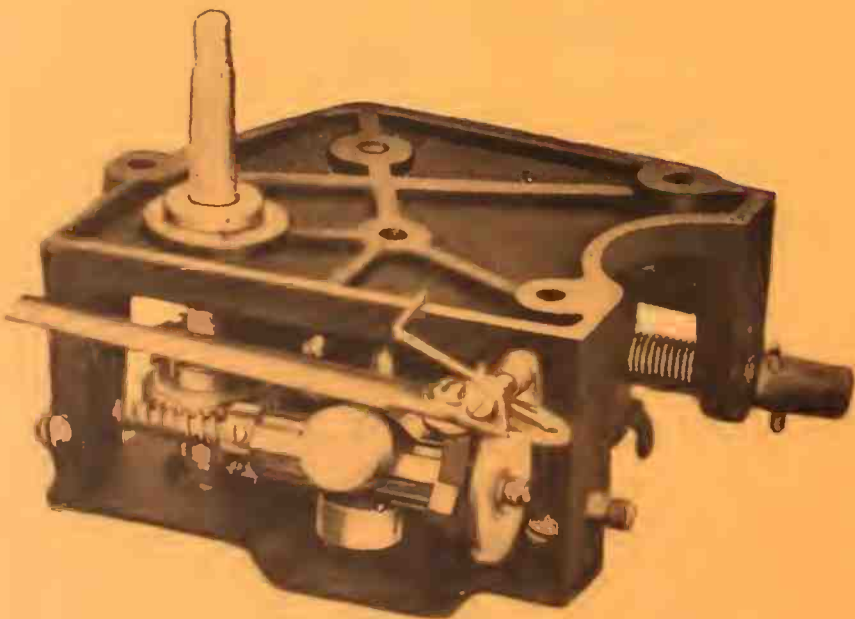


Improved

FLYER MOTORS

The Berg A. T. & S. Co., Inc.

Makers of



Estimate Using 100,000 of
These Dependable Motors
in 1927

Designed and Manufactured by

THE GENERAL INDUSTRIES CO.

Formerly named The General Phonograph Mfg. Co.

ELYRIA, OHIO

Hold Semi-Annual Meeting of Radio Division of NEMA

Radio Division of National Electrical Manufacturers' Association Holds Three-Day Convention—Plan Daily Daytime Concerts

The first semi-annual meeting of the newly organized Radio Division of the National Electrical Manufacturers' Association recently held at the Waldorf-Astoria Hotel in New York brought forth as its outstanding feature a plan to engage in an extensive program of national broadcasting to be known as the NEMA Hour. This proposal is outlined in detail in an article on page 19 of this issue of The Talking Machine World.

Louis B. F. Raycroft, of the Electric Storage Battery Co., Philadelphia, was elected vice-president of the Radio Division and presided at the convention. The various committee meetings during the three days' session touched upon the interests of the manufacturer, merchandiser and the public at large. Recommendations were formulated to promote the simplification of the operation, installation and servicing of radio in the home, in addition to minimizing any hazards resulting from the use of radio apparatus. The committee on broadcasting, of which M. C. Rypinski, of Federal-Brandes, Inc., is chairman, sponsored a resolution which was adopted by the convention endorsing the work of the National Radio Coordinating Committee in attempting to secure adequate broadcasting legislation in Congress.

A banquet brought the convention to a close. H. M. Aylesworth, president of the National Broadcasting Co.; Dr. Alfred N. Goldsmith, chief broadcast engineer, Radio Corp. of America; and Douglas Rigney, vice-president and general manager of A. H. Grebe & Co., were speakers, discussing interestingly various phases of broadcasting and manufacturing problems which affect the radio industry as a whole. The next meeting will be held at Hot Springs, Va., June 13 to 18.

Ortho-sonic Radio Set Substitutes for Minister

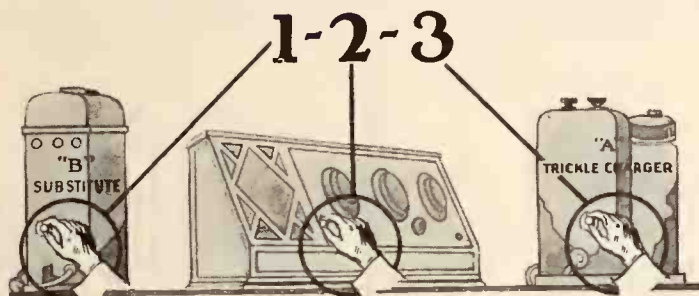
An innovation in church service appeared recently in New Zealand when a Model C 30 Federal Ortho-sonic receiver filled the gap left by a minister who was called away unexpectedly from his church. This information comes from Spedding, Ltd., of Auckland, New Zealand, wholesalers in that far-off territory for the Federal Radio Corp.

According to E. R. Boucher, managing director of Spedding, Ltd., an elaborate anniversary service had been planned for the congregation at Christ Church, New Zealand. About the same time the curate at Greendale, twenty-five miles from Christ Church, was called away on a special mission. The Greendale congregation accordingly determined to take advantage of the fine ceremonies in Christ Church, and made arrangements with the distributor in that city to install a Model C 30 Ortho-sonic in their own little edifice. All Greendale attended the service, which was broadcast from Christ Church. Reception was perfect and the C 30 Ortho-sonic will be used regularly during the minister's absence.

San Francisco Radio Show

A great deal of interest is being shown in the 1927 Pacific Radio Exposition, according to W. J. Aschenbrenner, secretary of the Pacific Radio Trade Association. Although the fourth annual San Francisco radio show at the Civic Auditorium will not be held until August 20, more than 50 per cent of the entire booth space has already been sold. Anthony A. Tremp, who managed last year's Exposition, will again manage this year's show.

The Old Way each time you turned your set on or off you had to operate 3 Switches



NOW—

you operate everything
with **ONE** switch—
the **SET SWITCH**



BRACH



CONTROLIT

does it **AUTOMATICALLY**

Manufactured by the Makers of the
Famous **BRACH**
LIGHTNING ARRESTERS



L. S. BRACH MFG. CO.
NEWARK, N.J. TORONTO, CAN.

Distributors of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

New Reproducing Sonora
Phonographs . . . Model C
Radio Receiving Set . . .
Highboys . . . and Speakers

The Artophone Corporation,
1622 Pine Street,
St. Louis, Mo.

Barker Wholesale Company,
Barker Building,
Los Angeles, Calif.

J. H. Burke Company,
221 Columbus Avenue,
Boston, Mass.

Doerr, Andrews & Doerr,
Minneapolis, Minn.

Gibson-Snow Co., Inc.,
Syracuse, N. Y.

Greater City Phono. Co., Inc.,
78 Fifth Avenue,
New York, N. Y.

Hassler Texas Co.,
2216 Commerce Street,
Dallas, Texas.

Kohler Distributing Co.,
63 Minna Street,
San Francisco, Cal.

McPhillben-Keator, Inc.,
68 Thirty-fourth Street,
Brooklyn, N. Y.

Moore-Blrd & Company,
1720 Wazee Street,
Denver, Colo.

Pennsylvania Phono. Dist. Co.,
1015 Chestnut Street,
Philadelphia, Pa.
917 Wabash Building,
Pittsburgh, Pa.
1747 Chester Avenue,
Cleveland, Ohio.

James K. Polk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Reliance Battery Products Co.,
2211 So. Eighth Street,
Council Bluffs, Iowa.

C. A. Richards, Inc.,
100 E. 45th Street, New York, N. Y.
Canadian & Export Distributors.

C. D. Smith Drug Co.,
St. Joseph, Mo.

Sterling Roll and Record Co.,
137 W. Fourth Street, Cincinnati, O.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

The Tay Sales Company,
231 N. Wells Street,
Chicago, Ill.

Yahr-Lango, Inc.,
Milwaukee, Wis.
442 E. Lafayette Avenue,
Detroit, Mich.

New Model Victrola Is Introduced to the Trade

Model No. 7-3 to Be Supplied in Alternate Design and Finish—Latest Product to Be Known as Victrola No. 7-30—Price Reduction

Arrangements have been made by the Victor Talking Machine Co. to supply the Orthophonic Victrola Radiola No. 7-3 in an alternate design and finish, according to an announcement that has been sent to the trade by Roy A. Forbes, manager of sales and merchandise of the Victor Co. The new design, which is a pleasing shade of brown, is most attractive, and will be known as Victrola No. 7-30. The first shipments of the new models have already been made.

It is the intention of the Victor Co., according to Mr. Forbes, to continue both designs indefinitely, although production plans call for the manufacturing of first one model and then the other, enabling dealers to order in advance so that they will have adequate stocks of each model.

In line with its policy of providing dealers with sales aids on the various instruments bearing the Victor trade mark, circulars have been prepared for retail distribution.

Victrola Models 7-3 and 7-30 are consoles and may be obtained with spring motor, disc electric motor or Universal electric motor. The cabinet is of the semi-wall type, Spanish style, mahogany veneered. A special compartment, accessible from the front of the cabinet, has been provided for dry batteries used in operating the Radiola. Equipment includes a complete set of Radiotrons. The instrument contains several interesting features, including lever operated control valve, which permits instantaneous change from the Orthophonic Victrola music to radio reception. The cabinet is equipped with Victor record albums, having a capacity of forty records.

Shortly following the announcement of this new model, Mr. Forbes issued a statement to the trade regarding a material price reduction in both the 7-3 and 7-30 models Victrolas and also in the six-tube Florenza. The first-named models were reduced from \$375 to \$325, instruments with spring motors, and from \$410 to \$360 for instruments with electric motor equipment. The Florenza model instruments were reduced from \$550 to \$475, spring motors, and from \$585 to \$510, electric motor equipped. This price reduction went into effect as of February 1.

Dealers were advised by the Victor Co. to compile an inventory of the stock on hand of these models and send it to the Victor Co., which issued to the wholesaler with whom the dealer trades a merchandise credit to apply against future purchases of the 7-3 and 7-30 models. Dealers were also advised that if they preferred it they could apply this credit against the purchase of models 1-1 and 1-2.

Intensive Sales Drive on "Jiffycase" Shipping Cases

The Northwestern Cooperage & Lumber Co., Gladstone, Mich., is launching an intensive sales drive in the phonograph and radio fields in the interests of its "Jiffycase" shipping cases. The firm is an old-established organization with a record of thirty-five years of successful achievement, producing hard maple flooring, birch veneers, panels, plywood and lumber, and about three years ago the executives of the firm turned their attention to the shipping case market. Since that time "Jiffycase" packs have been used by a number of nationally prominent phonograph, radio and furniture manufacturers.

C. L. Strey, of Wabash, Ind., special sales and field representative, travels the entire country in the interest of Northwestern Cooperage products and is well known to many radio and phonograph executives.

Uses Photos to Increase Federal Ortho-sonic Trade

Live New Haven Wholesaler Photographs Carload Shipments of Radio Sets and Mails These "Announcements" to Dealers

The Crown Light & Radio Co., of New Haven, Conn., which has been receiving full carload shipments of Ortho-sonic sets from the Federal Radio Corp., Buffalo, N. Y., makes a practice of photographing each consignment before it en-



Each Case Contains an Ortho-sonic

ters the warehouse. These photos are used in local newspaper advertising, and are distributed among the New Haven trade as a silent announcement that more Ortho-sonics have arrived.

"Sales Booster" Plan for Atwater Kent Dealers

Dealers Throughout Country Have Found Plan Most Successful in Securing Prospects and in Closing Sales

The Atwater Kent Manufacturing Co., through its Bulletin, is recommending to its dealers a "Sales Booster" plan, which has been especially designed to secure for the dealer a list of live prospects for radio sets and accessories and methods of converting prospects into buyers.

The equipment included with the "Sales Booster" consists of a binder containing 200 questionnaire sheets, sufficient for 1,000 names, a filing box with sliding back for salesman's prospect cards and a telephone card to be hung on the telephone when the "Sales Booster" plan is being used.

The plan briefly summed up is this: The dealer or a member of his staff telephones a family, states that a survey is being made of radio conditions and asks a number of questions regarding the set owned by the family, or, if no radio receiver is owned, inquiries as to why no set has been purchased. The answers to the questions are set down in the spaces provided on the questionnaire sheet.

The information obtained from these conversations is passed on to the members of the sales staff, who keep track of the progress made on the cards provided especially for the purpose.

Atwater Kent dealers in all sections of the country have used the plan with success and have lent enthusiastic endorsements to its merits.

Turns Light Rays Into Music

The photo-electric organ, an instrument whereby light rays are flashed from behind a revolving perforated disc, the impulses being received in a photo-electric cell a distance away to be transformed into tones similar to the pipe organ, was demonstrated to the members of the New York Electrical Society at the Engineering Auditorium, New York, the latter part of last month. Several selections were played, the music being carried from one side of the stage to the other by means of the light rays and amplified for the benefit of the audience.

CROSLEY 1927 Radios

Each set giving the utmost in radio enjoyment at its price. All prices slightly higher West of the Rocky Mountains. All prices are without accessories.



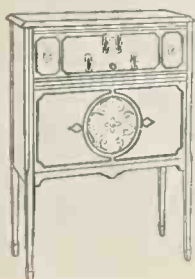
The 5-50 — \$50

Enthusiastic owners report amazing performance — a drum delivering stations loud, clear and sharp; each an almost imperceptible turn of the drum apart. Write station letters on drum, return to them at will. Single drum station selector, Acuminators, power tube adaptability and all metal chassis that shields the units from each other. Beautifully finished. Mahogany cabinet, rose gold trimmings. 6-Tube Model—6-60—\$60.



The 5-75 Console—\$75

This set includes ideas for radio reception perfection not found in any other radio. Marvelous exclusive Crosley "Crescendos" and "Acuminators" increase volume on distant stations and bring in programs entirely missed and passed by on ordinary one-dial control radios. Console model stands 40 inches high. The Crosley Musicone is skillfully built into the cabinet in a manner which is both an artistic and an acoustical triumph. Ample space for batteries and accessories. 6-Tube Model, in Console. 6-85—\$85



"6 Tube RFL-90" Console, \$90

Introducing the double drum station selector. Crosley's winning non-oscillating perfectly balanced tuned radio set. Includes Musicone skillfully built into exquisite console mahogany cabinet of two-tone finish to match finest surroundings. Room for batteries and all accessories; 40 inches high; 30 1/2 inches wide.



The Crosley Musicone

The secret of the popularity of this biggest selling loud speaker on the market lies in its actuating unit. This and NOT the cone shape is the reason for its perfect reproduction of all audible sound. BEWARE of imitations. There is only one genuine Musicone. It is built solely by Crosley under mass production methods which makes its unmatchable value possible.



"—as long as I can pick up 27 programs in 30 minutes beside our 3 locals interference won't bother me"

I sat down the other night with this Crosley set. One control. Beginning at one end of the broadcasting wave band, I tuned in 27 stations, loud and clear, just like the Cincinnati stations; three of which were going full blast. I listened to each program; identified it; didn't hear any others in the background, and passed on to the next,—all with one finger. It was between 7:00 and 7:30 P. M. Central Standard Time.

The air was certainly full. Some of the stations were less than a dial marking apart. It is amazing how the jiggers they call "acuminators" helped on such fine separation.

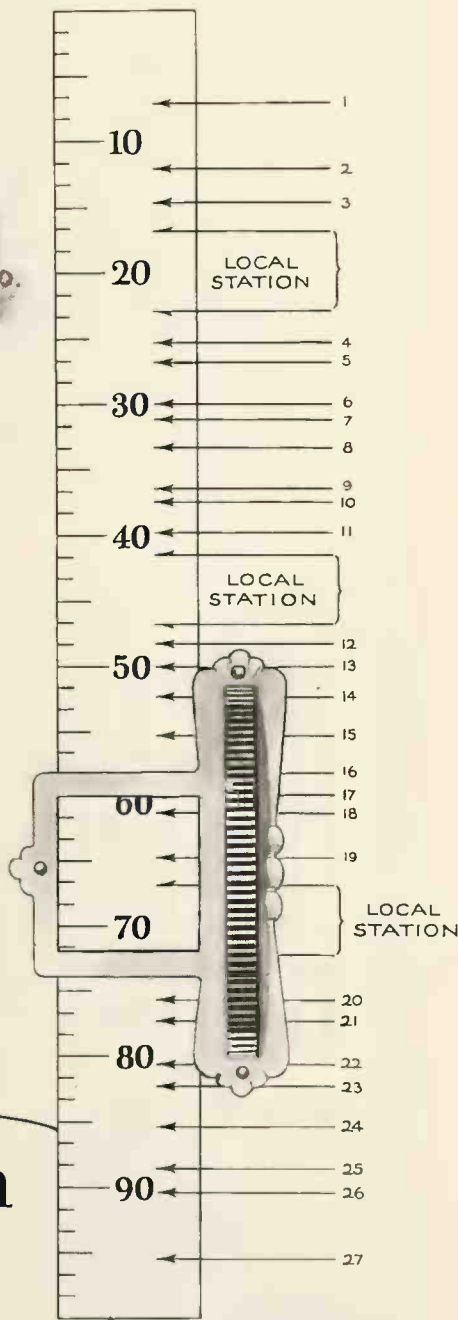
Even using a hundred-foot aerial the local stations were easy to go through. One of them only a few blocks from my home.

Some radio, I call it! \$50.00 seems too little. I'd like to see some two hundred dollar sets do as well!"

Write Dept. 26, for Catalog

The Crosley Radio Corporation
Powel Crosley, Jr., Pres.
CINCINNATI, OHIO

Crosley sets are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.



The above scale reading shows how stations picked up by Mr. X—appeared on the Crosley graphic drum station selector. Name on request.

Single Drum Control
\$ 50
Prices slightly higher West of the Rocky Mountains

CROSLEY 1927 FEATURES
Many exclusive—others found only in highest priced radios.

THE "CRESCENDON"

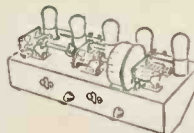
When, on ordinary radios, ears must strain to catch a station miles away, a turn of the Crescendon on Crosley radios instantly swells reception to room filling volume. An exclusive Crosley feature.

ALL-METAL SHIELDED CHASSIS

This truly great radio achievement, found in several Crosley sets, furnishes a substantial frame for mounting elements, produces excellent alignment of condensers, shields the units from each other, prevents interstage, improves the stability of the circuit, increases selectivity and saves costs by standardizing this phase of manu-

THE SINGLE-DRUM STATION SELECTOR

Nothing in radio equals the joy or the convenience of single drum control. Crosley single drum control enables you to find the stations sought without log book or "tuning." "THE ACUMINATORS" Crosley Acuminators permit tuning in—loud and clear—weak stations passed over



and entirely missed by ordinary single dial radios. In tuning high powered and local stations they are not used. They are an exclusive Crosley feature.

POWER TUBES

Power tube adaptability marks the Crosley "5-50", "5-75" and "RFL" sets. This feature typifies Crosley provision for best radio reception at moderate cost.



Canton, O., Dealers Agree Not to Give Home Demonstrations of Radio Receivers

Claim This Type of Selling Is No Longer Necessary—Victor and Atwater Kent Radio Concerts Stimulate Sale of Radio Sets—A. B. Sauer Music Co. Takes Over Clark Music Co.

AKRON-CANTON, O., February 7.—While industrial conditions are still far from normal, there has been a noticeable improvement in the talking machine business since the holidays and dealers in both Akron and Canton maintain better business is ahead for February and March. Much of the radio business which failed to materialize in December was closed the past month, contributing a nice volume of business to all dealers in the district. The Victor artists, Atwater Kent hour and others are doing much to create a demand for radio receivers of all kinds, it is said.

Radio dealers of Canton have agreed not to place a radio in any home on trial in the future. Dealers claim that radio is no longer in the experimental stage and, like the piano and talking machine, radios are now standard musical merchandise and should be sold on the same plan as other instruments.

Earle Poling, Akron Victor dealer, is heading a movement to bring to Akron the Chicago Civic Opera Co. for a single performance. Mr. Poling, for several years, has been instrumental in promoting a concert series which has given Akron the most notable artists in the concert world.

The George A. Clark Music Co. store at Elyria, O., has been taken over by the A. B.

Sauer Music Co., of Lorain, and within a short time many improvements will be made, it is announced. Miss Ella Graham has been made manager of the store.

Dan Gregory and his Victor recording orchestra appeared at Virginia Gardens, Rock Springs Park, Chester, for three days recently and made a great hit. Newest record offerings of this well-known band were much in demand in Victor stores in East Liverpool and other upper Ohio Valley towns.

D. W. Lerch Co. was the exclusive talking machine exhibitor at a Furniture Exposition held in Canton the past week. This concern presented the newest types of Victor and Brunswick machines, in addition to several well-known makes of radios and accessories.

The Cherry Music Co., Market avenue, Canton, has been discontinued.

Al Waltamath, of the Alford & Fryar Piano Co., is conducting a sale of the bankrupt stock of the W. S. Custer Music Co., Canton, in the original location.

Victor dealers of Akron and district profited with the return to the Keith Theatre, at Akron, this week, of the Goodrich Silvertown Cord Orchestra. The second appearance of the band in less than two months stimulated record sales of this widely known recording band.

Powel Crosley, Jr., Plans Big Daily Tube Output

In Assuming the Management of the De Forest Radio Co., Mr. Crosley Plans 10,000 Daily Tube Production—No Plans as Yet for Sets

CINCINNATI, O., February 5.—Powel Crosley, Jr., president of the Crosley Radio Corp., who recently took over the management of the De Forest Radio Co. of New Jersey, plans to produce 10,000 vacuum tubes daily through the audion division of the De Forest Co. Mr. Crosley has not as yet announced how he will conduct the receiving set end of the business, but it is thought that he will utilize the facilities for the production of high-price receivers under the De Forest name.

Under the terms of the agreement by which Mr. Crosley obtained control of the De Forest Co. he has full power to direct the policies of the corporation as he sees fit. He also has

the right to appoint new members to the board of trustees. This complete power will enable him to adopt the same methods in directing the De Forest concern that have proved so successful in the Crosley Radio Corp. and the Amrad Corp. In taking over the De Forest company, Mr. Crosley retained the services of Dr. Lee De Forest as vice-president and consulting engineer.

Survey Shows Radio More Popular in Big Cities

A nation-wide survey of home equipment conducted by the General Federation of Women's Clubs, the result of which was published in the Woman's Home Companion, showed that the popularity of radio is greater in the large cities than it is in isolated communities. The survey covered over 8,000,000 homes, representing about 32,000,000 people, and showed that in communities of less than 1,000 people radio sets are found in 18.7 per cent of the homes; in cities with a population between 50,000 and 100,000 26.6 per cent of the homes are radio equipped and in cities of 100,000 and over 26.1 per cent had radios.

M. Marks Now With Broadcaster Corp. of Chicago

ST. LOUIS, Mo., February 4.—M. Marks, of this city, was recently appointed district representative of the Broadcaster Corp. of Chicago, Ill., having been allotted the exclusive territory of Missouri, Arkansas, Oklahoma, southern Illinois and Memphis, Tenn. Mr. Marks is well known in the music and radio trades and has a wide experience, which fits him for his new position.

New RCA Billboard Poster

A new billboard poster printed in the vivid colors characteristic of RCA displays has been prepared for the use of all RCA dealers. Radiola 28-Loudspeaker 104 combination is featured with the wording "Lighting Socket Radio Perfected." This twenty-four-sheet poster is distributed free of charge to all dealers.

SCULLY

RECORDING
MACHINES

SHAVING
MACHINES

MASTER
WAX

SUPPLIES

JOHN J. SCULLY
326 1/2 MAIN STREET
BRIDGEPORT, CONN.
TELEPHONE BARNUM 4998

Phil Ravis Adds Banking to His Numerous Duties

President of Peerless Album Co. One of the Organizers of Claremont National Bank, in New York—Becomes a Director

Phil Ravis, president of the Peerless Album Co., 638 Broadway, New York City, is one of the organizers of the Claremont National Bank, 174th street and Southern Boulevard, New York



Phil Ravis

City. Mr. Ravis, although taking a very active part in organizing this new bank, will, however, confine his future activities to acting as a director. Mr. Ravis has associated with him a number of prominent members of the Bronx Board of Trade. The bank will have its own home in a newly constructed building designed purposely to carry on banking activities.

Mr. Ravis, who for many years has manufactured record albums of all kinds, recently introduced a new leather-covered portable talking machine. Aside from the motors and some minor equipment, the various parts are made in the Peerless Album factory. Later the Peerless Album Co. will bring out other types of portables, including a camera size.

Use Congratulatory Message in Firm's Advertising

JOHNSON CITY, TENN., February 4.—The Harr Furniture Co., local Columbia dealer, recently used a telegram sent by the Columbia Phonograph Co., notifying it that it was the third largest purchaser of Columbia Viva-tonal phonographs and Columbia New Process records in that State, very effectively in its advertising.

Reproducing the telegram conspicuously in advertisements served as a very effective attention-getter. It also called to the attention of the local people the size and the volume of business their local dealer was getting, as compared to that of the larger dealers in the larger cities.

The Improved Amplion Cone

The instantaneous acceptance of this fine new model is due to its success in the greatest test of Cone type speakers—clear, clean reproduction of speech.

National magazine advertising carrying this thought to over 6,000,000 readers a month is helping all Amplion Dealers to increase their sales.



The new improved Amplion Patrician which assembles a 48" air-column in a hand-carved, mahogany cabinet 18"x12"x9" is now listed at \$50.00

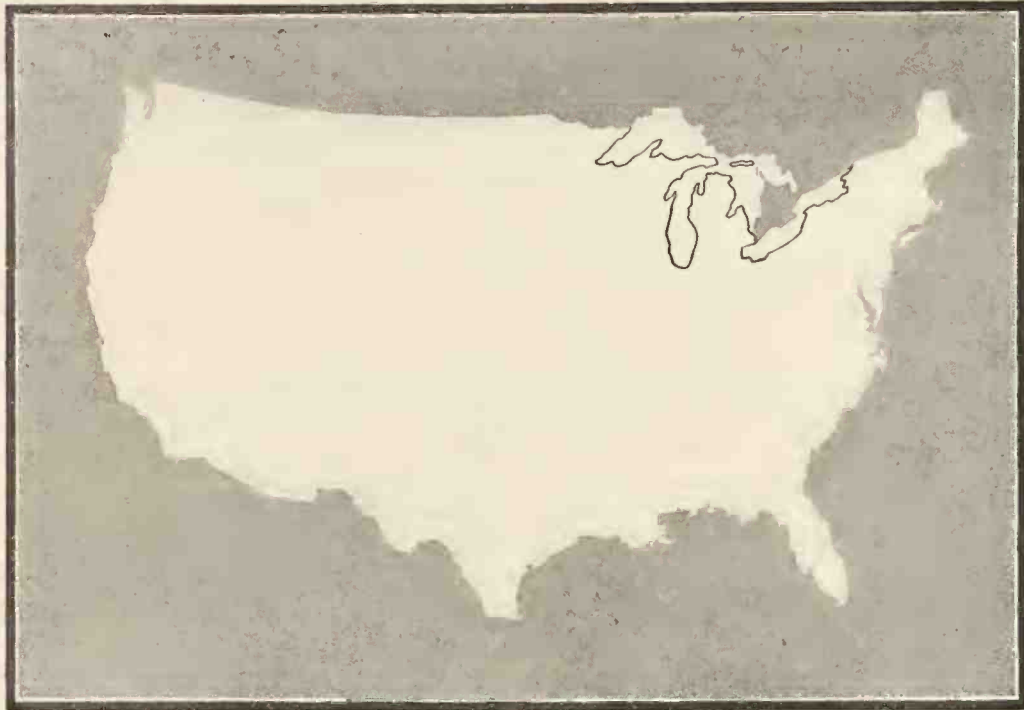
Model AC-12 - - List \$50.00

Do not fail to investigate the sales possibilities of these fine new Amplion models.

The Amplion Corporation of America
Suite C, 280 Madison Ave. - New York City
The Amplion Corporation of Canada Ltd., Toronto

AMPLION

ATWATER KENT RADIO



It isn't even sprinkled

THERE are 6,000,000 radio receivers in American homes—and more than 1,000,000 of them are Atwater Kent Receivers.

Sounds like a lot? It is.

But put it the other way! There are 27,000,000 homes—and 21,000,000 of them—three out of four—have no radio!

Who can talk of a saturated market when

- 63 per cent of homes have automobiles*
- 42 per cent have phonographs*
- 65 per cent have telephones*
- 55 per cent have electricity*
- 22 per cent have radio*

ONLY 22 per cent have what *everybody* wants—radio! And a very large number of the sets now in use are relics of the past—home-made or otherwise obsolete—and will have to be replaced.

Who says the market is saturated? It isn't even sprinkled!

* * *

WE DOUBLED our sales in 1925. Thanks to the enthusiastic cooperation of our dealers and the advent of the Atwater Kent ONE Dial Receiver, we doubled them *again* in 1926.

For 1927—who in your town have Radio and who haven't? And who among the present owners are ready for better sets—the irresistible Atwater Kent ONE Dial Receivers which no one can try without wanting?

MODEL 35, illustrated, 6-tube ONE Dial Receiver, less tubes and batteries, but with battery cable attached, \$70. Speaker, Model H, \$21.



ATWATER KENT MANUFACTURING COMPANY

4725 WISSAHICKON AVENUE *A. Atwater Kent, President* PHILADELPHIA, PA.

Write for illustrated booklet of Atwater Kent Radio

Prices slightly higher from the Rockies west, and in Canada


Retail
3
for
\$1.00

FAMOUS

Emerson Records

ELECTRICALLY RECORDED

8 WEST 32nd ST., NEW YORK CITY



Campaign Features Deca-Disc Automatic Phonograph

Automatic Instrument Permits Continuous Playing of Records, Eliminating Changing of Records and Winding

WAYNESBORO, PA., February 7.—The Deca-Disc Phonograph Co., of this city, is placing an intensive campaign behind its product, the Deca-Disc automatic phonograph. This device allows the selection of ten records and the playing of these ten records continuously, or, if preferred, any predetermined number of records, and then automatically stopping. Although this device was brought out some years ago, up to the present time it has been largely used in stores as an entertainment feature. Through a process of development and refinement it has now reached the state where, despite its almost human action, the machinery is so compact that it can be placed within the ordinary home type of talking machine. In an interview with Clarence Croft, secretary of the company, Mr. Croft stated: "We have realized that the owner of the phonograph is no more anxious to get up every few minutes to change the record and wind the machine than he is to crank his automobile every time he starts. The self-starter had a very beneficial effect upon the automobile industry, and I believe that in the same way the Deca-Disc will greatly stimulate talking machine sales. Up to the present time it has been necessary for the owner of the talking machine to attend the machine after the playing of each record, or in other words about every three minutes, and after every few playings wind the machine. With the Deca-Disc all this detail has been eliminated. After the selection of the ten records to be played all that is necessary is to push a button and your own phonograph will continue to play these ten records as long as you keep the current on and it needs no attention during that whole period of time."

The Deca-Disc Phonograph Co. is situated in a modern manufacturing plant in this city. All automatic parts used in the construction of the device are made in this factory. A freight siding leading directly to the plant permits great convenience in the shipping of the product. The officers of the Deca-Disc Co. are as follows: M. H. Landis, president; G. T. Shearer, vice-president; John B. Eader, treasurer; Clarence Croft, secretary; W. K. Kauffman, superintendent, and N. E. Geiselman, assistant secretary and treasurer in charge of office.

Addington Branch Opened

APPALACHIA, VA., February 4.—The Addington Jewelry Co., talking machine dealer, handling the Columbia, Victor and Pathe lines, recently opened a completely stocked branch store on Railroad street.

Becomes Assistant Manager of Brunswick Foreign Dept.

E. C. de Villaverde Has Assumed His New Duties at Chicago Headquarters

E. C. de Villaverde was recently appointed assistant manager of the foreign department of the Brunswick-Balke-Collender Co., Chicago, according to an official announcement made at the headquarters of the firm a few weeks ago. Mr. de Villaverde assumed his new duties on January 24, making his headquarters in Chicago.

For the past twenty years he has been active in the export business, receiving his early training in the talking machine trade with the Columbia Phonograph Co. export department many years ago. He has traveled continuously in all parts of the world for the past ten years and speaks five languages.

In making the announcement of Mr. de Villaverde's appointment, Z. E. Salisbury, manager of the Brunswick foreign department, stated that the export business of the firm has grown so rapidly that there was a need of an executive of Mr. de Villaverde's qualifications in the department. In the past Mr. Salisbury has been forced to travel quite extensively and the addition recently made will allow him to spend more time at the Chicago headquarters. The foreign department of the Brunswick-Balke-Collender Co. handles the export sales of the firm's products, including Brunswick's new musical instrument, Panatropes, Brunswick-Radiolas, records and billiard equipment.

Oro-Tone Co. Introduces a New Type Tone Arm

The Oro-Tone Co., Chicago, Ill., one of the oldest and most successful manufacturers of tone arms and sound boxes, has just placed on the market a new product known as the D-1 full-curved type tone arm. This tone arm, which was perfected in the Oro-Tone engineering department after considerable testing and experimenting, embodies several distinctive features and has met all tests beyond the highest expectations of the company's executives.

The new tone arm is of large size with walls of heavy brass uniformly thick. Leigh Hunt, of the Oro-Tone Co., in announcing this new product to the trade states that the construction of the D-1 tone arm, plus its airtight assembly throughout, absolutely prevents loss of sound and tone valuation. A double row of ball-bearings in the base prevents tipping or binding and assures permanency of operation. The new Oro-tone D-1 full-curved type tone arm is supplied in 10½-inch length only, and it is expected that this new Oro-Tone product will meet with the general approval of the trade.

Special Atwater Kent Section in Erie Newspaper

Eight Pages of Erie Dispatch-Herald Are Devoted to News and Feature Stories of Atwater Kent and His Organization

ERIE, PA., February 4.—The Erie Dispatch-Herald under date of January 16, issued an imposing Atwater Kent radio section of eight pages. The front page contained a picture of A. Atwater Kent, president of the company, together with two articles over his signature. A replica of the millionth set and the great Atwater Kent plant in Philadelphia were also shown. From the first to the last page the section was replete with Atwater Kent news,—manufacturing, sales and broadcasting. Photographs were shown of Vernon W. Collamore, sales manager, R. E. Smiley, district manager and George H. Jaud, of the Atwater Kent sales staff.

The local distributor, Briggs-Hagenlocher, Inc., is featured in an article illustrated with pictures of Ernest and Frank Hagenlocher and Harry N. Iles, sales executive. A picture is also shown of the Briggs-Hagenlocher service car. In addition to the news contents, the local distributors and dealers have used considerable advertising space to feature Atwater Kent radio.

The Weber-Rance Corp. Takes on Burgess Battery

The latest addition to the line of radio products handled by the Weber-Rance Corp., New York jobber, is the Burgess battery. This will be sold in the metropolitan district along with the many other radio products distributed by the Weber-Rance organization, including Bosch, Crosley and Ferguson receivers.

New Radiotron Cartons

New Radiotron Display Cartons are available for all RCA Authorized Dealers. The cartons are printed in a striking combination of red, white and black and were designed to provide an effective way of calling the attention of the customer to Radiotrons. One type of carton will hold three Radiotrons of the UX-201-A size and the other will accommodate four UX-199's.

New Association Directors

MILWAUKEE, Wis., February 5.—At a special meeting of the Board of Directors of the Wisconsin Radio Trade Association held recently three new members were elected to the Board. They are: Charles Kreck, Kreck Co., Milwaukee; Henry M. Steussy, Kesselman-O'Driscoll Co., Milwaukee, and Clarence Bates, Bates Radio Corp., Milwaukee.

YOUR INSURANCE

A Declaration of Policy

¶ No Surplus Stocks of Freed-Eisemann Sets—No "Dumping"! ¶

Ⓒ Your stock of Freed-Eisemann sets is worth its value, and it always will be—that value will be maintained.

Ⓒ The Freed-Eisemann dealer franchise gives *ironclad* protection and the most liberal dealer discount of any nationally advertised line.

Ⓒ Improvement in design goes forward constantly, but with no drastic changes.

Now is the time when your stock of radio sets needs protection. Every Freed-Eisemann set is backed by a company of powerful financial strength.

Last Year's Record Doubled!

In New York, America's most competitive market, almost twice as many Freed-Eisemann sets were sold in four months as compared with sales in a similar period last year.

FORGE AHEAD—WITH PROFIT—WITH

FREED-EISEMANN *Radio*

Assets Over Liabilities \$1,000,000

FREED-EISEMANN RADIO CORPORATION—BROOKLYN, NEW YORK

Wisconsin Radio Trade Association Plans Combined Music and Radio Show for 1927

Invites Music Dealers to Co-operate With This Year's Radio Exposition for Combined Showing of Instruments—Jobbers and Dealers Report Satisfactory Business—Other News

MILWAUKEE, Wis., February 8.—Business in phonographs and radios continues to be good, according to wholesale and retail dealers in Milwaukee. Conditions in these two fields are good, according to reports, the public being thoroughly sold in most instances on the merits of the new phonographs and radios, and the buying spirit being manifest generally through the trade. William F. Armstrong, manager of the phonograph and record department of the Boston Store, stated that he finds interest in phonographs at present as great as it was in the forepart of December, and that it is constantly on the increase.

Following the introduction of this Victor Orthophonic machine to Milwaukee, Mr. Armstrong states that a very favorable impression has been created in the minds of the public and that the reaction on business has been correspondingly good. The public has been filled with a greater confidence in the new machines, according to Mr. Armstrong, and this has bred the realization of the quality of performance which they are able to give and the desire to possess one of the machines. Mr. Armstrong expects that January's figures for 1927 will show an increase of 100 per cent or more over those for 1926.

Harry Goldsmith, of the Badger Talking Machine Co., Victor jobber, stated that business continues to be extremely satisfactory, not only in Milwaukee, but throughout the State, and that the outlook for the year is very optimistic. The Badger Talking Machine Co. sponsored the appearance of the Victor Orthophonic Auditorium model at the Automobile Show, and received many favorable comments on their work, the showing of this machine resulting in a great deal of good publicity for the Orthophonic.

Brunswick sales have been on the constant increase, according to Edward Herzog, of Edmund Gram, Inc. Mr. Herzog believes that indications of future business in the Panatropé are very good.

Plans for the merging of the Wisconsin Radio Trade Association and the Wisconsin Association of Music Merchants have been dropped

The Wisconsin Radio Trade Association has invited the music men to join them in the 1927 Radio Exposition and to make a radio and music show.

Considerable publicity has been given of late to the fact that Wisconsin is a leader in radio manufacture, and the public has shown great interest in the facts which have been brought out in recent surveys.

The Great Lakes Radio Corp. has leased the radio department of the Gether Piano Store, and has appointed J. E. Banks as manager of the

department. Mr. Banks is a radio engineer of experience and authority. He is a graduate of Boston Tech, taking Master's work at Cornell University and further studying of radio engineering at Columbia University. During the Great War Mr. Banks was a radio expert in the British Air forces and subsequently in the United States Air Service. The Priess radio is featured in this department.

Announcement has been made that the J. B. Bradford Piano Co. will close its branch store located on the South side of the city, at 608 Mitchell street. Stock, fixtures and furniture are being offered in a closing sale. The store will be closed about March 1. At the main store of the company it was said that the new arrangement would allow for a greater concentration of energy on the store which is located at 411 Broadway, and that the sales force of the company would be enlarged.

Cincinnati Brunswick Dealers Make Plans at Get-together Sales Meeting

Brunswick Officials Speak at Meeting of Greater Cincinnati Music Dealers—Appearances of Recording Artists Stimulate Record Sales—Gennett Records Prove Popular

CINCINNATI, O., February 8.—An enthusiastic get-together sales meeting was held by the local branch of the Brunswick-Balke-Collender Co. the evening of January 28. This was for the special benefit of Brunswick dealers in Greater Cincinnati, which includes suburbs on both sides of the Ohio River. There were inspirational addresses by J. E. Henderson, local manager; O. P. Harris, of Chicago, special representative of the company in this territory, and other speakers of ability. According to Mr. Henderson the demand for the Panatropé and other Brunswick products, including phonographs and records, is increasing.

Frank Le Fevre, manager of the Baldwin Victrola Shop, has adopted a plan which has reduced to a minimum the trouble which formerly arose in getting the money for records that had been sent out on approval, in connection with the purchase of a new talking machine. Therefore, after each machine has been delivered the purchaser is sent a letter which tells how many records were sent on approval. If a certain number of records were contracted for at the time the machine was bought, and if a larger number of records were sent, to give the customer a chance to make a selection, the follow-

ing form letter is mailed, with the name and salutation filled in:

This will advise you that the records delivered with your phonograph on are on approval for four days. It is your privilege within that time to select those numbers you like and to return any that you do not like.

Your contract with us provides for \$..... worth of records, to be paid for as you make your payments on the phonograph. Any records in excess of this amount not returned to us by..... will be charged to your regular account, and will be payable according to our usual terms, in 30 days from the date of our charge.

If no records are included in the contract, but if records are sent on approval, the following letter is sent to the customer:

This will advise you that the records delivered with your phonograph, on 1927, are on approval for four days. You have the privilege within that time of selecting those numbers you like, and returning those you do not like.

Any records not returned by will be charged to your account, and will be payable, according to our usual terms, in 30 days from date of charge.

Morris Fantle, who some time ago opened up a service shop for talking machine dealers in connection with his other business, has just added two new departments. One of these will be devoted to radio repair service and the other department will be devoted to the refinishing of cabinets for dealers.

The Starr Piano Co., as a result of a sales drive, has disposed of its surplus of talking machines. "Our Gennett Electrobeam records, which were received a few days ago, are meeting with approval," explained W. J. Purnell. E. I. Pauling, vice-president, has fully recovered from his recent operation for appendicitis and is once more back at his desk. Miss Rosett Kenney, formerly of Louisville, has been added to the sales force in the record department.

At the Chubb-Steinberg Music Shop a splendid business was reported by Ely Steinberg. While Paul Whiteman and his famous orchestra were here at Castle Farm, the first week of February, this firm took advantage of the opportunity to push their Victor records. Full-page advertisements were used in newspapers.

Ford & Glenn, famous Columbia recorders, did a stunt here the latter part of January which attracted a lot of attention. This consisted of broadcasting from the sidewalk, which is said to be the first time this was ever done. According to Miss Rose Helberg, local manager for the Columbia Phonograph Co., the comedy act of the two men, together with the newspaper comment made, did a great deal to increase the demand for records they have made. It is stated that a representative of the Columbia company will be in this city the last two weeks of February, to familiarize the trade with the Beethoven Masterworks Series. The Beethoven centennial is to be observed March 20 to 26, and naturally this will do much to stimulate the demand for these records.

Investigate This New



Two Rate Trickle Charger

The latest, most efficient charger of its kind on the market.

Two charging rates may be obtained by simply throwing the Toggle Switch on the outside of the charger.

Delivers 1/2 ampere and 1 1/2 amperes. Uses a 2 ampere tungar bulb with specially designed transformer.

List Price East of the Rockies—without bulb—

\$11.00



You Need This Acme Automatic Control Switch

Entirely automatic in its operation.

When the receiving set is turned on the Trickle Charger is automatically disconnected from A Battery and B Power Unit is connected to set. When set is turned off, it automatically connects the Trickle Charger to the Storage Battery and starts the charge, disconnecting the B Eliminator from the set and line.

This switch may be used with any set regardless of type of charging equipment. Attractive in appearance. Guaranteed.

\$5.00 Complete, East of the Rockies.

Acme Charging Equipment is nationally known for its excellent performance.

Ask your Jobber or write us for complete information on our entire line of Acme Charging Equipment.



THE ACME ELECTRIC and MANUFACTURING COMPANY
1438 Hamilton Avenue
Cleveland, Ohio

AT LAST

ZENITH

TRADE MARK REG.

→ LONG DISTANCE ← RADIO

TRADE MARK REG.

QUALITY and PERFORMANCE

For \$100

THE QUALITY GOES IN BEFORE THE NAME GOES ON



PRICE (Less Accessories) \$100

6 TUBES [FOR USE WITH
POWER TUBES]

4 CONDENSERS PERMANENTLY
BALANCED ON ONE SHAFT

Full Metal Shielding
1 Control Knob (Only One)

SINGLE DIAL—SELF LOGGING
ELECTRICALLY ILLUMINATED
SENSITIVE—SELECTIVE
COMPACT—POWERFUL

Tested by the same Zenith experts, and with
the same care, as the Zenith DeLuxe Models
Priced at \$650. to \$2500.

NOW! *The only complete radio line on the market—
ZENITH, \$100. to \$2500.—Wire or write for details.*

ZENITH RADIO CORPORATION

3620 IRON STREET
CHICAGO, ILL.

The Big Value at
a New Low Price!

The VICTROLA-RADIOLA 7-3



Victrola-Radiola 7-3, \$325

The Victor Company has reduced the list price of the Victrola No. 7-3 from \$375 to \$325. This affords YOU an opportunity for additional sales. Mr. E. E. Shumaker, President of the Victor Talking Machine Company, issued a statement a few days ago that the VICTROLA-RADIOLA sales for 1926 exceeded \$17,000,000.

Are You, Mr. Victor Dealer, getting Your Share of this Big Business?

A Prominent Radio Manufacturer has Compiled the Following Statistics:

63 PER CENT OF HOMES HAVE AUTOMOBILES
42 PER CENT HAVE PHONOGRAPHS
65 PER CENT HAVE TELEPHONES
55 PER CENT HAVE ELECTRICITY
22 PER CENT HAVE RADIOS

Consider this, Mr. Victor Dealer, out of 27,000,000 homes in the United States—21,000,000 have no radio—and—15,660,000 HAVE NO PHONOGRAPH. Surely, a fertile field for you to demonstrate a VICTROLA-RADIOLA No. 7-3.

Our service department, manned by experts, makes us an ideal distributor from whom to get your VICTROLA-RADIOLAS

Blackman

DISTRIBUTING CO., INC.

Wholesale Distributors

VICTROLAS—RADIO—ACCESSORIES

28 West 23rd Street

New York City

Carryola Executives Keep in Close Touch With Trade

Don T. Allen, Vice-President of Company, Plans Trip to Eastern Centers—Geo. T. Haugh Home From Tour of Southeast

The importance of keeping in direct personal touch with the retail and wholesale trade is thoroughly recognized by the executives of the Carryola Co., and the traveling program for the next few months will keep the Carryola executives on the firing line continuously.

Geo. T. Haugh, sales manager of the company, returned recently to Milwaukee from an important trip to the Southeast. He is now starting on a trip to the Pacific Coast, via Kansas City, Denver and other trade centers in this section of the country, returning by way of Spokane, Billings and the Northwest.

Don T. Allen, vice-president of the company, is starting on a trip to the Eastern centers of distribution, which will probably consume about two weeks. H. Don Leopold, advertising and sales promotion manager, is mapping out a schedule which will include frequent visits to important trade areas in the mid-West. E. B. Conheim, special representative, is now calling upon dealers in St. Louis territory.

Among the recent visitors to the Carryola executive offices in Milwaukee were Gus Blancand, president of the Southern Aluminum Co., New Orleans, La.; Col. H. R. Brokaw, of this organization, and C. Miller Jones, secretary of the Aluminum Specialty Co. These visitors from the South spent practically all of their time in the Carryola factories, inspecting the 1927 line and completing their plans for the merchandising of these products in Southern territory. The companies they represent are recognized as among the largest and most successful portable phonograph sales organizations in the country, and they are marketing Carryola products exclusively.

Court Decision Favors the DeForest Radio Co.

Federal Judge Hugh J. Morris, of the United States District Court of the District of Delaware, recently decided in favor of the DeForest Radio Co. in the suit brought by the General Electric Co. for alleged infringement of the Coolidge Patent on ductile tungsten filament as used in radio tubes and incandescent lamps. This case was instituted in 1924.

Judge Morris, in his decision, dismissed the bill of complaint filed by the General Electric Co. and decreed the Coolidge Patent invalid, holding "the ductibility of tungsten to be an inherent quality and therefore not patentable."

The DeForest organization looks upon the winning of this important suit as a happy event in the new DeForest history. It was only several weeks ago that a new directorate was elected with Powel Crosley as president, and Dr. Lee DeForest as vice-president and chief consulting engineer. At that time some of the newspapers throughout the country in reporting the reorganization inadvertently referred to the DeForest position as one of "bankruptcy." This was quite erroneous inasmuch as the DeForest Co. had been operated by trustees through a receiver in equity.

New "B" Power Supply to Be Known as Pandora

The Brooklyn Metal Stamping Corp., 718 Atlantic avenue, Brooklyn, N. Y., which has been an active factor in the development of radio devices, has just announced a new "B" power supply which is being marketed under the trade name "Pandora." This "B" eliminator is designed in a neat metal box half the size of an ordinary "B" battery. It is highly efficient, has no hum or buzz and for that reason is available

for all console types of cabinets. It operates from a light socket without the use of tubes. It is being marketed in three types: type B for sets having six tubes, type M for all standard sets and type S, a model for higher-powered sets.

Cunningham Announces Tube Price Reductions

List prices on the Cunningham CX 301-A detector and amplifier and the CX 313 full-wave rectifier tubes have been reduced, according to an announcement to the trade by H. H. Frost, general sales manager of E. T. Cunningham, Inc., New York. CX 301-A, formerly \$2 is now \$1.75 and CX 313, formerly \$6 is now \$5.

"We are glad to quote these reduced prices because the radio public has made them possible," said Mr. Frost. "Cunningham tubes broke all sales records during 1926. The enormous demand for the CX 301-A has made possible quantity production.

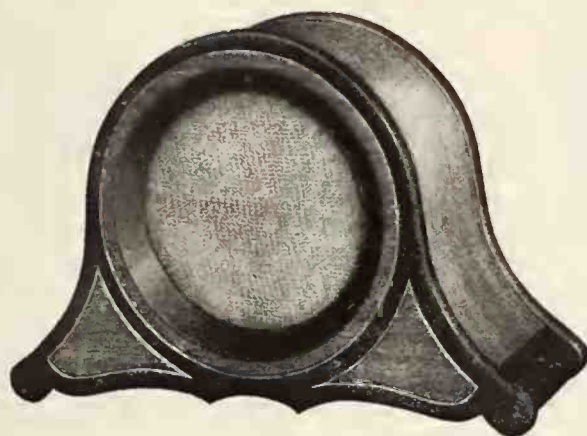
G. M. Goldsmith Is Ad Director of Everybody's

PHILADELPHIA, Pa., February 8.—Everybody's Talking Machine Co., maker of Honest Quaker main springs and talking machine repair materials and also distributor of Okeh records, has announced the appointment of George M. Goldsmith as advertising director of the company.



Mr. Goldsmith is well qualified for this important position and is already hard at work planning for the advertising of Honest Quaker products for 1927. Mr. Goldsmith is a graduate of Gettysburg Academy and has also attended the University of Pennsylvania. His experience in the field has been extensive.

MAGNAVOX Cone Speakers



STANFORD MODEL
now \$23.50
Reduced from \$35



CORNELL MODEL
now \$16
Reduced from \$22.50

*Big price reduction
Bigger selling opportunities*

The 1926 success of Magnavox Cone Speakers enables us to sell them in larger quantities in 1927, hence lower prices—a consistent Magnavox policy.

These two models will be continued. They have the same ear-value and eye-value that justified our 1926 prices—sales will multiply at the new prices. They are backed by strong national advertising. You can now offer your customers startling value.

We offer an exceptionally favorable proposition in Magnavox Cone speaker units and Magnavox circuit chasses for incorporation in your own cabinet. Write for full information.

The Magnavox Company

General Offices and Factory: Oakland, California
Chicago Sales Office: 1315 South Michigan Avenue

Brunswick Special Representatives Train Dealers to Sell the Company's Products

C. T. McKelvy, Sales Promotion Manager of Phonograph Division of Brunswick Co., Gives Requisites for Dealer's Success and Tells How Company Is Aiding Its Retailers

"The music merchant must either go forward or backward—he can't stand still, and even to remain where he is he must run like—" said C. T. McKelvy, sales promotion manager of the phonograph division of the Brunswick-



C. T. McKelvy

Balke-Collender Co., Chicago. "Nothing is more disheartening to us all than to see a once prosperous music account gradually drop out of the picture because the manager or owner of the business is satisfied.

"There is more business being done to-day than ever before, but competition is keener,

this intensive effort is put in effect on the outside the music merchant will begin to share proportionately with the automobile, electric refrigeration, real estate, insurance and many others. The turnover of the dollar is on the outside, not on the inside of the store.

"The automobile, electric refrigeration, sewing machine, etc., represent the fellows on the outside, not looking in but cashing in. The music dealer who refuses to throw his intensified effort in the form of trained salesmen into the outside selling field represents the fellow on the inside, not looking out but out in the field selling.

"The Brunswick Panatrope is not a phonograph, and the order-taking methods used in selling \$75, \$100 and \$150 units must be discarded for bigger and better selling methods which are absolutely essential in selling a musical instrument such as the Brunswick Panatrope.

"Do you remember how the United States spread cantonments all over the country at a cost of millions of dollars prior to sending men to France? Men had to be trained in order that they might hold their own on the battlefield with trained men of other nations. The selling field to-day is the battle ground and if automobile salesmen, electric refrigeration salesmen, cash register salesmen, electrical appliance salesmen, insurance men, real estate men, etc., are trained and out in the field participating in the turnover of



Sydney Schwartz



O. P. Harris



W. J. Lorenzo



Ralph Hooke



R. T. Devlin

and there are more salesmen on the firing line—salesmen not only interested in selling musical products, but salesmen selling everything from toothbrushes to steamships, and naturally more fellows are participating in the division of every dollar spent.

"Outside selling is paramount to the music dealer's success to-day, and aggressive outside effort employing trained men must be placed in effect by representative music merchants throughout the country at once. As soon as

the dollar, isn't it only reasonable to believe that before musical instrument salesmen can compete intelligently and successfully they, too, must be trained?

"Any individual can walk into the music merchant's store to-day and say, 'I am a salesman'. The music merchant takes him at his word and employs him. This man works for two or three weeks (in his way) on a small drawing account or some other arrangement, then quits. How much money have you lost on just such men?"

"The music industry needs new blood. We need high-type men—men who are capable of selling a high-priced unit—men who are capable of approaching the class of people who are financially able to purchase a \$700 or a \$2,700 unit. Such men cannot be picked at random, and it is only by a constructive sales-building program that music dealers will have such men at their disposal.

"The Brunswick Co. offers to its dealers a Brunswick Panatrope Salesmanship Course of training, prepared by men who have made a life study of selling. This constructive course has been gotten up in a simple readable form,

and the course is being conducted by the Business Training Corp. of New York. The course does not deal in theoretical selling or generalities, but with the actual product which the dealer has to sell, and the various units of the course are retained by sales people as a permanent, tangible, ready reference.

"The gentlemen whose pictures appear on this page are trained men—trained by the Brunswick Co. for the purpose of rendering assistance to music dealers interested in the sale of Brunswick products—not to sell an order to the music dealer, thank him for the order, and leave, but—to pass on a constructive sales program to the music dealer. The special representative of the Brunswick Co. stays right with the dealer until this program is developed to such a point where it can be successfully carried out by the dealer's sales people.

"The special representative of the Brunswick Co. is in a position to address public audiences, educate retail sales people, and to discuss intelligently any problems confronting the music merchant to-day.

"The following subjects represent the material upon which the special representative's work is based: Contact with public; demonstration—fit the musical mind; solution of trade-in problem; environment; the music merchant and radio; the piano salesman; floor selling; record selling; outside selling; window-selling; advertising; telephone salesmanship; policy and service; the dealer as a public servant.

"During the past year our experience has convinced us that the problem confronting the music industry to-day is man-power, but before man-power can be developed, the music merchant must get interested in the music business.

"There is not a finer or better business than the music business, but a great many music merchants have drifted into a rut, lost interest and have become a lot of order-takers, simply catering to public demand.

"Get interested in the music business, Mr. Music Dealer, or get out and get into some other business more interesting to you. Order-takers are through. Discuss your problems with one of those special representatives. Be receptive to new ideas and plans. Let's keep the music industry apace with manufacturers in other lines."

A. M. Blackman a Benedict

Albert M. Blackman, son of J. Newcomb Blackman, president of the Blackman Distributing Co., New York City, Victor and radio distributor, was married on January 27 to Miss Charlotte Hudson Barck, daughter of Mr. and Mrs. C. Albert Barck, New Rochelle, N. Y. The Rev. Dr. Robert Gardner McGregor, pastor of the North Avenue Presbyterian Church, New Rochelle, performed the ceremony at the church, which was followed by a reception in the church house. J. Newcomb Blackman served as best man and among the ushers were Robert Kantor Fagan, Earl Backe, Edgar Palmer and August Saltzman.

The bride is a graduate of Miss Beard's School, East Orange, N. J. Mr. Blackman is a graduate of the University of Pennsylvania and is associated with the Blackman Distributing Co., where he is acquiring an intimate knowledge of the company's extensive activities. After a trip to Quebec and Montreal, Canada, Mr. and Mrs. Blackman will reside in New Rochelle.

The Period Phonograph Co., New York, was recently incorporated at Albany with a capital stock of \$25,000 and F. Boetschu and F. Winter are the incorporators.

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Barlog 835 PHILADELPHIA, PA. Cable Filasoo. Phila.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

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

The Greatest of
Portable Phonographs

GianTone

*The Sensation of the
Phonograph World in*

**Volume
Tone
Value**

Price \$30⁰⁰

*Slightly higher in
Far West and South*



GianTone is built under the same rigid specifications that made the Gypsy and Aristocrat successes in the portable field. The same high degree of quality materials and skillful workmanship are embodied in all Caswell models.

GianTone, the super portable, the sensation of the phonograph world, rivals the console.

No console phonograph reproduces in volume and beauty of tone more exactly than does the GianTone.

For GianTone re-creates in an amazing way the natural beauty of tone, with a volume heretofore striven for, but which Caswell only successfully achieved.

A rare treat is in store for you when you first hear the GianTone. Then only will you fully realize its true value—its merchandising value.

True to the traditions of the past, Caswell continues to build on its original policy of liberal, fair, square dealing.

*Jobbers and Dealers—For permanency
build with Caswell. Write or wire for
your sample GianTone*

CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.

Brunswick Co.'s Broadcasting Activities Aid Twin Cities Music Trade

Broadcasts by Chicago Civic Opera Co. and Other Organizations Have Been of Material Assistance in Stimulating Brunswick Sales—Columbia Records Selling Well—Other News

ST. PAUL AND MINNEAPOLIS, MINN., February 7.—Columbia records are going great, says Mrs. Helen D. Beggs, manager of the Minneapolis Columbia headquarters. Ray Covert, the popular Minneapolis tenor, has made his first Columbia recording, "Pretty Lips," and present indications are for a big demand. The Lagoon Theatre, where Covert sings, is giving the record wonderful publicity. A picture of the record is thrown on the screen, while the spotlight is turned on a Columbia Viva-tonal, which plays the song. Bob Brose's Orchestra finishes the piece with the Viva-tonal.

A large volume of sales of portables is noted at Columbia headquarters. These instruments come in two styles: the Columbia at \$40 and the Harmony at \$25.

Morton Sherdahl, who recently made his debut as a Columbia recording artist with a Swedish record, was at the Hennipin Orpheum the week of February 6 and dealers staged very effective tie-ups.

A. J. Heath, manager of the Northwest district, was at the Columbia office the past week.

Profiting by Brunswick Publicity

Brunswick dealers are enjoying the results of the splendid publicity given the Brunswick line by the recent radio events. The two concerts from Chicago when the Chicago Civic Opera Company broadcast on January 21 an act from "Faust" and on January 28 a part of "Il Trovatore" were received with enthusiasm. On January 24 the Symphony Orchestra of Minneapolis, exclusive Brunswick recorders, gave a radio concert that was one of the big events of the year. All eighty-five members played under the direction of Henri Verbruggen and unlimited pains had been taken to make the broadcasting as perfect as possible. The director gave an explanatory talk preceding the numbers. The concert was made possible by the Dayton Co., the big Minneapolis department store, which is celebrating its silver anniversary. The Minneapolis Symphony Orchestra is now on a 6,000-mile tour which will undoubtedly benefit Brunswick dealers in the places visited.

Robert T. Devlin, special representative of the Brunswick Co., has been visiting the Twin City dealers this week.

William J. Collins, vice-president of the Cable Piano Co., left on a trip to Miami on January 29. He will visit Mr. and Mrs. Neil Schumacker, who formerly lived in Minneapolis when Mr. Schumacker was with the Cable organization.

George Harms Piano Co., of Aberdeen, S. D., will open its splendid new store, featuring the Brunswick line, some time in February.

Heavy Ordering of Victor Products

At the George C. Beckwith Co., Victor headquarters, the orders have bettered anticipation on the higher-priced instruments. The smaller types are moving in such quantities that the shipping room is a little better able to supply the demand. The national advertising campaign on the Orthophonic record has resulted in a big demand here. The street car cards have been especially commented upon.

Two notable Victor artists whom the Twin Cities have enjoyed recently were Pablo Casals, world's premier 'cellist, who played with the Minneapolis Symphony Orchestra, and Feodor Chaliapin, who brought his opera, "The Barber of Seville," here on January 28.

Recent visitors to Victor headquarters included A. C. Hayes, of J. J. Hayes & Son, Austin, Minn.; W. B. Hall, of the Hall Music House, Brainerd, Minn., and H. E. Week, of Spring Valley.

R. C. Coleman, manager of the radio division of the Beckwith Co., finds a parallel demand in radio for the higher-priced models. The smaller towns in the Northwest are ordering \$400 instruments quite consistently.

Ortho-sonic representatives report the Montana territory in an especially fine condition and many orders are coming in from there to prove it. The market is crowded with purchasers of socket powers and eliminators. Mr. Coleman says the Sandar line, for which the Beckwith Co. recently became Northwest distributor, is going very well for its short term in the trade here.

The Victor booth at the Auto Show is in an advantageous position and thousands will pass and stop before the display of Orthophonic machines, Electrolas, Federal Ortho-sonic and Mohawk radio.

Big Sales Drive a Success

In spite of the extreme cold the Foster & Waldo sale that marked the expiration of their lease on the old store was unquestionably the largest in the country and in the world. It double discounted all predictions. Over 2,500 instruments were sold and every used piano in stock was disposed of. Music people from New York and Chicago and other points were here to observe the sale. Over \$20,000 was spent in the month for advertising.

Foster & Waldo will now do business entirely from their beautiful new store. April will mark the fiftieth anniversary of this well-known firm's establishment.

Advertising Gets Results

The Metropolitan Music Co. is enjoying the fruits of a series of advertisements which are called "The Bargain for To-day." The high standard of Metropolitan goods, the firm's business integrity and advertising truthfulness have been conducive to a gratifying response. Stromberg-Carlson, RCA and Atwater Kent units are going very well at the Metropolitan Co. The sale of records is fair and the sheet music department is doing an average volume of business.

J. T. Sayward, of the Aeolian Co., was a visitor to the Metropolitan offices and was followed by G. E. Mansfield, of the Kurtzman Co., who is on his way to the Coast.

The Cable Piano Co. recently featured the Brunswick records of Newman travel talks in its Toledo, O., store window displays. The attractive presentation of these recordings resulted in a decided increase in sales and heightened consumer interest.

**Get Rid of that
NASAL TWANG
on Your Phonograph**

This remarkable reproducer, with its patented Double Action, gives sounds the naturalness, warmth of color, rhythm and twangless expression of the original tones. Makes old machines rival New Models.

EST. 1915



THE
RESURRECTONE

TRADE MARK REGISTERED

Improve your machine—make it sweet, clear, natural. Satisfaction guaranteed, or money refunded—five days free trial. \$7.50 only. Fits any machine—state make. Send to Hoffay Phonograph Co., 145 East 92nd Street, New York City or at your Dealer.

FRONT

BACK

DOUBLE ACTION

on Rephonic Diaphragm

DOUBLE QUALITY

© 1927—Patented in U. S. A. and Foreign Countries
Distributors wanted. Export a Specialty.

Boyd Senter Becomes Exclusive Okeh Artist

Famous Clarinet Player to Record Only for Okeh Phonograph Corp.—National Campaign Planned to Feature His Records

The Okeh Phonograph Corp., New York, announced recently that Boyd Senter, who is considered one of the finest clarinet players in the country, had signed an exclusive Okeh con-



Boyd Senter

tract. Mr. Senter has achieved country-wide popularity and in his role as a featured star with Publix Units has won the enthusiastic praise of the public and clarinet enthusiasts.

A distinguishing feature of Mr. Senter's Okeh records will be accompaniments by Eddie Lang, who is considered one of the most capable guitar players in America. The Okeh records made by these two artists during the next few years will not be duplicated by any similar combination of players.

The Okeh Phonograph Corp. is already making plans for an intensive publicity campaign featuring Boyd Senter's records, and the fact that Mr. Senter was one of the outstanding artists in the recent presentation of "Opera vs. Jazz" at the Paramount Theatre in New York will be featured in the exploitation of the records.

The M. O'Neil Co., Akron, O., plans the erection of a new modern department store of six floors and basement, with a patrons' garage. It is expected that building operations will be started in the Spring. Plans call for the expansion of the talking machine and piano departments.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

**The Standard Case for Talking
Machines and Radio Sets**

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

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

DECA-DISC

An Automatic Phonograph

The only one in the world that plays ten 10 or 12 inch records continuously or a predetermined number of records and stops



After playing the ten records it restores them to the original position and repeats the process until the current is turned off.

In spite of this mechanical action that is almost human, it is fool-proof, simple and compact and will fit in any ordinary sized cabinet.

It is the only practical automatic and continuous phonograph built for home use.

The Deca-Disc will revolutionize the phonograph industry. It will do what the self-starter has done to the automobile and at the same time will increase record sales.

Remember, Mr. Dealer, your customers are no more willing to wind the phonograph every three minutes and change the record than they were to crank their automobile each time they started it.

DEALERS AND JOBBERS

A number of districts have been awarded. Write to-day for full particulars and territory assignment

DECA-DISC PHONOGRAPH CO.

WAYNESBORO

PENNSYLVANIA

"B" Eliminator TESTING Problem Solved by



THE enormous popularity of the "B" Eliminator has presented new problems of servicing to the dealer. Heretofore instruments offered for testing "B" Eliminators have been confined to the professional's kit.

It is estimated that much of the dealer's after-sales servicing on "B" Eliminators comes from customers who have tried to read "B" Eliminator voltage with their "B" battery voltmeter.

For the simple voltmeter used for testing "B" batteries cannot be used for testing increased power delivered by the "B" Eliminator.

To meet this latest problem, Sterling has introduced the new High Resistance voltmeter designed to test "B" Eliminators as well as "B" batteries and other D. C. circuits. This new voltmeter is an essential part of your business; it enables you to show your customers the exact voltage of any "B" Eliminator under all conditions. It is also a splendid selling line, for the majority of your "B" Eliminator customers will want to possess one of these universally useful voltmeters for testing their "B" Eliminators at home.

On your ability to answer these questions may rest the success or failure of a "B" Eliminator sale

Will the "B" Eliminator actually deliver the total voltage needed for your customer's set?

Is this voltage properly adjusted so that detector, intermediate and power tubes are getting just the right amount which they should have?

Have your customers made the mistake of trying to test a "B" Eliminator with a voltmeter which was intended for testing batteries only?

Are your customers using too much voltage, thus overloading and shortening the life of their tubes?

Only a high resistance voltmeter will enable you to answer all these vital questions; and never before has such a meter as this new Sterling R-415 been available to the public and the trade.

Unless you have the professional R-410 "B" power tester you can not afford to be without this meter for store Eliminator demonstration and service calls.

Sterling

R-415 VOLTMETER

A laboratory meter at this remarkably low list price of

\$8.50

THE STERLING MFG. CO.

2831 Prospect Ave. Cleveland, O.

Music to Minimize the Shock of an Operation

Specially Designed Device With Earphones, Invented by Maximilian Weil, Head of the Audak Co., Successfully Used in Hospital

Due to an especially designed device with earphones, an invention of Maximilian Weil, well-known acoustical scientist and head of the Audak Co., music has been successfully employed at St. Mark's Hospital, New York, during the past month to minimize the "psychic shock" experienced by adults while undergoing operations performed under spinal anaesthesia.

Henry E. Meeker, president of St. Mark's Hospital, in an interview with reporters, said: "The value of the musical operation was first proved in distracting the attention of children having their tonsils and adenoids removed. Later it was tried out on adults who were forced to undergo operations without the aid of ether because of weak heart or lungs. Music was found extremely effective in diverting their thoughts from the operation.

Using the equipment of Maximilian Weil a "musical operation" was recently performed by Dr. J. S. Bresnahan and an assistant. In this operation an earphone device was used, the phonograph sounds being transmitted to the patient. The records were played in a room one hundred feet distant and were inaudible to the operating surgeon.

Mr. Weil's device is on the same basis with slight improvements that were found so successful in the Audak record demonstrators which prior to electric recordings were popular everywhere. There is a headpiece in which a system of electro-magnets is arranged similar to a radio receiving set. From this a transmitting wire is extended down the corridor to the room where the phonograph is being played. Thus none others but the patient hear the music nor is there any danger of dust from the record in the operating chamber.

Music has long been known to have curative value, the National Association for Music in Hospitals having given ten thousand musical programs in hospitals during the past year.

Fifth Salon de la Musique in Paris From May 14 to 29

The fifth annual Salon de la Musique will take place from May 14 to 29, at the Paris Fair, which will be held at the Parc des Foires et Expositions, Paris, France. This event is each year growing in importance and is attracting manufacturers and dealers from all countries. Because of the international character of the Paris Fair, it is expected that exhibitors from many countries will participate. At the 1927 exposition there will be a number of closed booths, so that exhibitors will have better acoustical conditions under which they can demonstrate their products.

The space to be occupied by the Salon de la Musique will be greater this year than at any other time, to meet the requirements of the increasing number of exhibitors, contracts received making certain the larger space.

Perryman Electric Co. Reduces Prices of Tubes

A reduction in the list price of certain types of Perryman tubes has been announced by the Perryman Electric Co., Inc., New York. RH 201-A formerly listed at \$2 is now \$1.75, and PR 213 formerly \$6 is now \$5. H. B. Foster, general sales manager of the Perryman organization, stated that his company is enjoying a successful season and the demand for Perryman tubes has been most gratifying. Plans are now under way which provide for increased manufacturing and production efficiency, according to Mr. Foster.

American Bosch Announces Two New Cruiser Models

Imperial Cruiser, a Cabinet Type Receiver, and the Royal Cruiser, a Table Model, Are New Additions to Bosch Line

The Imperial Cruiser, a cabinet type receiver of unusual design, and the Royal Cruiser, a table model, are recent additions to the radio



Imperial Cruiser Cabinet Receiver

products of the American Bosch Magneto Corp., Springfield, Mass. They are illustrated herewith. The colonial style of the Imperial Cruiser was designed to express the beauty which exists in simplicity of design. When closed, this new Bosch receiver appears as an artistic cabinet. Two full-length doors open



Royal Cruiser Table Model

to disclose the simplified radio control at chair-arm height, thus assuring comfortable operation. A removable panel gives access to all batteries and power units. The Imperial Cruiser, which is a five-tube receiver with unified control, is sold complete with the Library Ambotone reproducer.

The Royal Cruiser has the well-known Bosch Cruiser chassis, with five tubes and unified control, in a cabinet of selected walnut, and is artistically high-lighted. It provides single-dial simplicity of operation.

Eckharmonic Folder Issued

An attractive new folder has been issued on the Eckharmonic radio by the Eckhardt Corp., Philadelphia, Pa. This folder, which is designed to convey quality atmosphere, is a particularly attractive piece of literature and sets forth in interesting detail the many distinctive points of the Eckharmonic radio. On one page of the folder is a statement regarding the quality of the Eckharmonic signed by Walter L. Eckhardt, president of the company.

The Oro-Tone Co. is the largest exclusive manufacturer of tone arms and reproducers in the world.

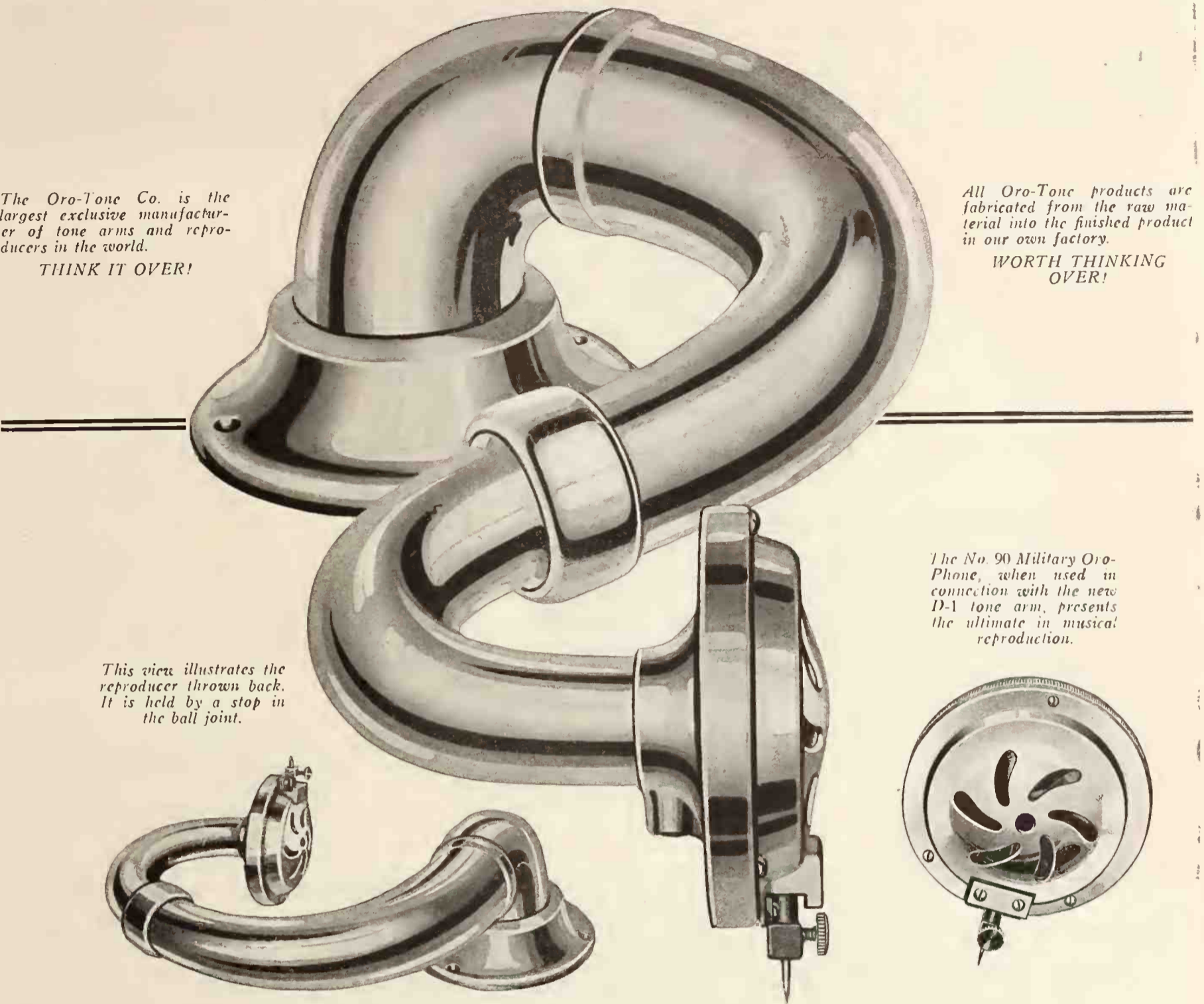
THINK IT OVER!

All Oro-Tone products are fabricated from the raw material into the finished product in our own factory.

WORTH THINKING OVER!

This view illustrates the reproducer thrown back. It is held by a stop in the ball joint.

The No. 90 Military Oro-Phone, when used in connection with the new D-1 tone arm, presents the ultimate in musical reproduction.



Newest ORO-TONE Achievement— the D-1 Full-Curved Type Tone Arm!

New and graceful in design—capable and true in transmitting reproduced music!

This newest ORO-TONE product is a superior replacement tone arm. It possesses features that not only assure rich, full-toned music, but also guarantee easy selling and rapid profit-bringing turnover.

It is of large size, with walls of heavy brass uniformly thick. This construction, plus the airtight assembly throughout, absolutely prevents loss of sound and tone values! A double row of ball-bearings in the base prevents tipping or binding, and assures permanency of operation. Can be supplied in 10½ inch length only.

Using the D-1 tone arm in combination with the No. 90 Military Oro-Phone reproducer, enables you to guarantee the ultimate in reproduced music to your trade. Every note—as loudly or as softly as you wish—can be reproduced with utmost fidelity. Thousands of old-style phonographs in your city need this combination to successfully reproduce the new electrically recorded records.

Take advantage of this great sales opportunity! Demonstrate this fine new tone arm—it is a quick profit-maker. Stock it now! Details mailed immediately upon request.

MANUFACTURERS and JOBBERS: Write for Samples and Prices.

THE ORO-TONE COMPANY
1010 George Street Chicago, Illinois, U. S. A.

ORO-TONE for a better tone

KELLOGG Radio



Kellogg Model 508—6-tube inductively tuned receiver—in a beautiful walnut console, with in-built Kellogg Reproducer—represents an outstanding value at its list price of \$345.

1927

The 1927 radio year is beginning NOW—not next June.

Right now is the time to get posted on the opportunities that Kellogg offers to the dealer who is not content with the past—however good it may have been—but who is looking to the future for bigger business and greater net profits.

**Kellogg Switchboard
and Supply Co.**

Tie-ups With Nation-wide Broadcasts Aid Kansas City Music and Radio Trade

Dealers Take Advantage of Opportunity to Demonstrate Combination Instruments—Also Aids Record Sales—Business for the Past Month Has Been Normal

KANSAS CITY, Mo., February 8.—Talking machine demand in Kansas City during the past month has been normal but not active, the quietness being especially noticeable because it followed the heavy Christmas business of the last half of December. However, considerable newspaper advertising has been undertaken by local phonograph dealers, and with the unprecedented offerings which the retailers are able to make in the new machines it is certain that they will get the business which is to be gotten. Radio tie-ups with the nationally broadcast classical and grand opera programs have given the dealers a fine opportunity to demonstrate combination machines at public gatherings, with the added opportunity to promote interest in the recordings of high-class music played on the radio programs.

The sale of records has been the focal point of activity in the phonograph lines since Christmas, this being the natural reaction to the large number of talking machines placed in homes as Christmas gifts.

The Columbia wholesale office has finished a very satisfactory month, following a more than satisfactory thirty days' period in December. W. B. Ockenden, manager here, reports that conditions throughout his territory augur well for 1927, which he believes will be a fine year. Mr. Ockenden says that the dealers in his territory, where the national advertising of the Columbia is not placed in the local papers, have been doing much newspaper advertising of their own, and find that the response of the public to this publicity has been fine.

The Edison distributing company here, under

the managership of W. R. MacDonald, had a fine Christmas business, with deliveries coming through in good shape, and Mr. MacDonald looks upon 1927 as a very promising year for the Edison company in this territory.

J. C. Clinkenbeard, head of the phonograph department of North Mehornay's, says that conditions with the retail trade are normal for this period of the year. Mr. Clinkenbeard looks upon the new improved machines as a great opportunity for the dealers to bring the talking machine business out of the slump which it slipped into with the advent of the radio.

The Brunswick-Balke-Collender Co. branch in Kansas City found January a quiet month in some respects, with, however, the brightest prospects for the ensuing months which have been indicated for some time. Although they are able to make deliveries in all lines from the branch here, it is the higher-priced Panatropes that have been the hardest to keep in stock. This is a situation which the Brunswick house here has noticed during the entire Fall and Winter so far, and is a very encouraging sign. The unit of sale during the Christmas business showed a predominance of the larger rather than the smaller unit. W. C. Hutchings, of Chicago, assistant general sales manager for the phonograph division of the Brunswick-Balke-Collender Co., was in Kansas City to visit the local branch on February 1.

H. H. Dixon, manager of the record department of the Brunswick here, says that the record business during January has been exceptional, the increased demand following the sale of many machines at Christmas. Mr. Dixon

finds that there is a race on between the melodious record and the blue type, with a slight edge to the melodious tune.

The Knabe Studios report the sale of Orthophonics keeping up well during January, with, however, a noticeable let-up beginning with the first of the year. Record sales have been fine with this store.

New Saxophonic Line Is Meeting With Approval

PITTSBURGH, PA., February 7.—The Player-Tone Talking Machine Co., of this city, reports the closing of an excellent year, with every prospect of increasing its business substantially in 1927. The new Saxophonic line is meeting with the hearty approval of the trade and the twelve different models comprising the line offer an opportunity to develop an active demand for consoles, uprights and consolettes. At the Chicago and New York Furniture Markets, M. S. Levenson, secretary of the company, interviewed representative dealers from all parts of the country and received substantial orders calling for immediate delivery. The model 175 Consolette Grand and the model 200 Sonnet received particular attention.

One of the features of the new Saxophonic line is the sound reproduction equipment, which includes the popular Ultraphonic reproducer and the well-known Silent motor. This equipment is being featured by the company in its sales campaign, for the Player-Tone executives realize after many years' experience in the phonograph industry that the reproducer, tone arm and motor must represent actual value to the trade and public. The Saxophonic line of new type phonographs is being merchandised profitably by dealers everywhere and the Player-Tone Talking Machine Co. is leaving nothing undone to co-operate.

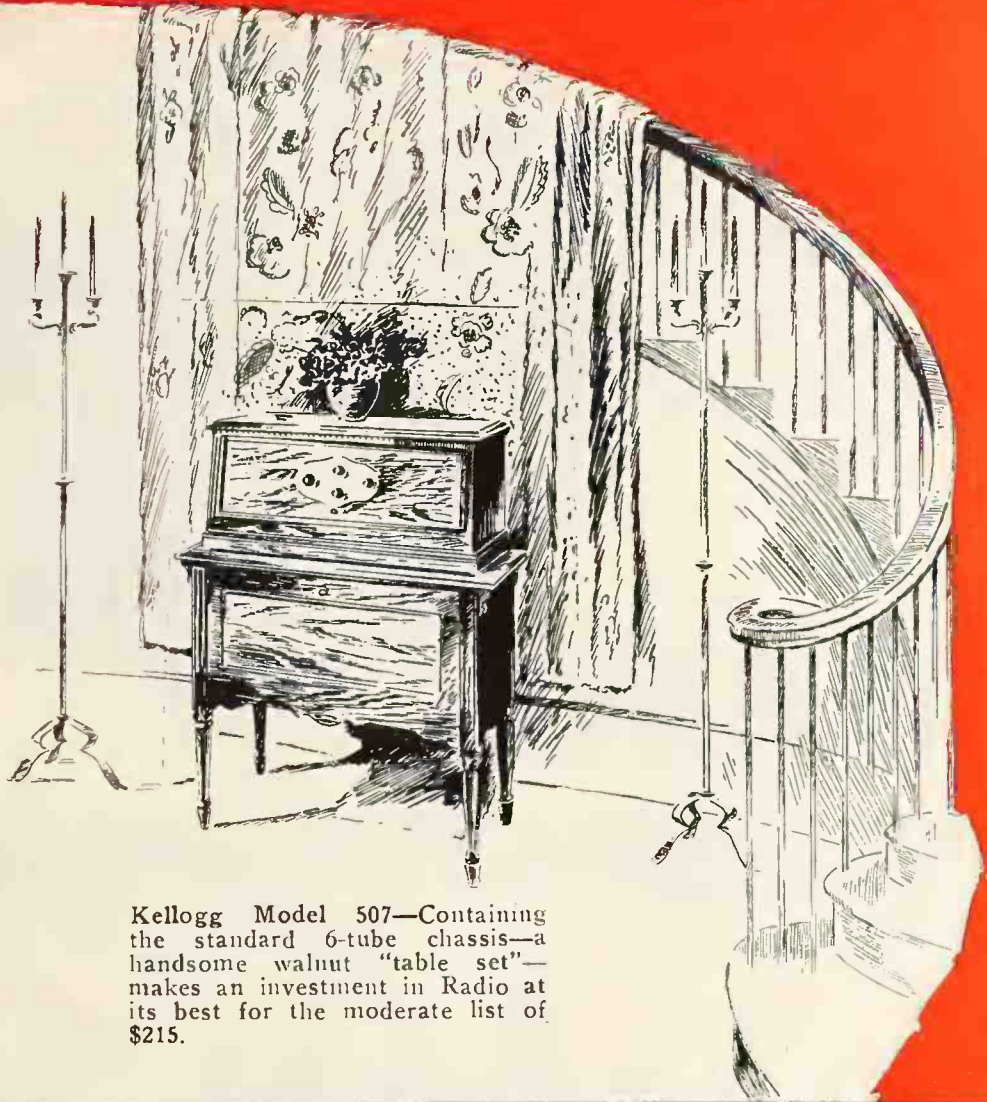
KELLOGG Radio

To such dealers, Kellogg's 1927 merchandising plans will be full of interest. We believe we can open your eyes to new possibilities of volume and profit and we shall be glad to receive your invitation to discuss the matter with you.

A line from you will enable us to present this all-important subject for your consideration without entailing any obligation on your part.

Dept. 21-B

1066 West Adams St.
CHICAGO



Kellogg Model 507—Containing the standard 6-tube chassis—a handsome walnut "table set"—makes an investment in Radio at its best for the moderate list of \$215.

New Brunswick Pittsburgh Branch Manager Anticipates Record-breaking Sales Total

G. M. Jensen, New Head of Brunswick Branch, Receives Warm Welcome From Trade—Chauncey R. Parsons Resigns as Talking Machine Department Manager of Rosenbaum Co.

PITTSBURGH, PA., February 8.—The outlook for business in the talking machine trade in the Steel City and vicinity is considered as exceptionally good by the leading distributors and retailers in the industry.

G. M. Jensen Is Optimistic

One of the optimists in the trade here is G. M. Jensen, manager of the Pittsburgh offices of the Brunswick Co. Mr. Jensen is a recent newcomer to Pittsburgh, but is much pleased with what he has found in the Steel City. He said: "I am gratified beyond expression at the warm welcome that was accorded me by the Brunswick dealers and I hope to repay their courtesy, if possible, by giving them the service that characterizes the Brunswick organization. In my visits to local dealers I have found a splendid morale prevailing and it appears to me as though we were in for a very good season this Spring. With our dealer helps and special service that is given to Brunswick dealers I feel as though new records in sales will be made here. I appreciate more than ever that the conditions that now prevail will make it most essential for salesmen to be well equipped when they go out to deal with prospects. In other words, knowledge on the part of a Brunswick salesman of the Brunswick line will be of vast benefit in dealing with prospective patrons. Then, too, it will enable the salesman to put over, if that term can be applied, to the buyer the idea of a high-grade instrument. With the elaborate styles and various types that the Brunswick have to offer, it will be a comparatively easy matter for the salesman to aid the buyer to come to a decision to buy for permanence as

well as beauty and ornamentation. As I have intimated, the situation in the music world here augurs well for the Brunswick line and we believe that the dealers will have a generous share of the business that Spring is bound to bring."

Orthophonic Used in Concert

George S. Hards, the well-known Victor dealer of Dormont, a suburb of Pittsburgh, had charge of a musicale and concert held in the Dormont Bank recently when an Orthophonic Victrola was utilized. Several hundred persons were present and enjoyed the music.

C. R. Parsons Resigns as Manager

Chauncey R. Parsons, for the past seven and a half years manager of the talking machine department of the Rosenbaum Co., on February 1 terminated his connection with the company and is now located in New York. Mr. Parsons, who is widely known as a tenor soloist, is planning to study in New York for the further cultivation of his voice and plans later to leave for Europe to study there for an operatic career. During his residence in Pittsburgh, Mr. Parsons made many friends in the trade and he was the honor guest at a number of dinners in his honor prior to leaving Pittsburgh. The sales staff of the Rosenbaum Co., phonograph department, presented him with a gold knife and chain to accompany the gold watch that was presented by some admiring friends. On the evening of January 31 Mr. Parsons gave a farewell concert over KIKK radio station, where he had sung for several years at regular intervals. Thomas A. Coyne, assistant to Mr. Parsons, succeeds him in the managership of the talking machine department at the Rosenbaum

Co. Mr. Coyne has been in the talking machine field for about five years and is well known. The firm handles the Victor, Brunswick and Sonora lines and has a very extensive series of demonstration rooms on the mezzanine floor of the building.

Interesting News Brieflets

George Schroeder, president of the Schroeder Piano Co., one of the leading music houses in western Pennsylvania, with branches at Butler and Charleroi, is now en route to the Pacific Coast for a three months' trip and will make a visit to Hawaii before his return.

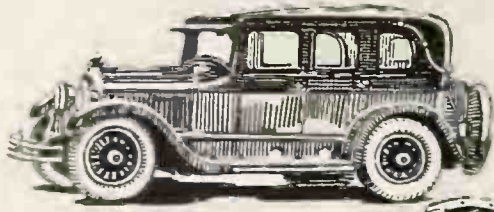
The S. Hamilton Co., which operates phonograph departments in five stores, has announced the installation of a complete line of Viva-tonal Columbias and the New Process Columbia records.

Atwater Kent radio dealers report sales of radio sets exceptionally good. The Sunday evening Atwater Kent radio hour is eagerly awaited by radio enthusiasts in this city and vicinity and scores of Atwater Kent sets are sold, it was stated, the week following the recitals "on the air."

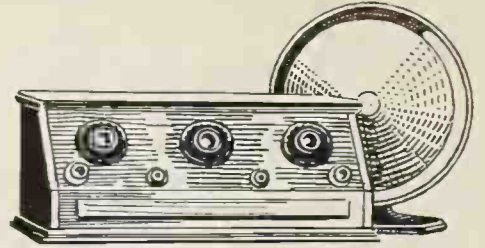
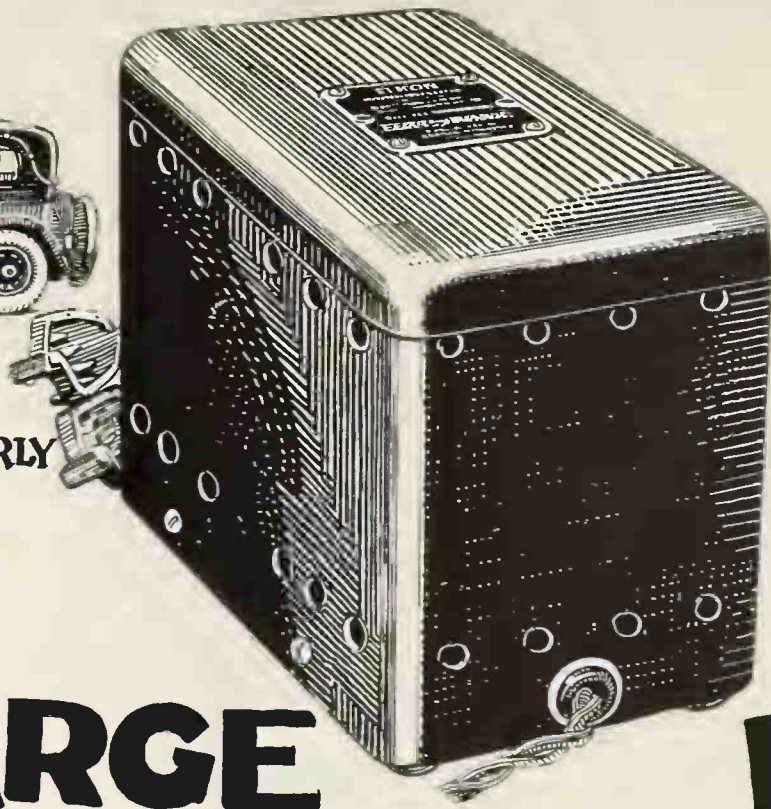
The Ideal Phono Parts Co., of Pittsburgh, according to the president, Paul Susselman, is looking forward to a very brisk Spring business. The firm is distributor for the Pathephonic phonograph and the Carryola line.

"As far as I can see, the outlook for our business is very good," said I. M. Goldsmith, president of the Player Tone Talking Machine Co., whose Saxophonic models have found a marked welcome in the retail trade throughout the country.

Walter Damrosch, who recently retired as director of the New York Symphony Orchestra, spent several days in Pittsburgh the end of January, conducting his musicians in three concerts here. Mr. Damrosch, in an interview with a local newspaperman, paid a high tribute to the radio as a means of spreading good music.



KEEP YOUR CAR
BATTERIES PROPERLY
CHARGED



KEEP YOUR
"A" BATTERIES
PROPERLY CHARGED

CHARGE BOTH
DIRECT FROM ELECTRIC LIGHT SOCKET

WITH THE

REG. U.S. PAT. OFF.

ELKON

3 AMPERE CHARGER

Even if the Elkon Three Ampere charger were not equipped with the Elkon Rectifier its simplicity, effectiveness, and general economy of operation would still make it a pronounced success.

BUT, equipped with the ELKON BONE DRY rectifier, it occupies an exclusive and unique position, far in advance of any similar device.

It operates at *considerably less cost* than other types of chargers and without attention.

It is bone dry, operating without acids, alkalis, tubes, moving parts or water.

It is rugged, strongly built, can be taken or used anywhere, so that it is ideal for charging both "A" batteries and car batteries.

SIMPLY CONNECT IT TO LIGHT SOCKET, TURN IT ON, LEAVE IT ON. It will not over-charge, because it has the inherent Elkon tapering characteristic, by which the charge decreases as the battery becomes replenished.

It causes no interference, it makes NO NOISE, it has nothing to burn out, break, spill, or spoil. Short circuiting cannot harm it.

As the size of radio sets is increasing, as well as the number of hours of daily use of the set, this charger is becoming more and more popular, and you will find that your customers not only know it but want it.

An almost indefinite life of service, at low operating and upkeep expense.

List Price, \$17.50. Pacific Coast price slightly higher.

ELKON WORKS
Subsidiary of P. R. Mallory & Co. Inc.

Weehawken, N. J.

Inc.

Manufacturers of Elkon Trickle Charger, Elkon 3 Ampere Charger, Elkon "A" Power.

NOW

you can do away with your 6 volt storage "A" BATTERIES



ONCE AND FOR ALL

REG. U.S. PAT. OFF. "A" ELKON POWER

More than a year ago Elkon announced to a doubting trade, and a doubting public, the first Trickle Charger that operated WITHOUT LIQUIDS OF ANY KIND, WITHOUT TUBES, MOVING PARTS, NOISE OR INTERFERENCE.

Today there is no doubt anywhere. Thousands of Elkon Trickle Chargers, from coast to coast have proved,—are proving,—that the exclusive Elkon principle of BONE DRY rectification is among radio's revolutionary developments.

In the ELKON "A" POWER, the Elkon rectification principle is accomplishing in the field of storage "A" battery elimination what the Trickle Charger has done in its field. It provides at last perfect "A" elimination in every sense of the word.

FLAWLESS RECEPTION equal to the finest high capacity storage battery at its infrequent best, now, tomorrow next year, for an hour or twenty-four hours, for any set of more than two tubes suitable for use in homes. All this is assured by the Elkon "A" Power and *more*.

For with an Elkon "A" Power installed in place of "A" batteries you are not changing one nuisance for another. There are NO DANGEROUS OR CORROSIVE ACIDS OR ALKALIS with the Elkon, NO DISTILLED WATER to replace, NO TUBES, NO MOVING PARTS, NOTHING TO ADJUST OR NEED ATTENTION.

Remember that the Elkon principle of rectification is a demonstrated, time-tested success. That nothing has ever been put out under the Elkon name we are ashamed to own as ours.

The public knows Elkon, national advertising and its own inherent merit are making it even better known.

If you are interested in a line that is worthy to offer your customers, proven in principle and operation, and profitable to handle you are interested in ELKON.

Elkon "A" Power, List Price, \$60.00



ELKON WORKS

Subsidiary of P. R. Mallory & Co., Inc.
Weehawken, N. J. Inc.

Manufacturers of Elkon Trickle Charger, Elkon Three Ampere Charger, Elkon "A" Power.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

New England Music Trade Association Votes to Join National Organization

Plans to Hold a Ladies' Night at New Hotel Statler Are Made at Meeting of Association—
Alan Steinert Succeeds H. Shoemaker at Eastern Talking Machine Co.—Other News

BOSTON, MASS., February 8.—The annual meeting of the New England Music Trade Association was held at Mrs. Shipman's restaurant in Carver street, Boston, the latter part of January, with President R. G. Knuepfer presiding, and representing the talking machine division of the organization, Harry L. Spencer was on hand to take part in the proceedings. It was voted to have a Ladies' Night at the new Hotel Statler as soon after the opening of the hotel as practicable, this in spite of the fact that some wanted the party a stag affair. The place New England holds in the business of the country was made the subject of some discussion but the consensus of opinion finally was that "there's nothing the matter with New England." It was voted to have the New England Association join the national body. Because of his splendid administration, Mr. Knuepfer was urged to remain in office another term, and the old officers were accordingly re-elected as follows: President R. G. Knuepfer; First Vice-president, Shepard Pond; Second Vice-president, Frank Beal; Secretary and Treasurer, William F. Merrill; Executive Board, Edward S. Payson, chairman, Bradford C. Edmands, Jerome Murphy, Walter Gillis and Frank Beal.

Brunswick Co. in New Home

Harry L. Spencer, New England manager of the talking machine department of the Brunswick Co., has finally moved to the new location at 314-316 Stuart street, Back Bay, where the entire business of the company, talking machines as well as billiard tables and equipment, is now located under the one roof. Harry and his staff are located on the second floor where the offices and the display rooms are. On the third floor will be the record and machine storage facilities and accommodations for the technicians of the concern. The fourth floor will be devoted to shops, repair rooms and other purposes. The ground floor is given over exclusively to the billiard business of the house. The month of January showed a most en-

couraging increase in business for the Brunswick and the out-of-town demand for goods, especially the newest models, has been about all that Manager Spencer's men could take care of. Some new agency connections for handling the Brunswick include G. E. Bates, of Calais, Me.; J. F. McHenry, of Machias, Me.; J. H. Gammon, of Port Kent, Me., and H. C. Buxton, of Fort Fairfield, Me.

Alexander Steinert in Europe

Alexander Steinert, head of M. Steinert & Sons, sailed for Europe Saturday, January 29, accompanied by Mrs. Steinert. They will visit the Riviera and Paris, in which latter city they will meet Mr. Steinert's younger son, Alexander Lang Steinert, the young composer, who is now a resident of the French capital where he is also studying. Mr. and Mrs. Steinert will be away three months.

E. A. Cressey Visits Gotham

E. A. Cressey, of the C. C. Harvey Co., has been over in New York enjoying himself, accompanied by Mrs. Cressey, both of whom thoroughly enjoyed their visit. George Horan, of the radio department of the Harvey house, is back after a short illness and Wallace W. Flagg, of the same concern, is back at his desk after a siege of illness.

H. Shoemaker in New Post

On January 22 Herbert Shoemaker resigned from the Eastern Talking Machine Co. where he had been in charge for a number of years and on the following Monday associated himself with the radio division of the American Bosch Magneto Corp. He will make his headquarters in Chicago and his jurisdiction will be what is known as the Chicago-Detroit territories.

Alan Steinert With Eastern Co.

On Monday, January 24, Alan Steinert officially assumed the duties of Mr. Shoemaker at the Eastern quarters in Essex street. Mr. Steinert is a son of Rudolph Steinert of the New Haven Steinert store. He is a graduate of Yale, class of '23, and following his graduation from

college he went abroad for a year. Returning, he went to Lcominster, where he made a close study of the piano business of the Jewett Piano Co. He then came to Boston and has since been associated with the Boylston street store of M. Steinert & Sons. For nearly two weeks before Mr. Shoemaker relinquished his connection with the Eastern Co. Alan Steinert was at the wholesale quarters making a first-hand study of the business under Mr. Shoemaker's careful guidance.

Receives Sonora Minuet Model

The J. H. Burke Co., at 219 Columbus avenue, which handles the Sonora line for this territory, has just got in a new model of Sonora, known as the Minuet, which is the latest type with a long horn. Joe Burke says January was a pretty good month. Both Joe and his brother, Tom, were over in New York a week or more ago in conference with the Sonora's executive family. E. D. Coots, division sales manager of the Sonora, was here for about ten days. Good reports come from the territory in Connecticut now operated by Robert Stewart, who makes his headquarters at Hartford and who was added to the New England Sonora's personnel the beginning of the year.

Phonograph Society for Providence

A group of local talking machine men went over to Providence, R. I., yesterday to help organize a phonograph society similar to that existing in Boston, and which is known as the Boston Gramophone Society. The meeting was held at one of the studios in that city and there was an attendance of nearly forty interested persons. Among those who went to Providence were William S. Parks, of the Columbia Co.; Harry L. Spencer, of the Brunswick Co.; James A. Frye, of the Victor Co.; and some of the local officers of the Phonograph Monthly Review.

Reports Brisk Record Demand

The January business in the Columbia line, as reported by New England Manager Parks, was especially good in records, but rather slow in instruments. Manager Parks is to have a conference, shortly, with an executive interested in the furtherance of the Beethoven centennial observance in March, to see what co-operation may be had on this end with the talking machine jobbers and dealers, who ought to give their heartiest support to the idea.

Another Victor Year



The year promises to set a new high mark in Victor production and distribution and the dealer who handles the Orthophonic Victrola and the Victor Orthophonic records enjoys an opportunity limited only by his efforts. Proper service is the first requisite toward capitalizing this great opportunity and this means the Ditson sort of service with its facilities and the long experience back of it.



Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



In the Circle of Opportunity for You— the Splendid New Euphonic Reproducers

THE love for music in the home is being gratified more and more every day. Fine entertainment is now within the reach of all. New standards in reproduction are being made—new heights in reproducer cabinet beauty are being attained.

The new Euphonic Reproducers are earning high favor among those who buy the finest in musical reproduction creations. The splendid Euphonic performance, achieved by the Euphonic tone chamber and matched reproducer units, is remarkable. Absolute tone fidelity is given to every note recorded from either the human voice or musical instruments.

In beauty of finish and design the Euphonic cannot be surpassed. Its beautiful cabinet work and lustrous blended two-tone, hand-rubbed finishes are in harmony with the most select home surroundings.

Investigation of the complete Euphonic line will convince you of its wonderful profit-making attributes. A letter from you will enable us to explain our generous co-operative selling plan to you. Make your 1927 association with us NOW—it will mean great success for you during the coming year.

Model 17

Spanish style console cabinet finished in blended two-tone, hand-rubbed walnut or mahogany. Specially selected veneer and specially constructed top, Euphonic reproduction. Special patent applied for Euphonic tone chamber. Record cabinet capacity, 96 records. Equipped with heavy duty, double-spring motor with 12-inch velvet turntable, automatic stop.

Height - - - - - 40 inches
Width - - - - - 31½ inches
Depth - - - - - 22¼ inches
LIST PRICE - - - - - \$175.00

MODEL 18—Same as above, but with full gold-plate finish. List price - - - - - \$185.00

Model 9

Spanish style console type instrument, finished in blended two-tone, hand-rubbed walnut or mahogany. Euphonic reproduction. Record cabinet capacity 24 records. Operated by two-spring motor with 12-inch turntable.

Height - - - - - 37½ inches
Width - - - - - 20½ inches
Depth - - - - - 21 inches
LIST PRICE - - - - - \$95.00

Model 14

Spanish style console type cabinet finished in blended two-tone, hand-rubbed walnut or mahogany. Distinctive maple overlays and floral decorations. Euphonic reproduction. Record cabinet capacity, 48 records. Operated by strong double-spring motor. 12-inch velvet turntable and automatic stop.

Height - - - - - 35 inches
Width - - - - - 28½ inches
Depth - - - - - 21 inches
LIST PRICE - - - - - \$135.00

PRICES SLIGHTLY HIGHER IN WEST AND SOUTH

WASMUTH-GOODRICH COMPANY
PERU, INDIANA

Kellogg Chicago Representatives Meet to Plan Building Up of Sales Volume

Kellogg Switchboard & Supply Co. Host to Representatives in Chicago and Vicinity at Banquet—
Officials of Manufacturing Company Tell of Plans for Coming Year

CHICAGO, ILL., February 4.—Some sixty-odd of the leading radio dealers of this city were the guests of the Kellogg Switchboard & Supply Co., manufacturer of the Kellogg radio receivers, at a banquet held at the

interesting address, saying, in part, that future refinements of radio will come in supplementary equipment and in the conditions of the air, rather than in the design of the set. In non-technical language Mr. Eaton made the con-

plans of the Kellogg Co., illustrating the possibilities of high-class merchandising of Kellogg products by citing the experiences of Sherman, Clay & Co., of San Francisco; Grinnell Bros., of Detroit, and Landay Bros., New York, who have achieved success with the Kellogg line. The advertising campaign which will be carried on in Chicago will be based on the campaigns that have proved so successful in other large cities.

Mr. Abbott made the final address of the evening, summing up the present-day radio situation, touching on the transition from a



Radio Dealers of Chicago and Vicinity Who Were Guests of Kellogg Switchboard & Supply Co. at Banquet

La Salle Hotel on Wednesday, January 26. The dealers present were Kellogg representatives and were gathered to discuss ways and means of building up volume of sales.

H. C. Abbott presided at the dinner and welcomed the dealers on behalf of the Kellogg organization. He introduced George Eaton, chief engineer of the company, who gave an

instruction and merit of the set clear to the dealers and urged a close co-operation between the manufacturers, jobbers and dealers in educating the public to the limitations of the radio-receiving apparatus.

J. F. Matteson, president of the Matteson-Fogarty-Jordan Co., advertising agents, was the next speaker and he outlined the advertising

buying to a selling market, and stated that dealers would have to adopt the most advanced merchandising methods to win out in competition, not with other radio dealers, but with dealers in all types of home equipment. He also announced that the Kellogg organization would deal direct with the dealers in the Chicago territory. Mr. Abbott emphasized the necessity for dealers using care in the selection of the lines which they are to carry. He urged that the dealer who is building for the future carry merchandise that can be sold at a real profit, and will create good will and many future prospects by that best of all advertising, word-of-mouth recommendation.

The Kellogg 1927 line of receivers was displayed about the dining hall and one set was hooked-up and provided entertainment during the dinner. Specimens of Kellogg color advertisements adorned the walls and drew considerable favorable comment.

Jamestown Mantel Co. Enlarges Its Facilities

With enlarged manufacturing facilities and well-organized personnel, the Jamestown Mantel Co., Jamestown, N. Y., has announced that it is prepared to execute orders for any quantity of phonograph and radio cabinets. H. W. Alling, president of the company, states that his organization can furnish any style or design in consoles, uprights or table cabinets for either phonograph or radio, or phonograph-radio combinations. With 150,000 square feet of manufacturing floor space, and shipping facilities unexcelled for prompt delivery, Mr. Alling points out that the company is particularly well equipped to take care of the cabinet needs of the phonograph and radio industry.

Televocal Tube Reduced

A reduction in the list price of Type TC 201-A, Televocal Vacuum tube, from \$2 to \$1.75 has been announced by the Televocal Corp., New York. T. P. Vilaghy, executive head of the Televocal company, states that his organization has been doing a splendid business and the outlook is encouraging for 1927.

New UDELL Cabinet

for
Victrola
No. 1-70



The new portable model No. 1-70 Victrola is selling rapidly, so there's a big demand ready and waiting for this new Udell Cabinet No. 403.

List only \$25

THE open and closed views at left show the beauty and utility of the new Udell cabinet No. 403. It conforms exactly in style and finish (mahogany) with the Victrola No. 1-70. The latter can be slid into the moulding, making this a complete unit for a total list of only \$75, compared with \$90 or more for a similar standard unit. Capacity, 6 record albums.

Write today for further information
and complete catalog

THE UDELL WORKS, Inc.

28th at Barnes Avenue

Indianapolis, Ind.



CLEAR GLASS DEMONSTRATING TUBE

THREE POINTS OF SUPERIORITY

1—The Patented Perryman Bridge 2—The Double Filament 3—The Tension Springs

They know when to change razor blades

No one has to tell your customers when to change razor blades. When they scrape a poor blade across their face and cuss the consequences it is a simple matter to reach for a new blade.

But, how about new radio tubes? Many of your customers are using weak tubes, out-of-date tubes and poorly made tubes. Yet, they struggle along with no one to remind them, except you, that new tubes will make the same difference in their reception that a fresh razor blade makes on their face.

Not so long ago loud reception and distance were sufficient. Today, it is the quality of reception that counts. In this respect the improvements that have been made in tube construction play a vital part and no tubes surpass the standard of efficiency maintained by those that carry the Perryman label.

Speak to each customer about new tubes. He may need them.



Type R.H. 201-A Amplifier-Detector

Perryman Radio Tubes offer you a substantial and permanent profit. All Perryman Tubes are carefully made, rigidly checked and merchandised under common sense methods. Perryman Distributors are prepared to co-operate with all dealers on advertising, displays, newspaper mats and prompt deliveries of tubes. There is a Perryman Radio Tube for every purpose, listing from \$2.00 to \$9.00.



PERRYMAN ELECTRIC CO., Inc.

Executive Offices: 33 West 60th Street, New York City

Laboratories and Plant: North Bergen, N. J.

PERRYMAN RADIO P TUBES

"DISTANCE WITHOUT DISTORTION"

St. Louis Branch of the Columbia Co. Reports 40 Per Cent Increase in Sales

Other Reports Indicate Era of Prosperity Throughout the Territory—Portable Demand Increases
—E. F. Stevens, Jr., Transferred to the Chicago Office of the Brunswick Co.

ST. LOUIS, Mo., February 8.—The brisk demand for talking machines, records and radio apparatus that characterized the holiday trade in the territory served by St. Louis dealers and distributors generally prevailed throughout the month of January, and thus far has shown no signs of relenting. Sales have shown a decided increase over the same month last year, collections have been good, and in general business seems to be in a healthy and sound condition.

40 Per Cent Gain in Columbia Sales

Indicative of the general situation was the statement of A. G. Bolts, assistant manager of the St. Louis office of the Columbia Phonograph Co., which serves the Central West and Lower Mississippi Valley territory:

"Business this month has been excellent. The new Viva-tonal phonographs and records are in consistent demand, and are gaining in prestige. To such an extent has this been true that our January business has shown a 40 per cent increase over the same month last year, or 8 per cent larger than we originally anticipated. Our business has assumed such proportions that it has become imperative that we find new and more spacious quarters.

"An unusual feature of the situation, however, is that collections have been exceptionally good, despite the mining situation in southern Illinois and the conditions in the cotton-growing States of the South. There are no unfavorable signs visible, and if the present trend maintains, our business should wind up the year with a very favorable balance."

Brunswick Business Also Gratifying

Similarly gratifying conditions were reported by Arthur Schoenly, district manager of the

Brunswick Co., who reported an excellent volume of sales during January.

Big Demand for Portables

A phenomenal demand for portable phonographs has been one of the outstanding characteristics of the month, according to Herbert Schiele, president of the Artophone Co. here. "During the past thirty days there has been a tremendous demand for portable phonographs," he said. "This, however, is but one phase of the excellent business situation that has evidenced itself recently. There has been quite a change for the better in the South, particularly in Florida. Business throughout the oil districts of Oklahoma and the Texas Panhandle has shown a revival, while conditions on the Pacific Coast are much better than last year.

"The Okeh record business has changed virtually overnight. The new electrically recorded records are meeting with good demand and during the past thirty days we have handled approximately fifty new accounts.

"In the musical merchandise line, our experience has been that there is a slight decrease in the demand for less expensive instruments, and in the cheaper grades of ukuleles especially, with a consequent decided increase in the demand for banjos and other higher-priced instruments. It is our opinion that the coming Summer will witness a big demand for ukuleles of the better grade."

Report Satisfactory Business

"Business has been very good, and we are anticipating a busy year" was the statement issued by the Koerber-Brenner Co., distributor of the Orthophonic talking machines and records, while Mark Silverstone reported that the

demand for Edison records was equally satisfactory and the outlook for a continuation of good business is excellent.

E. F. Stevens, Jr., Transferred

E. F. Stevens, Jr., who has been associated with the record promotion department of the Brunswick-Balke-Collender Co. in St. Louis, has been transferred to the Chicago office of the company, it was announced. A recent promotion associates him with C. B. McKinnon, in charge of record sales for the Chicago district of the company. He joined the Brunswick organization four years ago, as a phonograph record salesman.

Mr. Stevens, who was also identified with the radio activities of the company here, was well known to members of the trade with whom he had become popular. He was born in New Orleans, but has lived in St. Louis nearly all his life.

Attention Centered on Ass'n Meeting

In the radio trade attention has been centered upon the second annual meeting of the Federated Radio Trades Association, which will be held here February 14 and 15. The association has selected the Coronado Hotel as its headquarters for the meeting and the election of officers. Delegates from virtually every section of the country are expected to attend the convention.

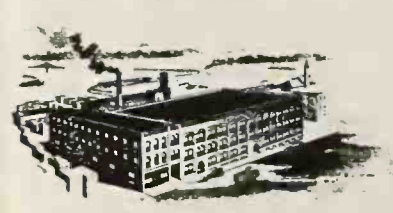
At a recent meeting of the St. Louis branch of the association, Robert Bennett, vice-president, appealed for a 100 per cent membership of persons in the radio industry in the St. Louis trade district, asserting that the industry, at the present time, is on the threshold of an era of great prosperity.

To Distribute Gold Seal Tubes

The Mayer Radio, Inc., has been appointed distributor for the Gold Seal radio tubes.

New Sparton Distributor

The Clymer-McDonald Co. here has been made exclusive St. Louis distributor for the Sparton radio, it was announced.



Branch
Offices in the
following
cities:

NEW YORK

BOSTON

CHICAGO

MINNEAPOLIS

NEW ORLEANS

SAN FRANCISCO

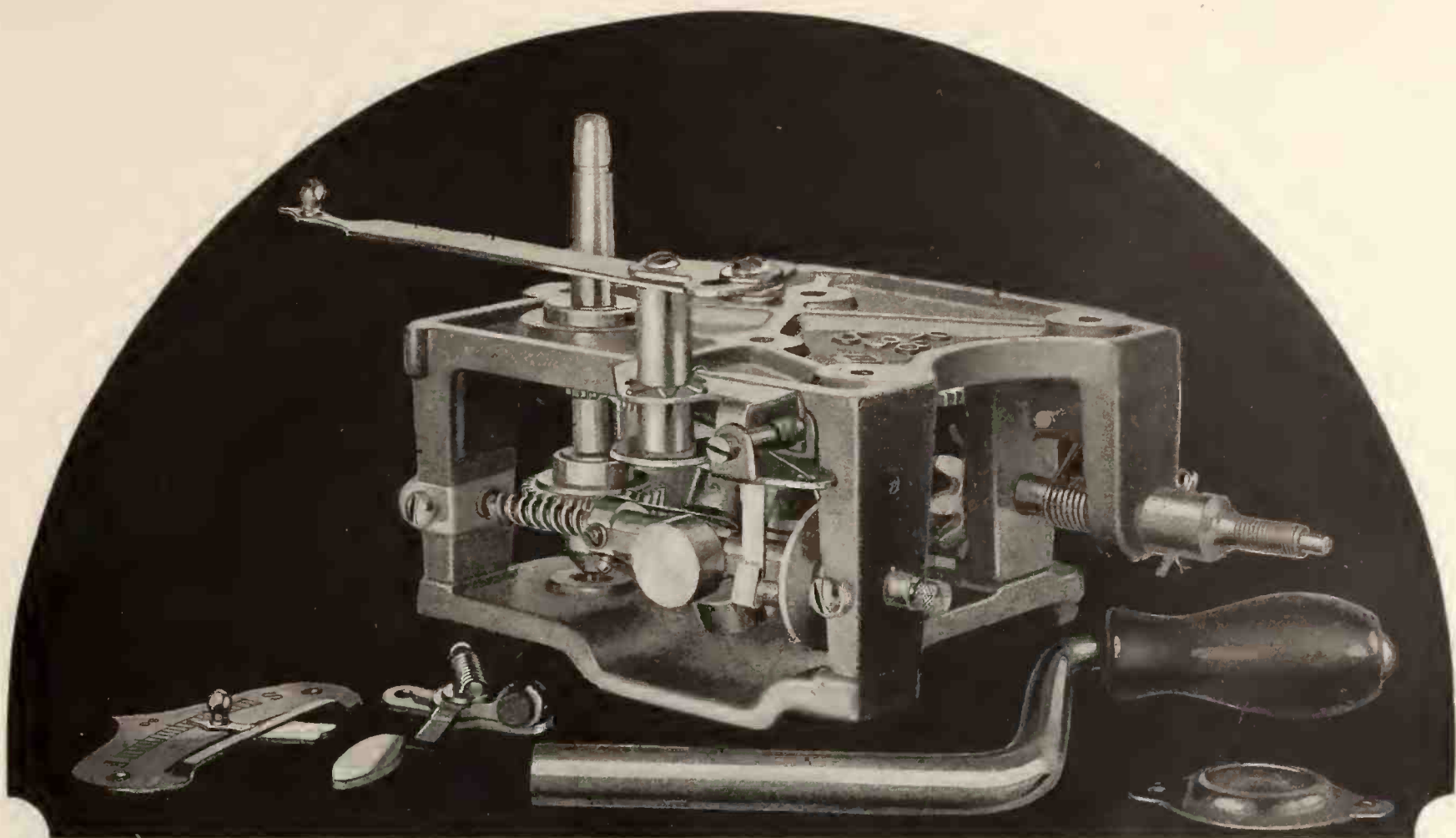
—For 37 Years the
Mark of Quality on
Phonographs and Radio Consoles

MASTERCRAFT products have been the standard of quality since 1890—37 years of producing only that which is worthy of the Mastercraft name.

Today, Mastercraft Phonographs and Radio Consoles are recognized leaders—known as products of skilled craftsmen—demanded by those who insist upon quality.

Two immense factories are required to supply the demand that has steadily grown. Yet in spite of our enormous production, the same high standard is maintained.

The WOLF MANUFACTURING INDUSTRIES - Quincy Ill.



If the Portable You Sell Has a Flyer Motor It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Improvement in Broadcast Programs Aids Radio Sales in the Cleveland Territory

Fine Programs Broadcast Nightly Are Big Factors in Stimulating the Demand for Radio Sets—Atwater Kent Dealers in Co-operative Drive—Music Trades Association Elects Officers

CLEVELAND, O., February 10.—Business here is beginning to pick up. The trade is doing considerable advertising in order to stimulate sales, resulting in fair returns. Radio is proving to be the best seller of any merchandise, possibly because it is more heavily advertised than phonographs and other musical lines. The many fine programs on the air nightly, however, are a big factor, as every radio owner is a booster and in this way a tremendous amount of personal and effective advertising is done.

The combination models in phonographs are also in demand. Records are moving well and are being given considerable publicity.

A-K Dealers in Co-operative Drive

Cleveland and northeastern Ohio Atwater Kent dealers started off the New Year in splendid shape. One of the first things they did was to have another co-operative advertising campaign in the form of a special supplement in the Cleveland News and special ads were run in the out-of-town papers. Practically every dealer in the territory had space and the distributors, the Cleveland Ignition Co. and the Cleveland Talking Machine Co., co-operated as far as possible. The manner in which the section was gotten up was very attractive and newsy. A photo was shown of the banquet of the recent Atwater Kent dealer meeting at the Hotel Statler and many other items were played up that were of general interest. As a result of this publicity, sales have shown a decided increase and the dealers are confidently looking forward to good business for the remainder of the season.

New Victor Model Arrives

The most important event in local Victor circles during the month was the arrival of a shipment of the new models, No. 7-30 combination instruments that list at \$375.00. This new model met with immediate favor from the trade and also from the public, who are becoming more and more interested in combination instruments. The advertising of Victor records, in the street cars of Cleveland, is proving a real sales stimulant and the Cleveland Talking Machine Co., Victor distributor, has received many favorable comments from the trade regarding it. The Victor concert, which took place January 28, came through W. T. A. M., the big Willard station, in a way that pleased every radio fan. Many of the trade tuned in on it and tied up with it in other effective ways. Another downtown dealer has been added to the Victor list: the Bing Co., a very large furniture house which has a music department.

Association Re-elects Officers

The Cleveland Music Trades Association at its annual meeting re-elected all officers for another year. The president is Anthony Maresh; vice-president, Alden Smith and secretary-treasurer, A. L. Stelker. The Association went on record as condemning the publication of suggestive sheet music and rolls. The annual banquet took place on February 9, at the Winton Hotel. Practically the entire music trade of the city attended and officers of the Association were also present.

Bright Outlook for Columbia

The Columbia Co. had a large advertisement of its records in the Cleveland newspapers

which was much appreciated by the local trade, many of whom tied up with it in window displays and local advertising. R. J. Mueller, district manager, took a swing around the territory during the month and found business conditions satisfactory and the outlook for future business exceptionally good.

RCA Price Reduction Aids Sales

The reduction in price of the model 20 of the RCA receiver resulted in a veritable flood of advertising and special window displays all over the city. This set has proved very popular in Cleveland and with the announcement of the reduction in price there was an immediate demand on the part of the public for it. The downtown dealers had quite a large co-operative ad in the papers and those situated further out also had one. The Radio Apparatus Co., distributor for RCA, in this territory, has had a very good business in all models this year.

Meetings for Sales Ladies

The Cleveland Talking Machine Co. has started a series of monthly meetings for salesladies of Victor dealers. The first meeting was held at Baumoels restaurant on Euclid avenue and East Thirty-seventh street, and there was an exceptionally good attendance. The meeting was in charge of Miss S. M. Yates and the guests of the evening were Howard Shartle, president of the company, and P. Averill, sales promotion manager. Mr. Shartle gave a very interesting talk and told the girls how they could increase their record sales by using the right methods. An Orthophonic Victrola was used to demonstrate a number of the latest hits. Monthly meetings will be held from now on.

Petitions in Bankruptcy

Two petitions in bankruptcy against radio dealers were filed in the United States District Court at Cleveland the first of the month. A voluntary petition was filed by Howard E. Muman, doing business as the Portage Radio Shop, of Kenmore, the liabilities were \$2,820.67 and assets \$2,956.34. A Cleveland jobber was a big creditor. An involuntary petition against the Sullivan Electric Service Co., of Akron, by the Square Deal Electric Co. and Hardware & Supply Co. and Jacob Cohen. A receiver has been appointed by the Court.

Radio Exhibits at Food Show

The Cleveland Food Show, held from February 4 to 11, had a number of radio exhibits by local dealers in the appliance section. It is one of the largest shows held in Cleveland and the rules permit the sale of goods during the show. Considerable business was done by the radio exhibitors.

Radio Corp. Announces Tube Price Reduction

UX 201-A and UX 213 have been reduced in price by the Radio Corp. of America. UX 201-A formerly listed at \$2 is now \$1.75 and UX 213, formerly \$6 is now \$5. The first is a general purpose tube and the second is used in the Duo-Rectron, the RCA B battery eliminator, as a full wave rectifier to supply DC power from an A C source.

In advertising these reduced prices to the pub-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

lic, RCA points out that the co-operation of the General Electric and Westinghouse Companies has resulted in constant improvement in manufacturing efficiency and the consequent savings in production costs are being passed on to the consumer year by year. The RCA announcement brings out the fact that four years ago Radiotron UX 201-A, now \$1.75, sold for \$9.

The list price of the Radiola 20 has also been reduced by the Radio Corp. to \$78. This model can be readily equipped to operate from the light socket if desired.

O. R. Westfall Promoted to Sales Managership

MARION, IND., February 7.—O. R. Westfall has been appointed sales manager of the Indiana Manufacturing & Electric Co., of this city, manu-



O. R. Westfall

facturer of Case radio receivers. Mr. Westfall, who has been covering the Midwest territory for this company for several years, has a wide acquaintance among radio jobbers and numbers among his personal friends distributors and dealers throughout the West. He has been identified with sales activities for many years, and he brings to his new work a thorough knowledge of merchandising from both the dealers' and jobbers' viewpoint.

Charles Rubel & Co., Inc., New Federal Distributor

Charles Rubel & Co., Inc., have been designated Federal Ortho-sonic radio distributors in Washington, D. C., covering the surrounding territory. C. J. Jones, assistant sales manager, and R. F. Lovelee, representative in the Eastern territory for the Federal Corp., assisted the new distributor in a program of demonstrations, and were successful in proving the receivers' points before large audiences. A number of dealers have already been appointed by the distributor.

New Victor Account

Woolley-More, music dealers, of 71 East Main street, Meriden, Conn., recently secured the agency for the complete line of Victor Ortho-sonic talking machines and records.

Louis H. Schutter has been elected president of Thomas Music Stores, Inc., Albany, N. Y.

CONSTANTLY INCREASING SALES

are testifying to the superior quality of our

COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

CLAREMONT WASTE MFG. CO., Claremont, N. H.

Priced at \$37⁵⁰
(List)

in a field over-run with \$25 portables



INTENTIONALLY made for the large class of purchasers who want something better than just "the cheapest"—and who will pay the price, willingly, if given the value.

For full description of unusual construction and features, write your jobber—or direct to

Consolidated Talking Machine Co.

Consolidated Building

227-229 West Washington Street, Chicago

Minneapolis: 1424 Washington Ave., South

Detroit: 2949 Gratiot Ave.

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

California

Madera—A new music store has been opened here on East Yosemite avenue by J. C. Thompson, and is carrying a full line of phonographs, small goods, pianos and sheet music.

San Francisco—The Union Music Co. has opened a branch at 140 O'Farrell street, with Ralph Stine as manager.

Hayward—The Thomas F. Diaz Music Co. recently held the formal opening of its new two-story building at 954 B street.

San Jose—L. F. Galliani has succeeded George Eardley as manager of the local branch of Sherman, Clay & Co.

San Francisco—G. A. Schilling has been appointed manager of the radio and phonograph departments of the Emporium.

Vallejo—The Smith Music Co., which has been established here for about fifty-nine years, has closed out its business.

Hanford—The Florey Music Co., which was located at 213 North Irwin street, has moved to new quarters across the street.

Connecticut

New Britain—McCoy's, Inc., of Hartford, has purchased the C. L. Pierce & Co.'s music business here.

Putnam—Wentworth & Holt have purchased the music and radio department in the store of the Byron D. Bugbee Corp. from Howard W. Jones.

Torrington—McCoy's, Inc., recently held the formal opening of their new store in this city.

Meriden—The Gibbs Piano Co. has closed out its business here, the stock being transferred to other branches of the company.

Delaware

Wilmington—The Fredjon Co. has been incorporated to deal in musical instruments, with a capital stock of \$100,000. S. L. Mackey is the principal.

Florida

Daytona Beach—The Burns Piano Co., carrying a full line of musical instruments, has filed an amendment to its charter increasing its capital stock to \$25,000.

Largo—Frank S. Roberts, Jr., and John A. Campbell recently purchased Maurice Jackson's share in the J. R. C. Music Co., and henceforth the establishment will be known as the Roberts-Campbell Music Co.

Georgia

Columbus—The Muscogee Music Co. has filed papers of incorporation with a capital stock of \$15,000: T. J. Hawkins, C. Hawkins and H. G. Mangham are the incorporators.

Brunswick—C. J. Doerflinger has opened a music store in the Peterson building on Gloucester street, this city.

Atlanta—The Edico Piano Co., carrying a full line of musical instruments, has moved to new and larger quarters on Peachtree street.

Illinois

Woodstock—The stock and fixtures of Bohr's Music Shop have been disposed of at public auction and the business has been closed out.

Hillsboro—J. H. Rhodes, local music dealer, has moved his store to his own building on South Main street.

Chicago—J. F. Budick, music dealer, recently gave a formal opening of his new store at 3417-21 South Halsted street. He will retain the store at 3343 South Halsted street as a warehouse.

Chicago—Watts Music Shop, formerly located at 7552 Cottage Grove avenue, has taken larger quarters at 7738 Cottage Grove avenue and has increased its capital stock.

Champaign—The music business of James T. Dickey has been purchased by E. S. West, who conducts another store in Danville, Ill.

Alton—Frank R. Davis, music dealer, is erecting a building at College and Washington avenues, which upon completion will house his music business.

Prophetstown—Walter Sommers will shortly move his stock of musical instruments from the Kiner Bros. building to the H. H. Waite building.

Indiana

Marion—The Marion Piano Co., general music store, formerly located at 307 South Boots street, has moved to new quarters at Fourth and Boots streets.

Kendallville—The Swogger Music Store has moved to new quarters.

Cicero—A new music store, carrying a complete line of musical instruments, has been opened here by J. B. Jall.

Versailles—The Versailles Talking Machine Co. is now conducted by Messrs. Smith and Thompson.

Iowa

Charitan—G. W. Van Dram has been appointed manager of the Music Shop and will enlarge the stock to carry a more complete line of instruments.

Waterloo—The Hartman-Whaylen Music Co. is now located in its new home at 500 Commercial street.

Kansas

Topeka—The J. W. Jenkins Sons' Music Co. has purchased the entire stock and fixtures of the W. F. Roehr Music Co., of 630 Kansas avenue.

Kentucky

Louisville—A new music store, the Louisville Temple of Music, was opened recently at 549 Eastern Parkway.

Hazard—A music department will shortly be opened in the store of the Home Furniture Co.

Maine

Bangor—The branch store of M. Steinert & Sons Co. recently moved from 87 Central avenue to larger quarters at 78 Central avenue.

Norway—Raymond C. Dunbar, of South Paris, has opened a branch music and radio store here.

Lewiston—Papers of incorporation have been filed by the Lawrence Music Co., of which W. T. Warren, H. H. Gautier and Alice P. Warren are the incorporators.

Gardiner—H. A. Marston, who has been manager of the C. E. Dowling music store on Water street, has purchased full control of the business.

Portland—The music business of Earle Day is now located in the Sanborn block.

Massachusetts

Amherst—Clarence Van Steenburgh, local musician, has opened a music store carrying a full line of instruments.

Taunton—A branch of the United Music Co., which operates a chain of stores throughout New England, will open here in the near future.

Worcester—A new music and radio store has been opened at 834B Main street by William E. Bombard.

Worcester—Matthew B. Lamb, music dealer, will move to larger quarters at 28 Franklin street in the near future.

Greenfield—A branch music store of the Forbes & Wallace chain has been opened here, with William McNamara as manager.

Northampton—Forbes & Wallace, Inc., has purchased the Brunswick Shoppe, and is operating a branch as a department of the A. McCallum Co., with A. Meise as manager.

Minnesota

Minneapolis—The M. L. McGinnis Piano Co. has purchased the stock of talking machines and pianos of the P. A. Starck Piano Co. store which has been discontinued.

Montana

Helena—The business of the A. P. Curtin Music House has been purchased by the Sherman Music Co., which was newly organized with a capital stock of \$50,000.

Nebraska

Norfolk—A branch store of the Gaston Music Co., of Hastings, Neb., was opened recently at 110 North Third street, with William F. Rhodes as manager.

Ewing—The J. L. Fisher Music Co. recently opened a store in this city with a complete line of musical instruments.

New Jersey

Ridgewood—George Sosenheimer has purchased the holdings of J. A. Bliesenick in the Ridgewood Talking Machine Co.

New York

New York—Incorporation papers for William Waldman, Inc., have been filed by W. and S. Waldman and M. C. Kantrowitz, and the company will engage in the sale of musical instruments and radio.

New York—The music store of Samuel Glasser, 49

Dobevoise street, recently suffered a heavy fire loss.

Wellsville—The music store of Fred D. Rice has suffered a heavy fire loss.

Oneonta—The music firm of Brinkman & Shippey is preparing to vacate its quarters at 215 Main street.

Flushing—Extensive alterations have been completed by the Gould Music Store at 37 Main street.

Ohio

Cleveland—The music store of Andrew Aels at 6921 Superior avenue has suffered a heavy fire loss.

Springfield—The Sawhill Music House, located in the Fairbanks Building here, has filed a voluntary petition in bankruptcy with assets of \$27,889 and liabilities of \$37,650.

Akron—The C. H. Yeager Co. store has opened a radio department which will be conducted in connection with the music department.

Zanesville—The Spencer Music Co. has taken over the music business of J. D. Lanshore.

Akron—The W. H. Stowe Piano Co. will soon open a new store at 128 South Main street.

Toledo—A new music store, the Atlas Book and Music Shop, was recently opened on Lagrange street, featuring the Columbia line.

Oklahoma

Ponca City—T. J. Clark has purchased the interest of Frank Castator in the McDowell-Castator Music Co., which operates several branches throughout the State.

Oregon

Salem—The new store of the Whitley-Sproule Music Co. has been opened at 463 Ferry street with a full line of talking machines and other musical instruments.

Pennsylvania

Philadelphia—Isadore Rosenfeld, proprietor of the Hill Piano Co., Ninth and Walnut streets, has closed out the business and will devote his time to the Standard Music Co., of Atlanta City, N. J.

Wilkes-Barre—A branch store of the Patrick Piano Co., of Bayonne, N. J., was recently opened with a full line of musical instruments at 125 South Washington street, with Harold Gilligan as manager.

Montrose—The Montrose Book & Music Shop is now being operated by Edith and Francis Stephens.

Tennessee

Jackson—The Whitelaw Furniture Co., which conducts a large music department, is located in its new quarters at Liberty and Lafayette streets.

Texas

Houston—The Haverty Furniture Co., 711 Fannin street, has taken a three-year lease on the adjoining property, formerly occupied by the Oliver Music Store, and will utilize the additional space for a music department.

Virginia

Norfolk—The musical stock in the warehouses of the Levy-Page Co., Inc., located in the Neddo Hotel Building, has been badly damaged by fire.

Roanoke—The Imperial Music Co. has been opened at 309 South Henry street by Jack Savant. A complete line of musical instruments is carried.

Roanoke—A music department was recently opened by the Fulwiler-Hill Co., of this city.

Staunton—The News Music Store will move in a short time to a larger store at 7 North Central avenue.

Wisconsin

Milwaukee—William Hough has been appointed manager of the radio service department of the Orth Music Store.

Milwaukee—Leslie C. Parker, of the Carberry-Parker Co., has severed his connection with the music company and has entered the real estate field.

J. D. Noel Made Manager

LAWRENCE, MASS., February 5.—Joseph D. Noel has been appointed manager of the Modern Salon of Music, a new music store located at 494 Essex street. The establishment handles radio, small goods and a complete stock of Columbia phonographs and records. Mr. Noel has been identified with the local music trade for more than eighteen years and was a dealer on Broadway for a considerable period.

The North Shore Talking Machine Co., Evanston, Ill., has increased its capital stock from \$5,000 to \$40,000.

VAN VEEN SOUNDPROOF BOOTHS

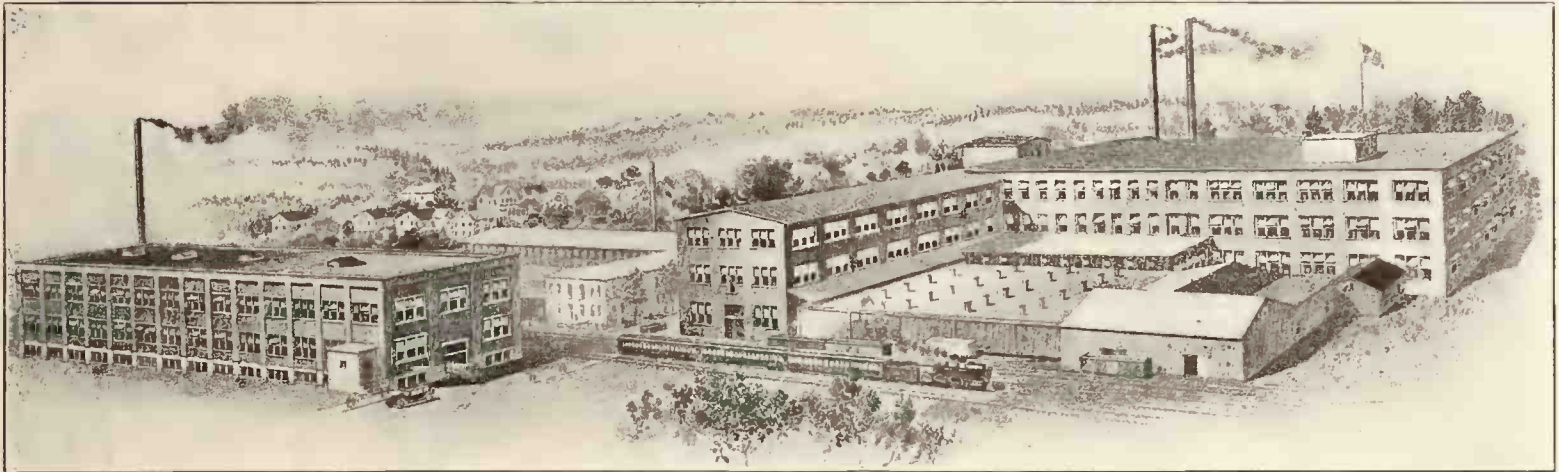
are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163

PHONOGRAPH *and* RADIO CABINETS



QUALITY · WORKMANSHIP · BEAUTY

- Q All indications are that 1927 will be a banner year in the phonograph and radio industries.
- Q We are prepared to execute orders in any quantity, with regular deliveries guaranteed.
- Q We can furnish all popular styles and finishes in Uprights, Consoles and Table Cabinets for phonograph or radio, as well as phonograph-radio combinations.
- Q Located adjacent to eastern markets with shipping facilities unexcelled.
- Q 150,000 square feet of factory space.
- Q Deliveries guaranteed when and where promised.
- Q Expert workmanship.
- Q Highest manufacturing standards.
- Q Prices that satisfy.

Let us quote on your requirements

JAMESTOWN MANTEL COMPANY

CABINET MAKERS
JAMESTOWN, NEW YORK

SONORA presents the new Minuet

AN OUTSTANDING achievement in the field of new reproducing phonographs. Cabinet — English brown mahogany, width 34 $\frac{1}{4}$ " , height 35 $\frac{1}{2}$ " , depth 22" , nickel plated trimmings, automatic lid support. Design patented. Double spring motor, with capacity of about four ten inch records.

The sound chamber has been designed according to latest acoustical knowledge, permitting the full reproduction of the bass and treble and actual re-creation of overtones.

The tone arm is of new design and is correctly tapered to coordinate with the expansion of sound vibrations.



The Minuet
\$165

SONORA perfects new type Model

AN ENTIRELY new principle of mechanical reproduction—an instrument that will surprise you with its magnificent volume.

The public has shown great enthusiasm over the deep bass notes which have come into the phonograph within the last year, but there awaited the improvement of all notes by the proper balance of overtones to make the rendition truly musical and to make unmistakable the identification of various musical instruments.

At last the elusive overtone has been captured—an achievement that is comparable in value to the lost and vanished bass which so recently has been achieved!



The Minuet
\$165

E. E. Shumaker Sees the Talking Machine and Radio as Allies, Not Competitors

Victor Co. Manufactured and Sold Combination Instruments Aggregating More Than \$17,000,000 During 1926—President Shumaker Tells How Industries Aid Each Other

That radio and the talking machine are allied industries, rather than competitors, was the interesting statement made recently by Edward E. Shumaker, president of the Victor Talking Machine Co. This statement was made in connection with his announcement that during 1926 the Victor Co. manufactured and sold combination radio-talking machine instruments having an aggregate value at retail of over \$17,000,000.

"Radio has a definite place in home entertainment to-day, which improvements in receiving sets and broadcast programs are rapidly making even more secure," said Mr. Shumaker. "When I say that radio has made and is still making significant contributions to the talking machine industry I am only stating facts which are amply supported by evidence.

Radio Pointed the Way

"In 1924 and the early part of 1925, when the talking machine industry was at a low ebb, due to its failure to improve its products, the general impression was that recorded music was being replaced by radio broadcasting. Subsequent developments have demonstrated clearly that such was not the case. The other side of the picture is that radio pointed the way to the development of electrical recording, which made possible, for the first time, the engraving of the complete range of musical sound upon a record. When it was found that these new electrical records contained more music than existing talking machines could reproduce, scientists developed new instruments which immediately revolutionized the industry."

Anything that makes people listen to more music is of direct benefit to the entire musical industry, Mr. Shumaker contends.

"Newspapers and books may be used as an analogy for the radio and recorded music," he stated. "Radio furnishes a vehicle for something that is happening at the moment. The talking machine, on the other hand, provides a library of the world's best music, and makes possible the hearing of the desired artist or entertainer and the desired musical selection at any time. It was upon this theory that we decided to produce combination instruments embodying radio receiving sets and talking machine reproduction. The fact that we sold \$17,000,000 worth of such instruments last year, at retail value, seems to indicate that our theory is sound.

A Huge Sales Volume

"It is also a fact that thousands of new talking machines which are not equipped with radio receiving sets are being sold annually in homes which also contain radio sets. I have stated that we did a business in so-called radio combination instruments equivalent to \$17,000,000 at retail selling value. It is well to note, however, that this sum represents only a part of our business—in fact, only approximately one-sixth of the total. The remaining five-sixths represents our sales in talking machine products.

"The question as to who is to pay for radio broadcasting appears to have been temporarily

solved. The bills are being met by those who benefit directly from it. While I do not believe that the broadcasting of radio entertainment can be made to take the place of other established forms of advertising, it is an additional medium for creating demands for some products, and a good-will builder when properly used. We have found that the broadcasting of Victor recording artists results in an immediate and traceable demand for their records. We are convinced, also, that anything we may do to raise the standards of radio programs will be reflected in a healthier condition in our business and in other branches of the industry.

Each Instrument Has Its Own Place

"Radio and the talking machine may at times appear to overlap somewhat. In actual practice they do not overlap. Each has its own place as an instrument for home entertainment. This is borne out by the experience of more than 6,000 Victor dealers in the United States."

Carryola Co. Distributes Advertising and Sales Aids

H. D. Leopold Announces New Series of Window Displays, Counter Posters and Counter Literature—Dovetail With Advertisements

MILWAUKEE, Wis., February 7.—H. D. Leopold, advertising and sales promotion manager of the Carryola Co. of America, has just announced details as to the company's plans for a complete line of service helps for Carryola dealers. This co-operation includes a highly attractive window display cut-out beautifully lithographed in six colors, a counter display card in three colors strikingly arranged, and colorful pamphlets of an original and distinctive design. In addition to receiving this window display material and mailing helps, the Carryola dealers will be furnished with newspaper and catalog electros of all models which will be distributed without charge and which will be of all sizes to meet the requirements of the dealers.

The service helps issued by the Carryola Co. dovetail in design with the national advertising sponsored by the company. In its present campaign, Carryola reaches more than 30,000,000 possible buyers in 8,000,000 homes each month, the national advertising appearing in the Saturday Evening Post, Liberty, American Magazine, etc. Thousands of inquiries from this campaign are being distributed to Carryola dealers in their respective trade centers and the results of the publicity to-date have been far beyond expectations.

Utah Phonic Unit Gets Enthusiastic Reception

New Unit Brought Out to Meet Public Demand for Power Resulting From Sales of Multi-Tube Sets and Power Tubes

The Utah Radio Products Co., Chicago, introduced a few weeks ago the Utah Phonic unit, said to combine new and revolutionary principles of reproduction. With the coming of the multi-tube set, power tubes and the public demand for power, there has arisen a need for speakers and speaker units especially designed, and the introduction of the new Utah unit is said to be in answer to these demands. Dealers who have already received shipments

of the new Utah Phonic units have expressed themselves enthusiastically and report an encouraging response on the part of the public.

In the new unit, which is larger than its forerunners bearing the Utah trade-mark, an aluminum diaphragm of special design and an armature of the same floating type as in other Utah units are used. It is finished with an aluminum face and nickel cover and is available to manufacturers of receivers, speakers and cabinets as well as to the dealer.

Henry Forster, treasurer and general sales manager of the Utah Radio Products Co., recently completed a trip throughout the Central West, upon which he visited Omaha, Kansas City and other trade centers, and upon his return reported that he had found the trade in a very healthy condition in that section of the country.

Thomas and Spalding in Brunswick Radio Concert

First of a Series of Brunswick Concerts by Recording Artists Heard on February 4—Big Hook-up of Stations Participate

CHICAGO, ILL., February 7.—The enormous success of the broadcast of the Chicago Civic Opera Co., which was sponsored by the Brunswick-Balke-Collender Co., has led that company to announce a series of concerts by the most famous of their recording artists which are being broadcast over the National Broadcasting Co.'s blue network of stations which includes: KYW, Chicago; WBZ, Springfield and Boston; KDKA, Pittsburgh; WJZ, New York, together with a group of Southern stations among which are WSB, Atlanta; WMC, Memphis, and WSM, Nashville. The broadcast is known as the "Brunswick Hour of Music."

The first of the series of concerts was heard on Friday, February 4, at 9 o'clock, Eastern time, and presented John Charles Thomas, baritone; Albert Spalding, violinist; the Brunswick Concert Orchestra under the baton of Walter B. Rogers and the Brunswick Hour Ensemble directed by Walter B. Haenschen.

Substantial Reduction in Price of Vesta Batteries

The Vesta Battery Corp., Chicago, manufacturer of radio and automobile batteries, has announced a substantial reduction in the prices of all its batteries. This reduction has been made possible by increased production and a steadily growing demand for the company's products. Vesta battery prices are now the lowest in thirty years of battery building, and backed by a record-breaking year in 1926 the company is looking forward to a substantial increase in 1927 sales totals. Vesta batteries are popular throughout the radio and automotive industries and the company's sales and publicity campaign for the coming year comprises every possible form of trade co-operation.

Reduction in List Price of Gold Seal Radio Tubes

The Gold Seal Electrical Co., Inc., manufacturer of Gold Seal tubes, has announced a reduction in the list price of GSX 201 from \$2 to \$1.75. James W. Duff, president of the Gold Seal company, stated that all dealers will be protected on stocks on hand purchased at the old price. The Gold Seal tube has been in splendid demand this season, according to Mr. Duff, and his organization is looking forward to still greater things in 1927.

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

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

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

Do your customers *believe you?*

Do they? Do they look upon you as a local radio authority—as one whose recommendations are safe to follow?

Or have you changed lines so often and claimed superiority for so many makes that your customers don't know where you do stand?—and you sometimes wonder yourself!

Have you been confused by the multiplicity of manufacturers' claims, disappointed by their failure to make good, hung up with "orphans," forced to lose profits as well as prestige?

Or are you one of those who are satisfied with things as they are?—one of those who at the very beginning, lined up with Federal, who relied upon Federal's established reputation for stability and permanence, and who today are cashing in?—Yes, one of those, and there are hundreds of them, who are now *believed* by their customers!



The Federal designation offers you an exclusive line of radio—the *only Ortho-sonic* radio—nationally advertised, nationally accepted and with an all-inclusive price range.

It offers you beauty of cabinet design alone such as to make Federal predominate wherever it is displayed and properly pushed.

More than all that, it offers you permanence of parent organization—something you can bank on *now*, something you can build on for the future. And surely nothing you can think of is more worthwhile than that!

If you are not already in the Federal fold, get the whole story. Find out about the Federal designation—about its advantages to the retailer, its profit-insuring features, its liberality and protection and freedom from red tape.

Federal is being successfully handled by the very cream of the retail radio trade. The proposition offered is the most unusual in the industry. Get in touch with your Federal wholesaler at once. If you don't know him, write us for full particulars. Do it TODAY.

The sign of the
Designated Federal Retailer



FEDERAL RADIO CORPORATION, *Buffalo, N. Y.*

(Division of Federal Telephone and Telegraph Co.)

Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC[★]

Reg. U. S. Pat. Off.

Federal Radio

* The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,582,470.

The Trade in PHILADELPHIA and LOCALITY

Opening Business of 1927 Gives All Indications of Another Prosperous Year

All Branches of Talking Machine Industry Express Satisfaction With Summary of 1926 Business
—Victor Dealers Look Forward to Introduction of Automatic Orthophonic

PHILADELPHIA, Pa., February 7.—Having completed a summary of the 1926 business the talking machine industry finds great satisfaction in the splendid record made during that period. All branches of the trade, from the manufacturer to the retailer, report a higher peace-time average for the year's business and, with gratifying accounts of the current trend in the talking machine industry, are facing the new year with much optimism. Demand for the newer types of machines continues to hold to the early days of the new year with a growing order list for those styles that have been the favorites in the popular price group.

While the dealers are enjoying an opening 1927 business that indicates another prosperous year for the trade, there is an attitude of watchful waiting for the newest types of the Victor Co. which, shortly, is to be introduced to the local talking machine trade in the form of the Automatic Orthophonic Victrola with its longer running facilities and automatic feed of records.

To Introduce Automatic Victrola

The new type of Victor will be introduced officially to the Philadelphia trade when the Philadelphia Victor Distributors, Inc., and H. A. Weymann & Son, in conjunction with the Victor Talking Machine Co., will bring together more than 400 dealers, in this territory, for the purpose of outlining the new machines and giv-

ing practical demonstrations. While the newest of inventions in the talking machine world will not be ready for the dealers before the Spring-time the trade will have ample opportunity of viewing the new styles before they are ready for the public. The meeting of the manufacturers with their distributors and retailers will take place either February 15 or 18, the date not yet definitely decided, at the Hotel Benjamin Franklin and when dinner is being served the new models will be explained by the factory representatives.

Victor Dealers Hold Banquet

While the meeting of the combined manufacturers and distributors and dealers is a future event the trade held in the early days of January its annual social event combined with election of officers of the Philadelphia Victor Dealers Association at the Ritz Carlton Hotel. While the local dealers rallied round the dinner table they listened to executives of the Victor Talking Machine Co. outline constructive trade practices and plans which will benefit the retailer in a practical way if followed throughout the current year. Among the speakers were C. B. Gilbert, district sales manager of the Victor Co.; Frank Hovey and Louis Morgan, territorial representatives, who gave valuable information on staging demonstration concerts before group meetings and co-operative advertis-

ing and how it had advanced business in the past and the helpfulness which might be had by future practice.

Following the dinner these were elected to serve in official capacity for the year: President, J. Ralph Wilson; vice-president, Walter Linton; treasurer, A. C. Weymann, and secretary, H. Royer Smith. All, with the exception of President Wilson, were re-elected.

Columbia Prepares for Beethoven Week

Following out its policy adopted in the past year of stimulating an interest in the higher aims of promoting public sentiment toward the better recordings the Columbia Phonograph Co. is staging a nation-wide celebration in honor of the Beethoven Centennial Week, which will commemorate the 100th anniversary of the death of the great music master, from March 20 to 26. The Columbia Phonograph Co. may be accounted sponsor for this national tribute to Beethoven, having inaugurated the movement and stimulating an interest among the leading musical organizations of the entire country.

The Philadelphia office is preparing to make Beethoven Week a time of special interest to the talking machine trade and is prepared to lay before the dealers a plan whereby they may reap profits and yet pay tribute to the musical genius of Beethoven. The Philadelphia Columbia headquarters, under the special direction of Vincent Rottkamp, has organized two committees of persons who have gained prominence in local musical circles who will co-operate in formulating and carrying out the Beethoven Week celebration. These committees

(Continued on page 94)

Your Selling Plans

should feature the advantages of

**The Orthophonic Victrola
Combination Victrola and Radiola
Electrolas and Orthophonic Records**

Combination Instruments will undoubtedly grow in favor this year and any sales plan not featuring these will fall far short of its complete possibility.

Tie up with VICTOR ADVERTISING and BROADCASTING and increase your Record Sales

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

NEUTRODYNE

—the name that's famous everywhere—the principle of successful home radio—upheld by the courts

The basis of dealer success

FAMOUS

Millions of dollars have been spent during the past four years in advertising Neutrodyne not only in America, but throughout the world. It is probably the most famous and valuable trade name in radio today. And that value is stable, permanent. For Neutrodyne is a trade-mark registered in the United States Patent Office, and similarly protected in other countries. No one may use it except those authorized by its owner, the Hazeltine Corporation, and its exclusive licensee, the Independent Radio Manufacturers, Incorporated. The protection of this most valuable name is the protection of every dealer in Neutrodyne receivers.

PRINCIPLE

But Neutrodyne as a trade-mark has come to mean more than a trade name—it is a principle. It is the principle that has given the name a value tremendously greater than the total amount spent in advertising it. For the public demands not only nationally advertised goods, but good goods. And because Neutrodyne radio receivers are products of outstanding merit, they have created, and are creating today, many retail fortunes.

UPHELD

Neutrodyne's legal position has been upheld by the United States Courts. Here, in substance, are the outstanding facts about Neutrodyne performance as found by the courts:

NEUTRODYNE was the first receiver to take the squeals and howls out of radio. NEUTRODYNE was the first receiver that "was not a nuisance in the neighborhood."

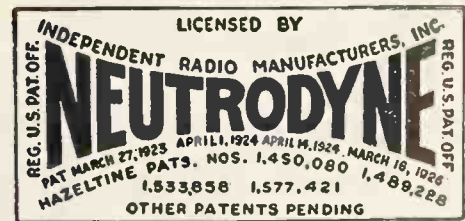
NEUTRODYNE was the first receiver to give simple tuning to radio.

NEUTRODYNE was the first receiver to permit "logging" of broadcast stations.

NEUTRODYNE was the first receiver to bring each station to one definite place on the dials, and to that place alone.

Ask yourself if you can afford to do business in radio without Neutrodyne.

Look for this trade-mark



It is your protection against patent infringement liability

The following fourteen manufacturers are the only ones licensed to make Neutrodyne receivers and the protection of distributors and dealers against patent infringement liability, maintained by the Hazeltine Corporation and Independent Radio Manufacturers, Incorporated, applies to none other than Neutrodyne receivers:

- | | | |
|---|--|--|
| THE AMRAD CORPORATION
Medford Hillside, Mass. | GAROD CORPORATION
Belleville, N. J. | STROMBERG-CARLSON TELEPHONE
MANUFACTURING CO.
Rochester, N. Y. |
| F. A. D. ANDREA, Inc.
New York City | GILFILLAN RADIO CORPORATION
Los Angeles, Cal. | R. E. THOMPSON MANUFACTURING CO.
Jersey City, N. J. |
| CARLOYD ELECTRIC & RADIO COMPANY
Newark, N. J. | HOWARD RADIO COMPANY, Inc.
Chicago, Ill. | WARE RADIO CORPORATION
New York City |
| EAGLE RADIO COMPANY
Newark, N. J. | KING-HINNERS RADIO COMPANY, Inc.
Buffalo, N. Y. | THE WORK-RITE MANUFACTURING CO.
Cleveland, Ohio |
| FREED-EISEMANN RADIO CORPORATION
Brooklyn, N. Y. | WM. J. MURDOCK CO.
Chelsea, Mass. | |
| HAZELTINE CORPORATION
(Sole owner of "Neutrodyne" patents and trade-marks) | INDEPENDENT RADIO MANUFACTURERS, INCORPORATED
(Exclusive licensee of Hazeltine Corporation) | |

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

will collect data and original effects of the great music master and these will be exhibited in the club rooms of the Art Alliance on Rittenhouse Square during the week. A special Beethoven concert will be given on March 25 at the Bellevue Stratford Hotel while a dinner has been arranged for March 26 and on that date there will be specially arranged programs of Beethoven compositions broadcast from the local radio stations. The public schools and other educational institutions will co-operate and have arranged for a Beethoven celebration adapted for those of school age and in the nature of educational topics on the master.

A comprehensive list of Beethoven records has been compiled by the Columbia Phonograph Co. and these will be available to the dealers who are alive to the opportunity.

Martin Goetz Retires From Trade

Following a quarter of a century affiliation with the Philadelphia talking machine trade, Martin Goetz, who has conducted the Goetz Music Store, 3030 Kensington avenue, has disposed of his business and is retiring from the industry to devote his time to travel. The stock of Victor talking machines and records has been sold to Taylor Bros.

Harold B. Cregar Has Son and Heir

Trade felicitations have been extended to Harold B. Cregar, popular South Jersey and Eastern Shore representative of the Philadelphia Victor Distributors, Inc., upon the arrival of a newcomer to his family. The "young man" made his appearance on January 24 and has been christened William George.

Everybody's Arranges for Radio Broadcasts

A series of Sunday concerts are to be broadcast by Everybody's Talking Machine Co., 810 Arch street, over WLIT. The first of these will be held on February 6, from 8.15 o'clock to 9.15 o'clock, when the Honest Quaker Hour will herald the products of the famed trade-mark in an hour's entertainment through the "Mike." President Philip E. Grabuski, of Everybody's,



It Pays to Add Deeds to Words This Helps to Break Down Sales Resistance

Word advertising helps business, of course, but being helpful is more effective. The OFFER of a

VELVALOID RECORD BRUSH

will bring people to your store, and your message is permanently delivered to them.

Dealer's ad beautifully imprinted on Pyralin top. Pyle plush cleaning surface in assorted shades.

We know it pays. Let us tell you how and why, then we are sure you will order VELVALOIDS thru your Jobber.

PHILADELPHIA BADGE CO. MANUFACTURERS

942 Market Street Philadelphia, U. S. A.

has just returned from a tour of Canada where he found the trade in excellent condition and very optimistic over the outlook for the current year. Honest Quaker accessories and parts were in active demand among our northern neighbors and the 1927 initial orders are in advance of those of the early days of the old year. George M. Goldsmith is now in charge of the advertising department of the Everybody's Co., having taken up his duties as advertising manager on January 1.

Raymond Boldt Suffers From Neuritis

Raymond Boldt, head of the record department of Philadelphia Victor Distributors, Inc., was confined to his home recently with a severe attack of neuritis.

J. A. Fischer Co. Has Record Month

Since Irvin Epstan, of the J. A. Fischer Co., 730 Market street, has been touring the Middle West in the interest of the Valley Forge products and accessories for the trade there has been a record sales month made for the manufacturers, with the scoring of the highest business acquired since the organization of the company. The demand for the Val Phonic reproducer has been so heavy that the factory has been placed on doubled operation in order to meet incoming orders. Additional machinery has been added to the plant to speed up production for the require-

ments of the trade on Valley Forge parts and accessories. Mr. Epstan will be back at his desk here on February 20.

New Sonora Portables Marketed

Three new portables have been brought out by the Pennsylvania Phonograph Distributing Co. during the past month under the Sonora make. Headquarters here in the Jefferson Building, under Vice-president and General Manager John L. Du Breuil, have been swamped with orders for the new portables to retail at \$25, \$35, and \$50. The new Reproducing type Sonora has been very favorably received by the trade. The Sonora 1927 Model known as the Minuet, retailing at \$165, is another new style. It has been introduced in the Pittsburgh section during the past few weeks by Vice-president Du Breuil and was given a prominent place among the new 1927 offerings of the trade. L. E. Hilduser has been visiting the trade in the coal regions during the month introducing the new models.

New Colors of Guarantee Portables

New colors have been added to the line of Guarantee portables, made by the Guarantee Talking Machine Supply Co., of this city. These added colors are Spanish maroon and Spanish green. This is in addition to the familiar crocodile brown and regular black colors that have been used in the past. The Guarantee Talking Machine Supply Co. is now producing four models of portables, the Keentone, the Guarantee, the Guarantee Special and Guarantee Deluxe.

E. Bauer, sales manager of the company, is at present on the road in the interest of Guarantee portables and reports that the new line is going well. Considerable business in foreign countries is also reported.

Phil Grabuski on Trade Trip

Phil Grabuski, president of Everybody's Talking Machine Co., Inc., of this city, maker of Honest Quaker mainsprings and talking machine repair material, is traveling extensively in the Northern and Central States and his reports as to conditions in the trade are extremely favorable.

T. F. McIntyre With Trilling & Montague

T. F. McIntyre, formerly of the Music Master Corp., has now joined the ranks of Trilling & Montague, radio distributors of this city. Mr. McIntyre is engaged in important contact work with Trilling & Montague dealers.

Bringing the Orthophonic to the Masses

An intensive drive is being conducted in Philadelphia on the new type of Victor instruments and records. Demonstrations are being conducted under the auspices of Frank Hovey, of the Victor Co., and bookings for these demonstrations are being received daily. They are being successfully conducted in a way well calculated to arouse the enthusiasm of all who hear the comparisons between the old and new type instruments. It has been the experience of Mr. Hovey that demonstrations can be more successfully conducted in the church parish house or school, the country club or large industrial plant than at luncheon affairs, on which occasions it is usually difficult to obtain the undivided attention of all of those present. Philadelphia dealers are co-operating heartily with two local distributors of the Victor Co. in the arranging of these demonstrations.

(Continued on page 96)

WE PROTECT THE DEALER



Jobbers Must Protect the Dealer!

STABILIZATION OF THE RADIO INDUSTRY DEMANDS CLEAR DEFINITION OF LEGITIMATE RADIO OUTLET

WE have been hearing a lot of talk of late about "stabilization" of the radio industry and usually the impression has been conveyed that the desired stabilization has already or nearly been accomplished. This is probably true in great measure, insofar as methods of production or design of materials is concerned, but the phase concerns only a part of the problem. The elements of distribution are of equal importance with the elements of production when speaking of the industry and stabilization of the radio industry cannot be deemed to be an accomplished fact so long as the wholesale and retail outlets for radio merchandise are as more clearly defined than is the case at the present time.

A Radio Dealer. The consensus of opinion finds expression in the warning definition which is reproduced herewith. A radio dealer should be an individual or firm with an established place of business, readily accessible, open for business at all reasonable hours, with competent attendants for sales and servicing. A suitable stock of radio sets and accessories should be maintained at all times, purchased from reputable jobbers and sold at the established or commonly accepted list prices and the business in general conducted on a sound merchandising basis. A radio dealer should be one who fosters and promotes the sale of radio merchandise throughout the year and not one who exists for a few months only.

Trilling & Montague have pioneered in the movement to protect the radio dealer and to hasten the day when he could take his place on an equal footing of dignity and security with merchandise in other lines of business. They only see the firm, from the very beginning of its business existence, strictly adhered to the policy of selling at wholesale only, but unlike most wholesalers, they have endeavored as much as possible to obtain definite assurance that anyone applying to them was really entitled to be considered a dealer and to receive dealers' terms. In numerous instances would-be dealers were respectfully referred to their local dealer for their purchases, which has caused many an all-thought toward the firm on the part of the would-be dealer, but by all bona-fide dealers who were able to give the desired assurance. Trilling & Montague's policy has been hailed with approbation and appreciation and has resulted in affiliating with them

Fac-simile of part of front page of our dealer publication which contains valuable information and sales helps, including an up-to-date Price List in each issue. If you are not on our mailing list, you can receive this publication regularly, FREE OF CHARGE, by sending your request on your letterhead.

"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

49 North Seventh Street "Grow With Us"

Philadelphia, Pa.

QUICK PROFITS—Looking at You!

The "Filmo Library," an exclusive Bell & Howell feature, is to motion picture equipment what Records are to the phonograph. A quick and constant turnover. Read why!

YOU know what the phonograph business would be without records!—a one-time sale with no "natural" turnover following. With the new "Filmo Library," Bell & Howell have injected even *quicker* and *easier* profits into motion picture camera and equipment selling.

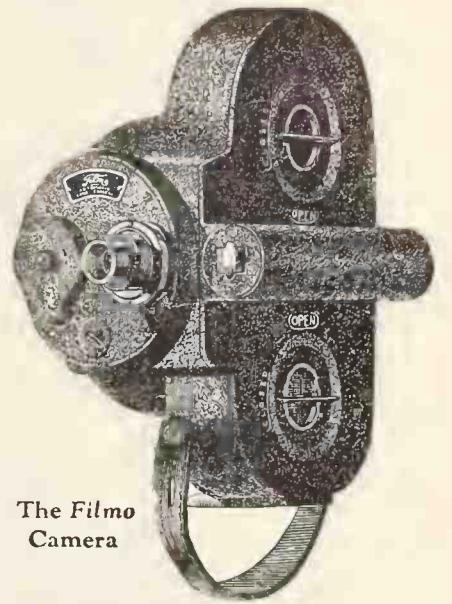
The "Filmo Library" is composed of reels of *motion picture entertainment*—shown in the home by means of the Filmo Projector. New releases are made monthly. These reels are *bought outright* by the customer—at little more cost than raw film, and leaving a nice profit with you.

Every reel is a "wow". For entertaining the children they have bed-time stories "backed off the

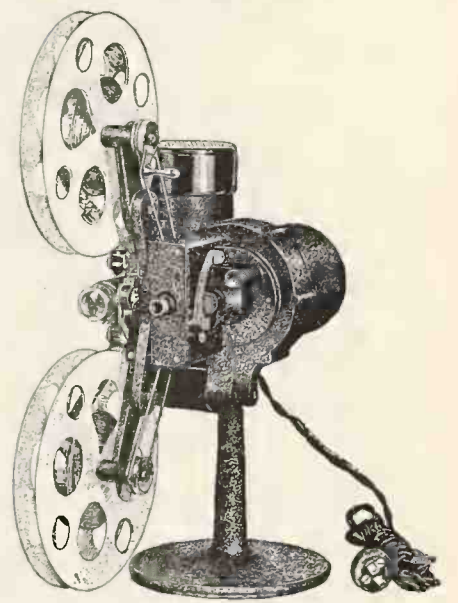
boards". They are actual motion pictures of animals, vaudeville acts, adventure, deep sea fishing—and travel series. All points of interest in the Old World and the New will be in these movies. And for the grown-ups there are feature films containing all the leading movie stars and studios. Other startling subjects will soon be announced.

Our mammoth Hollywood plant is *already* working day and night to supply the demand for "Filmo Library" films. And *we've just started!*

This is certainly a "ground-floor" proposition for any dealer *wondering where Spring and Summer profits are going to come from.*



The Filmo Camera



The Filmo Projector

Profits in the whole Filmo line

To begin with, the *Filmo* camera and projector shown here represent substantial initial sales. Demand is already created through our powerful National advertising and dealer helps. No technical experience is necessary to handle this line. All necessary skill is provided for in the equipment itself.

Then—Bell & Howell Company is the only manufacturer supplying a complete line of amateur movie accessories—everything in supplementary equipment a movie fan can possibly want or ask for. *More profit for you.* Bell & Howell Company has furnished practically all the professional cameras and equipment used in the movie industry for twenty years. We and we *only* have a motion picture proposition for you that is *complete*. Mail the coupon now and get it.

For MORE of the FACTS
mail this coupon!



BELL & HOWELL CO.

1810 Larchmont Avenue Chicago, Illinois
New York, Hollywood, London ESTABLISHED 1907



The only exclusively 16 m/m film production plant in the world. The Wm. Horstey Film Laboratories on Sunset Boulevard in Hollywood. Operating under Bell & Howell Contract.

BELL & HOWELL CO.,
1810 Larchmont Avenue, Chicago, Ill.

Please show me how your line of Motion Picture Cameras and Equipment offsets the summer music slump, and mail complete sales proposition.

Name _____

Address _____

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

Plans are also under way for the holding of a Victor dealers' convention in this city in the very near future.

Weymann Plans "Automatic" Campaign

Having anticipated a year of soaring business for the dealers who will feature the newest of devices to be added by the Victor Co., the wholesale department of H. A. Weymann & Son, under direction of Charles Bahl, is preparing to tie up with the retailers in demonstrations of the new Automatic Orthophonic Victrola which will be ready for the trade this Spring. The wholesale Victor department, at 1108 Chestnut street, will stage demonstration concerts in conjunction with the dealers.

Paul Crooker With Brunswick Branch

Paul Crooker, for many years New England representative of the Certaineed Products Co. is now assistant to District Manager George A. Lyons, of the Brunswick Co., Philadelphia headquarters. He will be assigned to special work in the local offices. Three new sales representatives have been associated with the local offices in the past month. They are Harold J. Berry, who will look after the coal regions in the Wilkes-Barre district; S. Wilson, who will cover Allentown and Bethlehem, and Jack Harkins, formerly on the inside sales force, who now is covering part of the southern New Jersey territory and Philadelphia suburbs. The new eight-tube radio combination Brunswick has been so favored by the public that the local offices have been shipping them to the dealers just as fast as they arrive from the factory. Manager Lyons has been giving personal attention to the territory, having spent several weeks making the rounds with his sales force. W. J. Lorenzo, who has been covering the coal regions, has been promoted to the position of special Eastern representative engaged in promotion work.

Guarantee Portables in Demand

A night shift has been employed at the Guarantee Talking Machine Supply Co. for the past two weeks, engaged in speeding up orders that have been coming from foreign and domestic dealers for the various types of Guarantee portables. Large shipments of the Guarantee portables have been made to South America, Africa and Guatemala in duplicate orders. E. Bauer, of the sales staff, is traveling through the South.

Artists' Appearances Help Record Sales

Manager Raymond J. Boldt, of the record department of the Philadelphia Victor Distributors, Inc., has been giving the dealers helpful



ZENITH
and
FADA
Radio

**PATHEX Cameras and
Projector
Radio Accessories**

Penn Phonograph Co.
913 Arch St. Philadelphia

aids in tying up with the appearance of artists in the recording list at the various theatres during the past month. Dealers were able to cash in on the records of the Silvertown Cord Orchestra and Jack Smith, "The Whispering Baritone," when they headlined at Keith's here through the many features of display provided in the designs for window advertising of the records of these Victor artists. While the trade was aided in the displays the Orthophonic was exploited on the stage at Keith's and in the lobby as accompaniment to the artists and in special concerts.

Valuable Atwater Kent Publicity

The Atwater Kent radio was given valuable advertising space in a specially inserted section in the Philadelphia Inquirer during the month. The Louis Buehn Co., 1025 Arch street, distributor of the Atwater Kent, tied up with the publicity given in the section of six pages. The Philadelphia Inquirer, with its high mark of circulation in this section of the country, gave material advertising value to the dealers as well as the manufacturers through this specially compiled edition.

Trade Mourns Death of George Boyd

With the passing of George Boyd, manager of the chain of stores conducted by the F. A. North Co., 1306 Chestnut street, the trade loses one of its most popular as well as widely known executives.

Announces Starr Portable

President Ben Witlin, of the Witlin Musical Instrument Co., and Philadelphia representative of Starr Piano Co., 904 Walnut street, just returned from a trip to the Richmond, Ind., factory of the Starr Co., announces the addition of a Starr portable to retail at \$20 and one of the outstanding values for 1927 which augments

**Trilling & Montague House
Organ Includes Catalog**

January Issue of Radio Talks Has Condensed Catalog and Price List—Interesting Articles and New Items Feature Issue

The first issue of the new year of Trilling & Montague Radio Talks appeared during the latter part of January in its usual interesting form. A greeting for the new year occupied the first page, together with pictures of the officials of the company, including David M. Trilling, Harry Montague, J. Lobel, Charles Gomprecht and I. Rosenblith. Interesting articles and attractive illustrations combined to interest the reader. Included in this issue is the 1927 wholesale radio condensed catalog and price list and there are featured the Zenith, Kolster and Crosley radio sets. A group picture is shown of the Trilling & Montague sales force, which includes: Roadmen, A. Loewenthal, Joel Levitt, Dave Hormats, Jos. A. Cahill, Wm. L. MacHugh and Charles H. Burger. City salesmen, Benj. Gushner, Jos. Cohan, Arthur Gerbig and Martin Montague. Store salesmen, Charles Stickell, Frank Ives, Herbert H. Goldberg, John J. Kennedy and Sydney J. Bacal.

the \$25 model brought out previously. President Harry Gennett, of the Starr Piano Co., accompanied Mr. Witlin to Newburg, N. Y., to select a wide range of waterproof Dupont Fabrikoids at the factory there for the Starr portables and these will be used in the 1927 models in many colors.

William F. Lamb Broadcasts

William F. Lamb, music dealer and leader of the Lamb Concert Orchestra, of Pottstown, Pa., and Victor dealer, came to Philadelphia in the month and broadcast from station WIP, on January 20, and then made his second appearance on the "mike" over WGBS.

Brief But Interesting

C. G. Martin, who conducts a talking machine store in Darby near Philadelphia, has modernized the structure occupied as a music store at 884 Main street.

Samuel Freiberg, 1408 South street, joined the ranks of happy daddies in the month when there arrived at his home a son, Owen, whose birthday will be remembered as of January 12.

Remodeling of the store of the Hopkins Piano Co., of Chester, Pa., provides that firm with an up-to-date home. There are fourteen hearing rooms and the record department has been moved forward to the front store space.

Having been stricken with angina pectoris in the early days of January, Charles E. Robertson, head of the Victor house bearing his name, at 3851 Lancaster avenue, is now recovering at his home.

The store of the Joseph Heim Co., 3800 North Broad street, devoted to Victor talking machine retailing, has been put into the hands of the decorators for modernizing and brightening of the interior.

Consolidation of the two stores of the National Talking Machine Co. into the single business headquarters at 103 North Ninth street has been effected. The firm, of which Leo Mark is

(Continued on page 98)

THE Victor Company's great national newspaper advertising has put the wonderful new Orthophonic Recording right out front.

Your follow-up of this advertising will make Record business richly profitable.

Tie up with Victor ready-made ads.

H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers

SANDAR

S P E A K E R

IT SPEAKS FOR ITSELF

THE remarkable record of Sandar, the new cone speaker, since its introduction some months ago, speaks for itself in loud tones! All over the country it has won a prominent position in the radio field. Fans, convinced by one demonstration, are praising and clamoring for it, dealers are stocking to meet the demand, the manufacturers are speeding up production—and all is Sandar activity.

Plenty of reasons for Sandar's success, particularly its mechanical excellence and attractive appearance plus—a strong selling point—its exceptionally low price, \$27.50, lower than that of any other licensed speaker of its size. There is still some Sandar territory available if you act quickly. So write today for terms and full information.

SANDAR CORPORATION

Crescent Plaza Building Long Island City, New York

*Licensed under
Lektophone Patents*

\$ **27.50**

West of the Rocky Mountains, \$30



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)



GUARANTEE PORTABLE

Furnished in

**COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH BLUE**

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Helneman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ pounds.

Guarantee Special Portable
Retails for \$12.50
Write for Prices in Quantity



Costs you \$10.50
RETAILS FOR \$25.00

GUARANTEE TALKING MACHINE SUPPLY CO.
35 N. NINTH STREET PHILADELPHIA, PA.

Write for our latest Main Spring Chart

head will discontinue the store at 105 North Tenth street.

Leo M. Compson, manager of the talking machine department of C. J. Heppe & Son Co., has been much gratified over the splendid January sales of the combination Orthophonic-radio machines which have been the highest recorded in a normal month.

President Florence J. Heppe, of the company, who has been confined to his bed for the past few months following a nervous breakdown, is now recovering at his home after removal from the Jefferson Hospital, where he spent six weeks.

What Thos. A. Edison Was Thinking About

Edison, as all know, is a philosopher, as well as wizard. He is in a sense a reincarnation of Benjamin Franklin, with added light!

"I noticed," says a visitor, "a group photograph showing President Coolidge and himself, Harvey Firestone and Henry Ford. It was taken on the porch of the old homestead, at Plymouth, Vermont, just after President Coolidge had given Henry Ford, who has become an ardent collector of homely antiquities, a five-gallon sap bucket that had seen several generations of service in the Chief Executive's maple grove.

"The photograph, which was widely reproduced at the time, shows Edison critically examining the vessel.

"Pointing to the picture," says the visitor, "I asked Edison if he would mind telling me what he was thinking about so intently as he examined the gift."

"'Why,' replied the famous inventor and philosopher, his eyes a-twinkle, 'I was trying to figure out how many million votes a five-gallon sap bucket holds.'"—Forbes Magazine (N. Y.).

Acme Elec. and Mfg. Co. Markets AB Socket Unit

Unit Consists of a Storage Battery, B Power Supply Unit, Two-Rate Trickle and an Automatic Control Switch

CLEVELAND, O., February 7.—The Acme Electric & Manufacturing Co., of this city, manufacturer of B power supply units and other radio products, has recently introduced a new product known as the Acme AB Socket power unit. This unit consists of a six-volt storage battery, B power supply unit, two-rate trickle and an automatic control switch, all mounted in a handsomely finished steel case.

The unit has been properly connected to the radio receiving set. The entire operation of the complete unit is automatic and is controlled by the radio switch, which is on the receiver. It is only necessary to connect the AB Socket power unit to some convenient baseboard receptacle or outlet, and when the radio receiver is turned on the automatic switch within the AB Socket power unit will disconnect the

charger from charging the storage battery and connect the B power supply unit to the radio receiving set. When it is desired to discontinue radio reception the switch on the receiver is turned to the off position and again the automatic switch will disconnect the B power supply unit from the receiver and connect the charger to the storage battery and the charger immediately starts charging the battery.

Further Additions to Berg Line Announced

Berg Auto Trunk & Specialty Co. Now Has Representative Line of Portable and Large Type Talking Machines

The Berg Auto Trunk & Specialty Co., Long Island City, N. Y., which for the past two years has manufactured portable talking machines, and which last Fall introduced a line of popular-priced upright and

console models, carrying an exterior dressing of fabrikoid, now announces further additions to its large-size models. These include three newly designed floor models and two new console models. In addition it has a new \$15 portable and a \$20 portable, and four table models, two open type and two covered machines. Several of the upright instruments, are illustrated herewith.



Artone No. 79

Joseph Berg, head of the Berg Auto Trunk & Specialty Co., is responsible for the designs of these new models and in developing a new acoustic chamber, reproducer and tone arm he had the collaboration of Maximilian Weil, head of the Audak Co., and one of the best-known acoustical scientists.

E. R. Manning, sales manager and treasurer of the Berg A. T. & S. Co., who is now on a transcontinental trade tour, stated before his departure that "the introduction last season of original design popular-priced upright and con-



Artone No. 76

Artone Nos. 80 and 81

sole models won so much favor with the trade and public that we found it advisable to greatly extend our activities in this direction. We will by no means lessen our production of portable machines. In fact, we have added to the number of last season's models and we plan to greatly strengthen our position in the portable field. In the large type machines we have made wonderful strides in developing tone quality and with last season's success as a precedent and with these new tonal values there is no doubt that our plant is in for greatly extended activities."

J. J. Broestl in New Post

J. J. Broestl, formerly with the Euclid Music Co., has been appointed manager of the radio department of the Young Furniture Co., Cleveland, O.

Atwater Kent Distributor's Clever Publicity

You wouldn't buy an elephant, and especially a white one, but it is still worse to buy an off brand radio and have it become a white elephant on your hands. Better be sure, better investigate.

ATWATER KENT RADIO

if you want Real Radio service, with service stations all around you.

Would You Buy a White Elephant?




Western Sales Company
301 West Grand Phone 1284
Ponca City, Oklahoma
We Are Open Evenings

You may save a few dollars when you purchase an off brand radio, but calling for help will do no good after you have grabbed hold of a hot one. You don't need to call for help with an

ATWATER KENT RADIO

there is a service station near you

Why Call for Help after you Have Grabbed a Hot One



Western Sales Company
301 West Grand Phone 1284
Ponca City, Oklahoma
We Are Open Evenings



Business Outlook for *Nov*
 THE New *York*

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 to the facts as

ECKHARDT CORPORATION
 213, 215 SOUTH BROAD STREET
 Philadelphia



Mr. Music Dealer

Dear Sir:

No forced selling is necessary to convince you
 or your customers of the extraordinary value
 and merit of the "ECKHARMONIC".

We have not used any high pressure selling
 methods to put the "ECKHARMONIC" over. Nor do
 we intend to.

The success of the "ECKHARMONIC" to date has
 been due to sheer merit alone. We are confident
 that by its performance, simplicity and
 appearance the "ECKHARMONIC" will captivate its
 audience, wherever demonstrated.

Very truly yours,

ECKHARDT CORPORATION

W. Eckhardt

President

WLE:E

P.S.

It will pay you to know all about the
 "ECKHARMONIC"

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ments
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 who find that, at the end of a given
 service costs have dug deeply into the profits on
 in some cases have eliminated profits entirely.
 The truth of the matter is that all too few dealers have any
 accurate knowledge as to the cost of servicing radio, or how that
 cost can be kept within reasonable bounds, despite the fact that

Columbia Sales in Baltimore for January Show 95 Per Cent Increase Over Last Year

Columbia Wholesalers, Inc., Report Most Satisfactory Condition With Instruments and Records Both in Demand—Atwater Kent Dealers Meet—Brunswick Representatives Change

BALTIMORE, MD., February 10.—“Columbia sales for the month of January showed a wonderful increase over the same month of 1926,” declared William H. Swartz, vice-president of the Columbia Wholesalers, Inc., “the increase representing approximately 95 per cent, which is especially fine, as the same period the year before had been a good month. The way the new year has started off gives more assurance than ever that total Columbia business for 1927 will be much ahead of 1926, and this in spite of the fact that 1926 was the biggest year in Columbia Wholesalers’ history.

“Although machine shipments were much better during January, nevertheless, many orders were lost due to badly oversold conditions of stock, there being hundreds of machines still on back order at the end of the month. A surprising number of the big Viva-tonal models No. 80810 were shipped, this month, to the small town dealers. The decorated Viva-tonal models, especially the No. 710, provided the biggest portion of the volume noted above.

“Applications for the Columbia line continue to flow in. However, many applications are being turned down because of conflict with already established dealers, and it is quite evident that the high degree of protection being afforded Columbia dealers is one of the many reasons for the rapid growth of the Columbia organization.

“Columbia advertising has been very heavy not only on the part of the factory, but also the dealers. Two Baltimore papers carried full-page ads during the month, while many smaller ads appeared each week.

“Record sales in Baltimore and Washington were considerably aided by the appearance, in these two cities, of Ted Lewis and his Columbia recording band. Ted was the headliner with Lemaires Affairs, which show attracted thousands, all of whom apparently wanted Ted’s latest records from the way the sales jumped. Three fine ads featuring this appearance were inserted on different days, over thirty dealers put up big window signs featuring this artist’s appearance, while the three trucks of the Columbia Wholesalers, Inc., bore oil-cloth signs announcing Ted Lewis’ appearance and his ex-

clusive Columbia records. The Baltimore dealers attended in a body on Monday night and gave this orchestra a rousing welcome.

Store Destroyed by Fire

Harry C. Grove, long established Columbia dealer in Washington, D. C., had the misfortune of having his large and attractive Columbia store completely destroyed by fire. Nothing was saved and only substantial insurance prevented a very heavy loss. Mr. Grove is anxiously seeking a new location and hopes to be re-established in the near future.

Atwater Kent Dealer Meetings

Parks & Hull, Inc., Atwater Kent distributors for Baltimore and Maryland, have arranged to hold a series of dealer meetings in a number of the smaller cities throughout the State in the next few months. Meetings have already been held in Hagerstown and Westminster and others are scheduled for Havre de Grace, Elkton, Denton, Salisbury and Crisfield. Parks & Hull representatives are accompanied by merchandising men from the Atwater Kent factory under the direction of P. A. Ware. Moving picture slides of an educational nature are shown the dealers and vital matters appertaining to selling and advertising are discussed. Each dealer is urged to read the radio and music trade papers so that he can glean a number of selling ideas.

The meetings already held have been largely attended and the dealers are enthusiastic about the pointers they have gained. Parks & Hull, Inc., state that the increase in their Atwater Kent business this year has been very large, the quota set by the factory having been passed early in November. The dealer organization in the city of Baltimore is now complete with about forty of the leading dealers aggressively pushing this line. The Atwater Kent distribution in Baltimore is confined almost entirely to music stores and music departments of department stores.

One hundred and fifty Maryland Atwater Kent dealers sat down to an elaborate luncheon at the Belvedere in Baltimore on Thursday, January 27, as guests of Parks & Hull, Inc., the occasion being an Atwater Kent sales promotion

Demonstrates Feminine Angle of Radio Buying

Atwater Kent Mfg. Co. Engages Miss May Colombo, Merchandising Expert, to Give Dealers the Woman’s Viewpoint

That the lady of the house is becoming more and more every day an increasingly important factor in the purchasing of a radio set or speaker is witnessed by the music-radio dealer. Is a different type of salesmanship necessary to successfully sell the lady? The Atwater Kent Mfg. Co., of Philadelphia, believes the buying viewpoint of the lady purchaser is well worth studying and has prevailed upon Miss May Colombo, a merchandising expert, who approaches selling from a woman’s point of view, to address various meetings of its dealers.

Her method is unique. In her talk Miss Colombo outlines some rather glaring absurdities shown in radio selling. To visualize these errors she introduces a store setting and with assistants trained by her she enacts the sale of a radio to a woman in the way it should not be done. Later she re-enacts the scene in the proper way.

revue of an unusual kind. Stewart Gordon Theodore Parks, president of Parks & Hull, Inc., Atwater Kent distributors, was chairman of the meeting which followed, and the feature of the program was Miss May B. Colombo, of the merchandising and sales promotion division of the Atwater Kent Mfg. Co., who introduced a “Sales Revue” which proved something of an innovation. Percy A. Ware, of the merchandising and sales promotion division of the Atwater Kent Co., with the aid of new picture slides, also gave an interesting talk on his favorite topic, merchandising.

Planning Beethoven Celebration

Dealers, generally, as well as the music loving public, are getting whole-heartedly behind the big celebration planned to commemorate the birth of Beethoven. Baltimore’s leading citizens have combined to form a large committee to give the Columbia Co. all co-operation possible in telling the people of the community about this famous composer and familiarize them with his wonderful works.

Radio Sales Increase

Radio sales continue in splendid volume, the big Fada sets winning greater recognition every day. It is astonishing, the sales that have been secured on this line. Many leading stores in Baltimore are enthusiastically featuring this line, and a constant flow of advertising has been appearing weekly on the Fada products.

Business in Burgess batteries and Philco Eliminators continues unabated. To take care of its expanding business the radio department of Columbia Wholesalers, Inc., has taken on a new representative in Washington, R. F. Samuels, and has also put Robert Borgfeldt on sales work in Baltimore City.

Trade Aroused Over Bill

Both the talking machine and radio dealers here are aroused over a bill which has been introduced in the General Assembly now in session at Annapolis by which the restraint now existing on merchandise bought on the installment plan would be removed. Under provisions of the bill a landlord could seize all furniture, musical instruments or radios on the premises and hold them as a lien against the amount due for rent. While no concentrated action to defeat the bill has been taken as yet, a movement is now on foot to call a meeting of all talking machine and radio dealers at which steps for the protection of their interests on installment transactions will probably be taken.

“January business was very good despite the fact of a shortage on the higher priced models, especially those selling around \$1,000,” declared Charles F. Shaw, manager of the Brunswick

(Continued on page 102)



Go After It NOW!

Now’s the time to go after the Viva-tonal Columbia and the Columbia New Process Record business. The dance season is in full swing. Members of the family, spending the evening at home, are in the mood to listen to the latest hits or old favorites, played or sung by the orchestras or vocalists they like best.

Now’s the time to sell the Viva-tonal Columbia, the successor to the phonograph “Like Life Itself.”

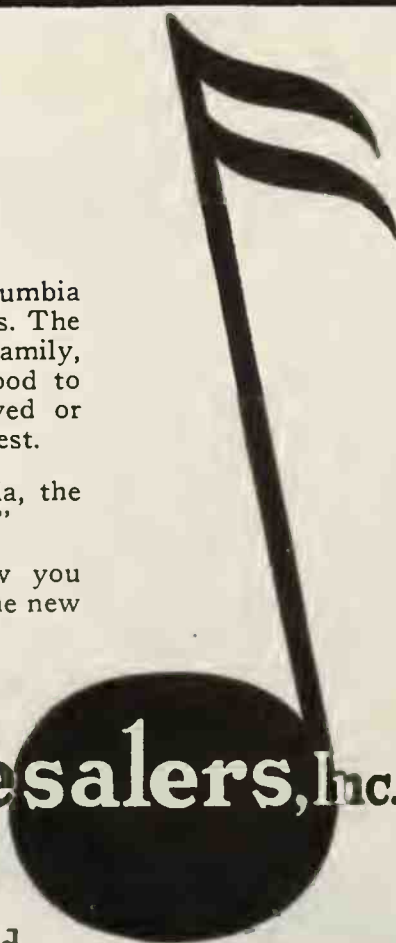
Now’s the time to let your customers know you handle Columbia New Process Records, made the new way—Electrically, Viva-tonal Recording.

Columbia Wholesalers, Inc.

L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



We take pride in announcing—

THE HUMAN VOICE Phonograph Needle

Especially adapted for Electrically Recorded Records
—but may be used on all discs



A marvelous improvement on all styles
of phonograph needles

WALL-KANE NEEDLES
Guaranteed to Play
10 Records
on any Phonograph.

我ウォール・ケーン・ニードルは一本で両面
五枚使用出来るものて蓄音器針の中に於て上
位を占て居る優秀品である事は既に御承知の
筈でありますが今回同業者諸君の便を謀り米
國總代理店たる帝國貿易商會迄御注文下さ
ば直接會社へされると同じ値段で御注文に
應じ迅速に御送品申上ませ

蓄音器業者に告
ウォール・ケーン・ニードル會社

ALREADY
NATIONALLY
ADVERTISED

אלע גרעסטע קינסט-
לער פון דער וועלט
פארשיידענע אן
די "וואל קאנין"
פאנאגראף נידעלס
זיינען די בעסטע!
די ארויפגעקע. צעהן סאל נידעל
מיט יעדע נידעל ען מען שפיל
דען צעהן סאל און דער בעסטער
ארדנען
ען באקומען אן
עס מוזיק

Ya llegaron
Ya llegaron al Sakin Regina
las agujas "Wall Kane" para lo-
nógrafos, que protegen sus dis-
cos.
Compre las que necesite antes
que se terminen Isabel L. Y e
todos los establecimientos.

Agujas "Wall-Kane" para Fonógrafos
La Aguja con Punta de Oro
Se garantiza que cada aguja toca diez discos
en cualquier fonógrafo

Un artículo anunciado en todo el país, y cuya demanda
ha venido aumentando desde 1913 en que se empezó a
fabricar. Las venden los principales comerciantes en
todas partes del mundo.
Se ponen en paquetes de 50 agujas, que equivalen a
500 agujas de acero ordinarias.
Proposición especial para los comerciantes al por mayor.
Garantiamos territorio exclusivo.

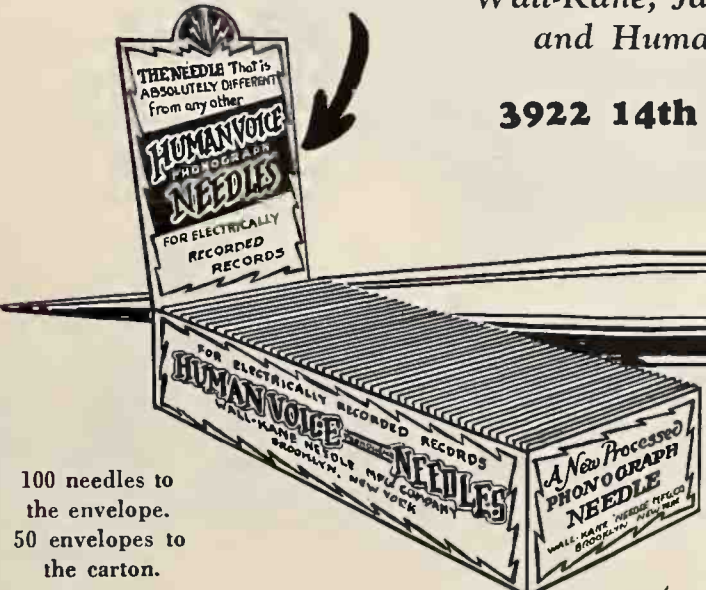
このニードルは一本でレ
コードを十回まわすこと
が出来ます
ウォール・ケーンは高等樂
器店で販賣します
日本人特別代理店
帝國貿易商會

WALL-KANE NEEDLE MANUFACTURING COMPANY, Inc.

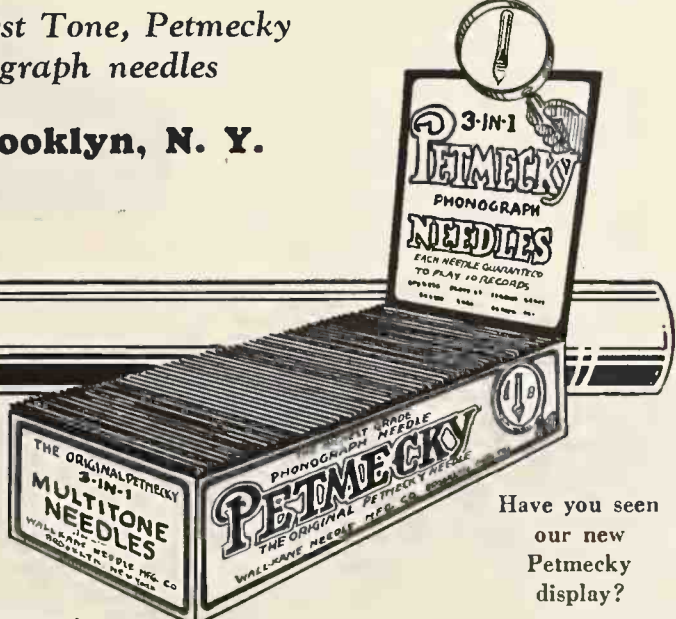
Manufacturers of

Wall-Kane, Jazz, Concert, Best Tone, Petmecky
and Human Voice phonograph needles

3922 14th Avenue, Brooklyn, N. Y.



100 needles to
the envelope.
50 envelopes to
the carton.



Have you seen
our new
Petmecky
display?

Attractive prices on request

Attention Dealers

FADA
Radio

75% Increased
Sales 1926 Over 1925

Our
Records
Show

PHILCO

400% Increased
Sales 1926 Over 1925

Cunningham Tubes, Burgess Batteries, Balkite, Brach and other accessories also showed substantial increases.

If you are located in Maryland, Delaware, District of Columbia, Virginia, North Carolina or adjacent territory, write us and we will show you how to increase your radio business for 1927.

Mohawk
One Dial
Radio

Columbia
Wholesalers, Inc.
205 W. Camden St.
Baltimore, Md.

Cunningham
Tubes
BURGESS
BATTERIES

Activities of the Trade in Baltimore Territory

(Continued from page 100)

branch here, "and total business for the month shows an increase of about 85 per cent over January 1926."

Changes in Brunswick Representatives

Following a three-day sales conference the latter part of last month, the following changes in Brunswick representatives were announced: Jack Leland, formerly North Carolina representative, is now covering the Baltimore and Washington territory; C. Ed. Childs, former record salesman, Maryland and Delaware; William Lord, formerly Maryland and Baltimore, now covering Virginia; M. N. Kuhn, formerly Virginia and Washington, now covering part of Virginia and North Carolina; J. B. Elliott, a new salesman, has been assigned part of North Carolina; Harry Brighton, former radio technician, has been made a record salesman, being succeeded by E. S. Hughes, radio technician, from the Chicago office of the company; C. J. Schirmer has been promoted to assistant office manager; while Joseph G. Muller, formerly of the record sales promotion department, has been made assistant district manager. His experience qualifies him for the new post.

New accounts opened the past month by the Brunswick branch include L. Bernstein Furniture Co., of Cumberland, Md.; The Rosemary Furniture Co., of Rosemary, N. C., and the Bolen Drug Co., of Galax, Va.

Panatrope Exhibit at Show

Johnson Bros., Inc., 1890 North Charles street, was the only talking machine or radio firm represented at the recent automobile show at the Fifth Regiment Armory. The firm had a large display of Panatropes and radios at its booth, and during the intermissions of the orchestra furnished the music by placing a Panatrope in the gallery, thus giving the affair continuous music.

Kolster Engineers Confer

A conference of engineers of Federal-Brandes, Inc., is now being held at the Kolster-Brandes factories, in Newark. Dr. Frederick A. Kolster, chief research engineer, is conducting the meeting. Dr. Kolster will spend about five weeks in the East and will then return to his laboratory at Palo Alto, Cal.

Brunswick Parisian Portable Introduced to the Trade

A new portable phonograph known as the Brunswick Parisian-Portable was recently introduced by the Brunswick-Balke-Collender Co. of Chicago. A four-page booklet has been mailed to all Brunswick dealers describing and illustrating the new instrument, which plays all



Brunswick Parisian Portable Phonograph

standard records, including the new electrical records.

The feature of the Brunswick Parisian-Portable is the Brunswick folding oscillator, a cone that folds into the lid of the case when not in use, thus making a horn or tone arm unnecessary. The Parisian is furnished in two models, one in black leatherette, the other in a figured metal of dark mottled gray. The new product weighs eight pounds and carries six ten-inch records. One folding oscillator is included with each unit and a non-folding oscillator, suitable for use with the unit at home, is also obtainable. The black leatherette model retails for

\$15 and the gray metal Parisian-Portable lists at \$10. Each model is less than a foot square, two and one-quarter inches thick and when closed is about the size of two average magazines.

William A. Graham Heads Radio Corp. Service Dept.

New Division Manager Connected With Radio Corp. for Long Period—Lee L. Manley Made Assistant Service Division Manager

William A. Graham has been appointed service manager of the Radio Corp. of America. In making this announcement, A. E. Reoch, manager of the production and service department of RCA, stated that the appointment of Mr. Graham places the service division under the direction of an engineer well equipped for that duty. Mr. Graham has been connected with the Radio Corp. since 1916 in various engineering and designing capacities. He will now devote his entire time to the service division, including the maintenance and operation of district service stations in New York, Chicago and San Francisco.

Lee L. Manley, who has been closely connected with the RCA service work during the past four years, has been appointed to the important position of assistant manager of the company's service division.

Elkon Works Announce Power Unit and Charger

The Elkon A Power unit and Elkon 3-Ampere Charger have been announced to the trade by the Elkon Works, of Weehawken, N. J. Both of these units are developments of the Elkon Trickle charger, which was brought out a year ago, and which operates without

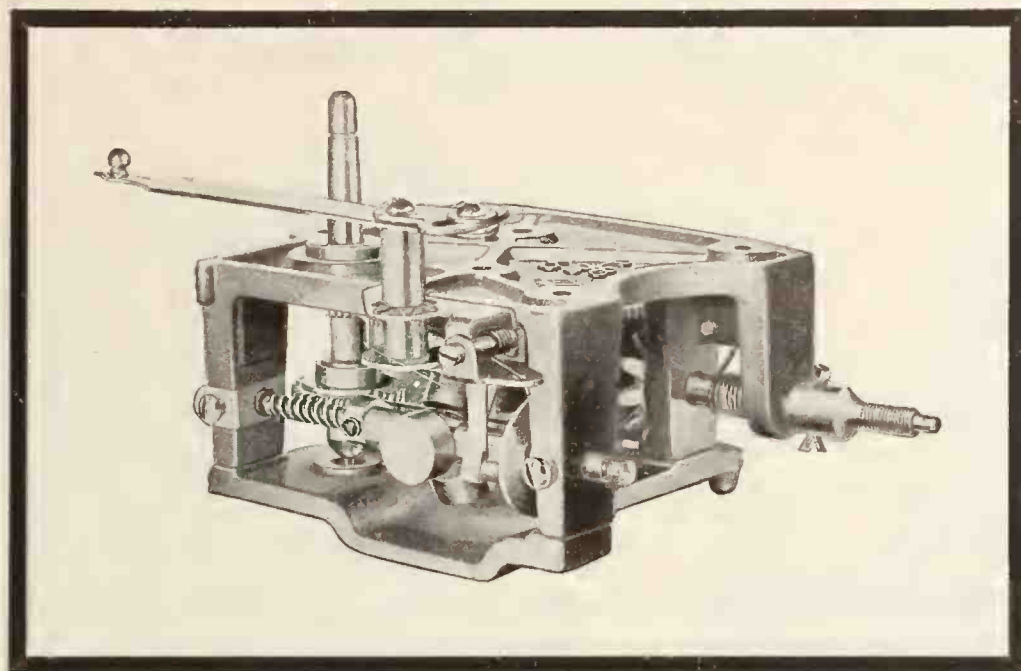
liquids of any kind and without tubes, moving parts, noise or interference, according to officials of the Elkon Works.

In the Elkon A Power, the dry rectification principle is designed to accomplish in the field of storage A battery elimination what the trickle charger has done in its field. The Elkon Rectifier is said to have been thoroughly tested and to have proved its efficiency from every engineering standpoint.

The Elkon 3-Ampere Charger is also equipped with the Elkon Rectifier and the dry rectification principle, which operates without acids, alkalis, tubes, moving parts or water. It is guaranteed not to overcharge

a battery, according to the Elkon engineers, because it is equipped with the Elkon tapering characteristic, by which the charge decreases as the battery becomes replenished. It is said to be noiseless, and short circuiting cannot harm it. It is claimed to be equally efficient for charging automobile and radio batteries.

H. T. Melhuish, manager of sales administration of the Radio Corp. of America, was the recipient of congratulations from his many friends in the industry upon the recent arrival of Harold T. Melhuish, Jr., at the family homestead in Long Island.



As Silent As a Fine Watch -and As Well Made

JUNIOR Motors are small editions of the famous Flyer, with the same long life, dependability and freedom from noise that have made the Flyer the most popular and most widely used motor for portables.

The Junior has a frame of cast iron, spring of the finest steel, bearings of everlasting bronze, and specially-cut precision governors and gears. It is rigidly inspected at every stage of manufacture, and *cannot* come to you in a portable unless it is 100% perfect and ready to stand up under long years of hard use.

The greater part of all portables sold are equipped with Junior or Flyer Motors. Dealers insist on these better motors because they have found by experience that portables equipped with them are easier to sell, give greater satisfaction, and assure freedom from returns.

Demand portables powered by Junior or Flyer Motors—and play safe.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Richmond Distributor Sees Music Stores as Exclusive Radio Receiver Outlets

Corley Co. Officially States That Best Results Are Obtained From Music Dealers—Trade Reports Satisfactory January Business—James K. Polk, Inc., Opens New Accounts

RICHMOND, VA., February 7.—The time is coming when only music stores will handle radio, in the opinion of Horace Lukhard, executive of the Corley Co., Victor dealer and distributor. It is distinctly a musical line, he says, and the manufacturers will come to a realization sooner or later that the best results will be obtainable from stores which cater exclusively to music lovers. In his opinion, sales of radio sets and accessories would already be largely restricted to this class of stores but for their hesitancy in taking on the line themselves. Even yet, many of them shy at handling radio because they fear that the trouble in servicing it will more than offset any profits to be made.

For the most part, phonograph dealers in this territory have no complaint to make regarding

business. They experienced extra good business in December and they say that January held up remarkably well. Walter D. Moses & Co. report that December trade was better by \$7,000 than it was in the corresponding month of 1925, and that January ran \$3,200 ahead of last year. As a rule, they say, medium-priced machines sell best. The firm handles the Victor line.

Goldberg Bros. report a satisfactory volume of sales at the Southern Furniture Exposition in High Point, N. C., in January. This was the mid-Winter show and was well attended by merchants from Southeastern territory. Goldberg Bros. featured their Lyric lines manufactured here. They also had on display a line of Artones, which they distribute in this territory. Representatives of the firm at the show were

LeRoy Goldberg, Adolphus Hutzler and Charles G. Newman.

James K. Polk, Inc., also displayed the Polk phonographs together with a line of Sonoras. J. Warren Butler, who travels North Carolina for the Richmond office of the company, was on hand, together with P. C. Brockman, general manager, who came from Atlanta headquarters.

Charles J. Rey, manager of the Richmond office, announced the appointment of Hugh L. Smith as traveling representative of the company in Virginia and in Mercer and Monroe counties in West Virginia. Mr. Smith succeeds O. C. Miller, resigned. He was previously assistant to Mr. Rey. W. J. West is now in charge of the credit and accounting department of the Richmond office. He was recently transferred from the Atlanta office.

The Radio Salon, 904 East Broad street, operated by the Richmond Motor Co., which handles the Ford line of automobiles, is closing out. The shop featured the Radio Corp. of America line and has been doing business a year and a half.

Phonograph dealers say that records are selling particularly well just now. Art Gillham's "Thinking," a Columbia record, is having a big run at the Biggs Music Co. This company only recently took on the Columbia line.

Major Arthur Vivian, veteran road salesman for the Corley Co., has been given new territory. He is now traveling North and South Carolina. He used to travel Virginia and West Virginia. Victor Taylor, known as the "pinch hitter" of the Corley staff, has replaced him in his old field.

The Levy-Page Co.'s music store in Norfolk was badly damaged by fire recently. Insurance companies settled for the loss and took over the damaged stock for salvage. The firm is a Victor dealer.

Following are recently appointed dealers for James K. Polk, Inc., in this territory: Nash Furniture Co., Statesville, N. C.; Gilly Hardware Co., Appalachia, Va.; W. F. Cox, Tabor, N. C.; Hardy-Harlow Co., Petersburg, Va.

P. A. Ware Illustrates Sales Talks With Pictures

Merchandising and Sales-Promotion Expert of Atwater Kent Mfg. Co. Brings Out Points of Addresses by Series of Pictures

There is an old Chinese saying to the effect that a picture says a thousand words. This important fact is well recognized by P. A. Ware, of the merchandising and sales-promotion division of the Atwater Kent Mfg. Co., of Philadelphia, Pa., who has applied this principle in an interesting manner. During the course of the year it is Mr. Ware's privilege to address innumerable gatherings of Atwater Kent dealers from coast to coast on merchandising the Atwater Kent line. He recently planned a series of illustrations to accompany his talks. These pictures are contained on a roll of film similar to that used in motion pictures, although instead of being run rapidly through the machine, each picture is shown still. A small projection machine completes Mr. Ware's equipment. The great interest manifested in these pictures at the various meetings has led Mr. Ware to plan for additional rolls of film for the future.

Secure Sparton Franchises

JACKSON, MICH., February 7.—Sparton Radio distributing franchises have been secured recently by the Clymer MacDonald Co., 4523 Shaw Boulevard, St. Louis, Mo.; Perry B. Whitsit, Columbus, O., and P. J. Cronin, Tenth and Flanders streets, Portland, Ore. Appointments are announced in a recent bulletin from Harry G. Sparks, general sales manager of the Sparks-Withington Co.

"WHEN A FELLOW NEEDS A FRIEND"



Counterphase-Eight

A New Bloomfield, Mo., Dealer Writes Us—

"When a customer comes in and asks for Bremer-Tully products I know he either knows a good deal about radio or has a close friend who does."

Bremer-Tully products attract a substantial class of buyers. They buy B-T because they know radio. They are not misled by extravagant advertising claims—perhaps they realize that the greatest advertising in the world is a long list of enthusiastic users. Money cannot buy that.

The Counterphase-Eight is the best product of a company that has produced highly successful radio products since broadcasting began.

Investigate this better set—also our Authorized Dealer Plan.

Bremer-Tully Mfg. Co. 520 So. Canal St. CHICAGO, ILL.

Johnson

NEUTRAL SOLUTION

Trickle Charger



Permanent Socket Power for "A" Batteries~

also

1. Electrodes never corrode or crust.
2. The Neutral Solution used is harmless and has no corrosive effect.
3. The rubber base, coil cover, and jar cap assure perfect insulation—no shorts.
4. Delivers a constant .6 Amp. charging rate to batteries below normal.
5. All terminals easily accessible. Simple installation and hook up.
6. Built to endure—sturdy, heavy construction assures years of constant service.
7. Packed dry—no liquid. Can be shipped by Parcel Post.

Retails for—
\$8.75

The new Johnson Neutral Solution Trickle Charger produces uninterrupted service—fully charged "A" Batteries—perfect satisfaction, and relief from all charging worries. It provides a *permanent* source of "A" power, eliminating those frequent trips to have the battery charged. For the Johnson Trickle Charger delivers a constant .6 ampere charging rate as long as the battery is below normal—always charging, but never overcharging. Just plug it into the light socket and forget it.

It's silent, too—absolutely no hum. It isn't necessary to disconnect it while the set is in use for it does not interfere with perfect reception.

Radio users all over the country are demanding this better Trickle Charger. And it is a business builder and profit maker for you.

Ask your jobber or write direct.



Johnson

MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO



The thoroughness of factory production—the excellence of Okeh Artists—the care with which hits are chosen—our experience in helping Dealers to sell are some of the reasons why an Okeh Dealer's License will safeguard your profits and expand your business.

We are interested in telling you about the Okeh Dealer's Plan.

UP go your sales when you sell these electrically recorded

Okeh Records

- 40748 { HIGH-HIGH-HIGH UP IN THE HILLS (Watching the Clouds Roll By)—Fox Trot—Chorus by Russell Douglas.
10-in. 75c. { HERE OR THERE (As Long as I'm With You)—Fox Trot—Chorus by Vaughn De Leath.
Both played by Bar Harbor Society Orchestra.
- 40749 { IF ALL THE STARS WERE PRETTY BABIES (And I Was the Man in the Moon)—Fox Trot—Vocal Refrain.
10-in. 75c. { E-ne Me-ne Mi-ne Mo WHEN I FIRST MET MARY—Fox Trot—Chorus by Ted Wallace.
Both played by Ted Wallace and His Orchestra.
- 40751 { USEN'T YOU USED TO BE MY SWEETIE?—Fox Trot—Vocal Refrain—Ted Wallace and His Orchestra.
10-in. 75c. { SINCE I FOUND YOU—Fox Trot—Chorus by Tom Stacks—Harry Reser's Jazz Pilots.
- 40753 { IF I DIDN'T KNOW YOUR HUSBAND AND YOU DIDN'T KNOW MY WIFE—Fox Trot.
10-in. 75c. { SAM, THE ACCORDION MAN—Fox Trot.
Both played by Bar Harbor Society Orchestra, with Vocal Refrain.
- 40752 { WHERE DO YOU WORK-A, JOHN? (Push-a Push-a Push)—Tenor and Baritone Duet
10-in. 75c. { BRIDGET O'FLYNN (Where've Ya Been?)—Tenor and Baritone Duet.
Both sung by Okeh-Kut-Ups, Accomp. with Piano.

When you can select your stock from such classifications as

Okeh

Dance Hits

Popular Vocals

Old Time Tunes

Race Records



Okeh-Odeon

Imported European Recordings

Orchestral Masterpieces

Records in all foreign languages

For volume, delicate tones, clarity —for quality and endurance

An Okeh Record is worthy the trade opinion, "The Record of Quality."

The most striking of all its sales merits is a satisfaction to customers—the very first Okeh Record a customer buys is a definite urge to buy more. The customer returns to you for other Okeh Records—you, as an Okeh Licensed Dealer, have started prolonged "repeat" record sales—at a good profit to your business.

You are satisfying every customer's personal preference in music.



Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. ;: 1424 Washington Ave., Minneapolis, Minn.

From our **CHICAGO** HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

1927 Business Opens Up in Satisfactory Fashion Throughout Mid-West Field

Improved Broadcast Programs Sent Over Chain of Radio Stations Has Effect of Increasing Interest in Sets—Record Sales Continue Brisk—Talking Machine Sales Above Average

The month of January, while it brought a slight slump in the sale of talking machines and radio receiving apparatus to dealers here and there throughout the Middle West, proved satisfactory to the great majority of distributors and retailers. Because of the depleted condition of the average consumer's pocketbook for a few weeks following the holiday buying period, a decrease in sales is naturally expected, but, in spite of that fact, business in general was good throughout the month. Compared with January, 1926, last month's sales total was far in the lead, with one Chicago distributor of phonographs, records and radio combination machines reporting an increase of 60 per cent over January of last year.

Talking machine records maintained their usual high sales strength, with one distributor reporting an increase over December, a month in which sales are naturally expected to reach a high peak because of gift purchases. A notable increase was found in the sale of records of the more serious type, such as opera airs, symphonies, etc., partly due, perhaps, to the chain broadcasting by radio stations of selections of that type during the past six weeks, and the success of the local opera season.

Radio receivers, for which a slump in demand appeared for almost two months last Fall, experienced a successful January, with many dealers reporting that they had sold more sets, and at higher prices, than a year ago in the same period. The sale of accessories, however, was not as encouraging as was expected, doubtless due to the fact that the immense amount of advertising and publicity is causing the consumer to demand the latest in power units and reproducers with the receiver when he purchases it.

There seems to be a more ambitious spirit in the trade during the first months of 1927 than was evident in past years, which is causing distributors and dealers to expend more sales effort in an attempt to overcome the so-called post-holiday slump, and it cannot help but reap its reward. Manufacturers are introducing new apparatus now, instead of holding their latest models until the beginning of the Fall season, and are giving the retailers products which create attention and demand when it is needed.

Excellent Columbia Record Publicity

"Pretty Lips," a recent Columbia recording by Ray Covert, matinee idol of Minneapolis and St. Paul, has received quite a bit of publicity in the Twin Cities. At the Lagoon Theatre, a prominent motion picture theatre of Minneapolis, a slide was thrown on the screen showing a perfect picture of the "Pretty Lips" record with the announcement that Ray Covert had made the vocal chorus. A Number 810 Viva-tonal phonograph was upon the stage of the theatre and played the record through to a few bars past the vocal chorus at which time the orchestra joined in in perfect harmony. The Viva-tonal phonograph was again starred when Covert sang with his own record in direct comparison.

M. J. Kennedy's Splendid Sonora Publicity

M. J. Kennedy, Sonora phonograph and radio dealer on the fifth floor of the Republic Building, Chicago, during the Christmas holidays placed a Symphony model of the new Reproducing Sonora phonograph on the balcony in the lobby of the building wherein his shop is lo-

cated. Well-known choral and chime numbers apropos of the holiday season were played throughout each day, attracting the attention of thousands of shoppers and building inhabitants who passed through the lobby. Mr. Kennedy, during the period that the Symphony model

was thus exhibited and for weeks afterward, received many inquiries regarding the new phonograph, several of which led directly to sales—an excellent showing.

In the January issue of the Republic Item, a publication devoted to the interests of the merchants and tenants of the Republic Building, the Christmas carol phonograph concerts were commented upon and Mr. Kennedy mailed one thousand marked copies of the magazine to his prospect list. In the same issue of the Republic Item Mr. Kennedy ran a full-page

(Continued on page 108)

KIMBALL PHONOGRAPH

True Tone Reproduction

Another New Style



Style 250—Closed



Style 250—Open

Size: 41 1/8 in. high
31 1/8 in. wide
22 5/8 in. deep

New designs in the latest Kimball phonograph offer attractive variety and a price range that is satisfying.

Write, wire or call

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave.

Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

Sonora advertisement captioned with the question, "Did You Ever Meet a Sonora Bug?" About seven thousand copies of the Republic Item are mailed out each month to a selected list composed of people of more than average buying power who trade in the Republic Building and are known to the merchants. In this manner Sonora products, through Mr. Kennedy's advertising, are reaching the attention of a "quality" public in Chicago.

Five Hundred Atwater Kent Dealers Meet
Serving a territory consisting of sixty-seven counties, in which there are five hundred At-



F. S. Horning

water Kent dealers, the Sampson Electric Co., Chicago, Atwater Kent distributor, during the year 1926 far exceeded the sales goal which it had set at its dealer meeting last August. The executives of the firm were highly pleased with the results obtained last year, and are entering 1927 with every indication of a substantial volume of business.

To quote Frank S. Horning, sales manager of the Sampson Electric Co., "1927 will be a good year for dealers who work. Success is spelled 'w-o-r-k' in the radio business to-day." In order to enhance Sampson Electric service and to work in close harmony with the Atwater

Kent dealers in this territory, divisional meetings will be held in the principal cities throughout the territory starting early in February, according to Mr. Horning. In the city of Chicago meetings will be held in different sections, because of the fact that the problems which confront a dealer in one neighborhood are entirely different from those which present themselves for solution in another part of the city. The meetings will be similar to round-table gatherings at which the retailers may feel free to ask questions, present suggestions and secure the advice of the Sampson Electric Co. executives.

Mr. Horning, who assumed the duties of sales manager of the Sampson Electric Co. the latter part of September, was formerly with Stix, Baer & Fuller, St. Louis department store, where he had charge of the radio-music division for four and one-half years. Previous to that time he was connected with the sales department of the Victor Talking Machine Co., in the New England territory.

Radio Manufacturers to Meet

A meeting of radio manufacturers scheduled for February 16 and 17 at the Congress Hotel, Chicago, Ill., has been called by A. J. Carter, chairman of the Standards Committee of the Radio Manufacturers' Association. The meeting will be open to all manufacturers and a large attendance is assured. At this meeting the standardization of a number of important subjects will be discussed, such as by-pass condensers, eliminators, plugs and jacks, transformers, variable control devices, etc. The subject of standardization in radio is most important and the active interest of all manufacturers is cordially invited by the Radio Manufacturers Association, Inc.

Wide Interest in Special Masterworks

As a result of the coming celebration by Columbia Phonograph Co., Inc., of the Beethoven Centennial during the week of March 20 to 26, considerable interest is being manifested throughout Chicago and the Middle West in the Centennial Edition of Columbia Masterworks records, which include nine Beethoven Symphonies in album sets and many Masterworks sets of the beautiful chamber music and other compositions of the celebrated composer. These Masterworks sets are much in demand and will be used extensively during Beethoven week in concerts and musicals planned to honor the memory of the renowned genius.

In Chicago a number of society leaders have



THE ALTO
Automatic Stop

For Phonographs.

Nothing needs to be screwed onto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street
CHICAGO
Canadian Distributor Universal Supply Co., Toronto, Ont.

lent their aid to the project, including Miss Olga Menn, chairman of the local Beethoven Centennial committee; Mrs. Rockefeller McCormick, co-chairman; Mrs. H. McClellan Hess, president of the Cameo Salon; Mrs. Samuel Insull and Mrs. Edmund J. Tyler, president of the Illinois Federation of Women's Clubs. The local committee will aid clubs throughout Illinois and the Middle West to hold Beethoven concerts and musicals from March 20 to 26, and Columbia dealers throughout the territory are planning to effect a tie-up with the event through window displays and advertising of the Beethoven symphonies and chamber music recordings.

Showers Bros. New Canadian Distributor

Showers Brothers Co., radio receiver manufacturers, with headquarters on South Michigan boulevard, Chicago, recently announced the appointment of the Ideal Manufacturing Co., Listowel, Ont., wholesaler of radio and automotive supplies, to act as distributor for its products in Western Ontario.

G. A. McDonald, general manager of the Ideal Mfg. Co., while in Chicago concluding negotiations, spoke very enthusiastically concerning the increased activity in radio during 1926 in Canada and predicts a far better year in 1927. J. W. Bernie, sales manager, accompanied Mr. McDonald to Chicago and corroborated his statement regarding the business outlook for the coming year.

Announce Decisions at End of Month

Owing to the thousands of suggestions which have been sent to the contest manager of the Grigsby-Grunow-Hinds Co., in the contest to find a new name and slogan for the Majestic B current supply, the judges will not be able to make a decision as to the winner of the thousand-dollar prize until after February 27. Because of the tremendous response on the part of the public it has been necessary for the judges to take a longer time in order to weigh the value of the many names and slogans suggested, and the awards of the judges could not be published in the daily press on or about February 15, as it was hoped at the outset.

Dealers handling the Majestic B current supply have reported to the Grigsby-Grunow-Hinds Co. that the contest has proved a remarkable sales stimulant because of the number of people who have appeared at the retailers' stores asking to see the Grigsby product.

Gulbransen Registering Piano Scores in Elgin

A crowd that taxed the seating capacity of the Elgin Music Co. store, 161 Chicago street, Elgin, Ill., heard the Gulbransen registering piano in concert on the evening of February 1. The instrument, played by T. W. Perkins, held the close attention of the audience throughout the hour-and-a-half program, and won hearty applause and admiration.

Assisting Mr. Perkins were Ora Ballinger, violin teacher of Elgin, and also of the staff of the Chicago Conservatory; W. Schaff, head of music instruction of Plato Center Schools, and Miss Irma Hop, 10-year-old piano student.

E. A. Sayre, head of the Elgin Music Co., opened the concert with a few introductory remarks on the musical capabilities of the Gulbransen registering piano, pointing out that it is a new invention that enables anyone to register touch on the keys as in hand-playing. He an-

(Continued on page 110)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arolino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



SAFFO JEWEL POINTS

NONE GENUINE WITHOUT THIS TRADE MARK



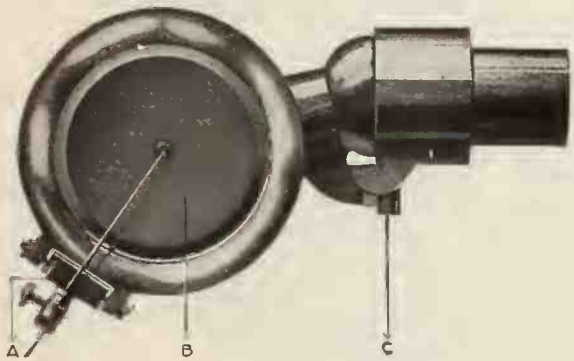
Specially manufactured for reproducing EDISON RECORDS on all TALKING MACHINES

To play Edison records perfectly and safely you must have a perfect ground and polished point. The Jewel Saffo Point is identical with the Edison Diamond Point in size of point and arc. It is a carefully made laboratory product, and each point is microscopically inspected to make sure that it has a perfect cone point before it is allowed to leave the work shop. Our 090 bone shank Saffo Point is made especially to fit the Jewel Equipments for all phonographs, including the Orthophonic. Our 060 metal shank Saffo Point will fit any reproducer with the standard sized needle hole in the stylus bar. Retail Price: 090 Point, \$1.00; 060 Point, 75c.

Jewel Attachment for Playing Edison Records on the Orthophonic Victrola

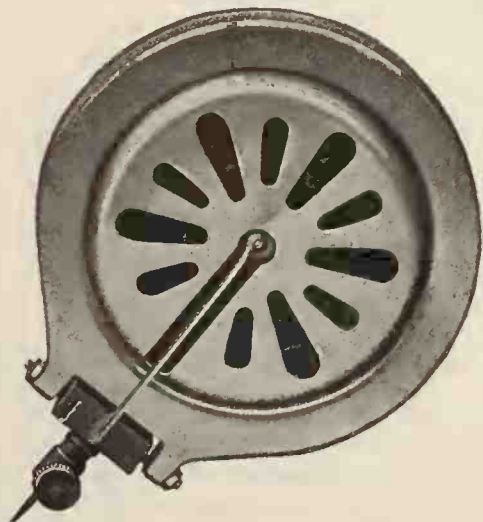


Through its Jewel Special Saffo Point, patented diaphragm and stylus bar, it recreates from Edison records the rich chords of the piano, the moving strains of the violin, the pure tones of the singer, just as though the musicians were before you in person. Nickel-plated, \$7.50; gold-plated, \$10.00.



Jewel Needle Equipment for the New Edison

Perfectly balanced for playing the electrically recorded records on the Edison Diamond Disc Phonograph. This reproducer eliminates most of the harsh metallic nasal tone so prominent in reproducers having a Mica diaphragm.



Jewel Concert Reproducer

This reproducer has a specially treated aluminum diaphragm, and the grille which protects the diaphragm and stylus bar is made of German silver. Very sensitive to vibrations and reproduces both delicate and heavy tone waves in their exact relative volume. Eliminates most of the surface scratch. Made with backs to fit all Jewel tone arms and attachments; the goose-neck of the old style Victrola and the Columbia and Sonora tone arms.

We manufacture brass and die cast tone arms, automatic stops, etc.

JEWEL PHONOPARTS CO.

154 Whiting Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

nounced that the event was the first of a series of concerts to be given in his store.

Victor Talking Machine Co. in Larger Quarters

The district sales office of the Victor Talking Machine Co. was moved on January 29 from 105 West Monroe street to new and larger quarters at 952 North Michigan avenue, a location which is on the fringe of the exclusive Lake Shore Drive residential section, just opposite the Drake Hotel. The new Victor Chicago offices are very attractive and commodious, with a large room in the center of the suite aptly suited for display purposes, surrounded by smaller rooms, which are used as offices. One section will be used as the Chicago recording laboratory, affording conveniences and advantages which will allow the recording of Middle Western artists and musical organizations to be carried on under the best of conditions.

C. Lloyd Egner, district sales manager of the Victor Co., is in charge of the local office, which serves a territory extending from west of Cleveland to the Rocky Mountains, with twenty-two sales and service representatives keeping in constant touch with Victor distributors and dealers.

Visitors to Columbia Headquarters

Visitors to the local Columbia Phonograph Co. offices during January were W. L. Sprague, personal representative for District Manager A. J. Heath, in the Minneapolis district; C. H. Kennedy, Michigan and Indiana representative, and Walter Pugh, Milwaukee and Wisconsin representative. All of these Columbia sales representatives were invited to Chicago to receive first-hand information as to the Columbia policy and plans for 1927.

Install Magnavox Loud-Speaking Equipment

Magnavox loud-speaking equipment manufactured by the Magnavox Co., Oakland, Cal., has been installed in the Coliseum, the mammoth exposition palace in Chicago. When Suzanne Lenglen, professional tennis player, appeared at the Coliseum in several matches a short time ago, Magnavox equipment was used to announce the names of the players and scores to the spectators. The same equipment is being used at all the hockey games held at the Coliseum this Winter, and according to Leon Golder, district sales manager of the Magnavox Co., with headquarters in Chicago, Magnavox equipment was chosen by the Coliseum officials as a result of

the success and recognition it attained during the football season when it was used at all of the Big Ten university stadiums.

Kellogg Literature for Dealers

The Kellogg Switchboard & Supply Co., Chicago, maker of Kellogg receivers, recently presented to its dealers an attractive four-page mailing booklet which the retailer may use in his direct mail campaign. The cover is blank, the space being provided for the dealer's personal message to his customers and prospects and the inside pages and back cover carry reproductions in brown of the various Kellogg models, including Model No. 508, Model No. 507, both six-tube sets in walnut cabinets, Model No. 504 Kellogg "B" supply unit, and Model No. 560 cabinet type reproducer, containing the same long air column and tone chamber unit that is built into the Model No. 508 console.

Making Extended Southern Trip

Irving C. Alter, secretary, and Max Geissler, advertising manager, of the Harry Alter Co., prominent radio distributors, left Chicago late in January for an extended trip throughout the South on which they visited Jacksonville, Miami, St. Petersburg and New Orleans.

Oro-Tone Co.'s New Plating Equipment

The Oro-Tone Co., maker of phonograph tone arms and sound boxes, in this city, recently made a complete installation of plating equipment in its plant on George street. With the new machinery gold, nickel, oxidized copper and bronze finishes may be applied to tone arms and reproducers, and the Oro-Tone Co. is now equipped to build its products complete in its own factory, handling all manufacturing processes from the raw material to the finished article. The firm was one of the first to make its own dies and castings when die-casting equipment was installed about two years ago.

Important Executive Zinke Co. Changes

The Zinke Co., prominent in the radio and automotive fields in this city, recently announced several changes in the personnel involving both the radio and automotive divisions. F. T. Bailey, known to the trade as "Bill" Bailey, who has been associated with the Zinke Co. for many years, has been elected vice-president of the company, to fill the vacancy caused by the resignation of F. T. Chase. Mr. Bailey will, in addition to filling the office of vice-president, con-

UNITED MOTORS For All Types of PHONOGRAPHS

Quiet, Easy Winding—Silent Operation—Quick Pick-up—True Pitch Reproduction—Long Life. Wearing parts protected by air-tight housing. Continuous Automatic Lubrication.

Write for Catalog

THE UNITED AIR CLEANER CO.

Formerly the United Mfg. & Dist. Co.

9702 Cottage Grove Ave. Chicago

tinue to act as the head of the Zinke Co.'s sales department for the Northwest territory.

B. E. Dalzell, for the past few years the company's representative on the Pacific Coast, has been transferred to the general office at Chicago to take charge of the automotive division, Frank Kardel, of Los Angeles, taking Mr. Dalzell's former Pacific Coast territory. A. J. Raetz, one of the Zinke Co.'s best radio men, has been promoted to head the company's radio division.

Introduces New Type Loud Speaker

The Chicago Signal Co., of this city, has just introduced a new drum-type loud speaker, containing a fifty-four-inch exponential air col-



New Drum-Type Loud Speaker

umn of special composition moulded into a steel shell. The newest type of Baldwin unit is furnished as standard equipment and the speaker measures thirteen inches in diameter and six and one-half inches in depth. It weighs fifteen pounds, the shell is finished in antique bronze and the face is covered with a silk-wire mesh screen of the same color. The new instrument, which will list for \$26, is distributed by Sanford Bros., of Chicago, a national sales organization, selling to the trade through its four offices. It was designed by F. W. Temple, chief engineer of the Chicago Signal Co., and the product is also available for radio manufacturers and cabinet makers in this and other sizes. The Chicago Signal Co. also manufactures the Temple Comparator, by means of which the dealer may demonstrate several loud speakers to prospects at one time, changing from one speaker to another in the middle of a program without loss of time.

Erla Radio Used at Public Concert

A radio receiver was used for the first time in Chicago in giving a public concert from the stage of a theatre on Sunday, January 30, when an Erla receiver, a product of Electrical Research Laboratories, Chicago, reproduced Moissaye Boguslawski's entire piano recital at the Central Theatre. The program was broadcast from Station KYW from 4:30 to 5:30 p. m. and a large crowd of the artist's friends and critics attended this unusual demonstration of radio science, namely, that of being a soloist on a program and still not attending in person.

(Continued on page 112)

"Super Ball" Antenna
Now Sold Internationally



Now!
15,000
Dealers
Stocked

Makes
a Friend
of Every
Customer

Every radio user needs the Super-Ball Antenna—they will buy on sight if you display this item. This means easy sales, good

profits and satisfied, boosting customers. Complete details upon request. Order from your jobber—today.

YAHRLANGE

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.

Raytheon Principle Employed To Best Advantage In The **ERLA** Big Ten "B" Power Unit



PRICE
Including Raytheon Tube \$45⁰⁰

A Most Important Feature is the Tremendous Reserve Power — more than ample to fulfill every requirement of any set up to ten tubes, including Power Tube

Due to its design and construction the Erla Big Ten "B" Power Unit is the outstanding source of "B" current on the market today.

Absolutely hum proof. Oversize parts of highest quality. Compact in size. Hermetically sealed filter system. Raytheon Rectifier. Controlable voltage output. Attractive in appearance. Long life. Economical operation. Requires no attention.

Here is a "B" Power Unit that stays sold

and delights owners with the better reception and increased range resulting from its use. Operates from any light socket supplying 105-125 volts, 60 cycle, alternating current.

You can build up a worth while business that will pay real profits. Every set owner is your prospect. Do not lose a day, write for information regarding dealership at once.

Address Department F 52
2500 Cottage Grove Avenue

ELECTRICAL RESEARCH



LABORATORIES, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

The theatre was filled to capacity with the leading musicians of the city and radio enthusiasts, who listened to the program reproduced from the Erla Super Six Venetian model console.

Growth of Business of Showers Bros. Co.

Eighteen months ago Showers Brothers Co., with headquarters at 914 S. Michigan boulevard, Chicago, entered the radio cabinet business, and during this period of time the results were held so unusually satisfactory by the firm executives that they have now decided to utilize plant No. 4 in Bloomington, Indiana, for the exclusive manufacture of radio cabinets. Plant No. 4 is one of Showers Brothers' largest factories, the

organization second to none in this country.

Showers Brothers Co. has been in the furniture business for fifty-eight years and the same policy which has made its reputation among furniture manufacturers an enviable one will be followed in its radio division. The entire radio division of Showers Brothers will be maintained at the executive offices, 914 South Michigan boulevard, Chicago.

James Sterchi and Staff Are Visitors

Among the prominent furniture show visitors in January were James Sterchi, president of the well known and very successful Southern institution bearing his name, and Messrs. Fowler,

apolis during the month and while there discussed plans for betterment of Columbia service to dealers with those in charge of the Minneapolis office.

Sonatron Prices Reduced

The Sonatron Tube Co., of this city, has announced the reduction in price of two radio tubes which it manufactures; the type 201-A being reduced from \$2 to \$1.75 and the type 213 being reduced from \$6 to \$5.

Josephine McKeough With Victor Co.

Miss Josephine McKeough, for several years connected with the Groulx Music Shop, Green Bay, Wis., recently accepted the post of special service representative of the Victor Talking Machine Co. Miss McKeough will travel out of Chicago in the interest of Victor dealers.

Introduces 1927 Radio Cabinet Line

The new 1927 line of radio cabinets manufactured by the United Cabinet Manufacturers Corp., Chicago, was introduced a few days ago through the medium of a handsome twelve-page catalog, with each model adequately illustrated and described. Nine factories are devoted to the production of the United Cabinet line, which has been arranged in a variety of styles and a price range to meet the requirements of all possible purchasers.

The 1927 line includes many different cabinet styles, from small tables with or without built-in loud speakers, for use with table type receivers, to dignified period designs and art models. Among the featured models are Model 6, a console cabinet with built-in Utah cone speaker, especially adapted for use with Atwater Kent Model 35. This cabinet, finished in high-lighted mahogany, has an open battery case in the rear and also accommodates any 7-inch-by-18-inch set. Model 8 is its designation when equipped for use with sets of the dimensions named. Models 6 and 8 weigh 70 pounds each priced at \$37.50 and are artistically designed.

(Continued on page 114)



One of the Showers Bros. Co.'s Large Cabinet-Making Plants

building being 1,700 feet long, 90 feet wide and two stories high, allowing a minimum capacity of 50,000 pieces.

In addition to making elaborate plans in the radio cabinet business, H. T. Roberts, who directs the entire radio activities of Showers Brothers cabinets and radio receiver division, states that the Showers receivers will experience an enormous year in 1927. The firm did not place its sets on the market until late in September, 1926, and because of starting so late, and with 1927 in mind, they devoted their entire sales efforts toward building up an exceptional dealer organization.

Their restricted policy of only one dealer to a city made it possible for Showers Brothers to obtain exceptionally fine outlets. Mr. Roberts recently stated there are still a number of cities where the company does not have representatives and that by Fall they will have an

Jenkins, Neenstein, Hicks and Henderson of the Sterchi organization. Part of their visit to the "Windy City" was devoted to a conference and dinner party with officials of the Carryola Co., at which plans for 1927 were discussed and details of the Carryola program for the coming year were presented to the executives of the Sterchi jobbing organization.

John Hockery Visits the Trade

John Hockery, of the phonograph motor division of the United Air Cleaner Co., Chicago, left his firm's headquarters on January 24, for a two weeks' trip throughout the trade in the interest of United phonograph motors. He visited phonograph manufacturers in Indiana and Michigan, and spent several days in the Eastern trade centers.

Discuss Plans to Better Service

A. J. Heath, manager of the Chicago Columbia offices, made his regular trip to Minne-

There are no "bugs" in the Molliformer "B" Eliminator

**Two Models Available**

Model F.W. 4—For the average receiver without power tube

For 50-60 cycle A.C., List price \$22.00
For 25-40 cycle A.C., List price \$24.00

Model D4—For multi-tube receivers and those using power tube

For 50-60 cycle A.C., List price \$27.50
For 25-40 cycle A.C., List price \$30.00

Thousands of fans have built their own B-Units from Molliformer parts with perfect success. Almost without exception these units are still giving trouble-free service even after years of hard use. Now, after three years of actual tests in the hands of owners who have constructed their own Molliformers this marvelous "B" Eliminator is offered to the trade, completely assembled, ready

for operation. The Dealer selling the Molliformer is not experimenting with a new and untried device. He is selling an instrument that has proven itself by years of unequalled performance. He knows, too, that there will be no loss of profit on expensive service calls, for the Molliformer sells well and stays sold without service. Every Molliformer B-Unit employs the improved silixite aluminum rectifier.

SOLD DIRECT TO DEALERS and SET MANUFACTURERS. Exclusive territory still available. If you are looking for a B-Unit in which the discount represents all profit, send in your order for a sample Molliformer.

C. E. JACOBS, Sole Manufacturer

2808 N. Kedzie Ave.

CHICAGO



**FIRST
RADIO TRADE SHOW**
Hotel Stevens
CHICAGO
June 13th to 18th



This show, exclusively for the trade, is being held under the auspices of the Radio Manufacturers' Association whose membership comprises the leaders of the radio industry and represents its stability, enterprise and sound progressiveness. These are the radio manufacturers whose announcements command the attention and interest of the entire trade and whose products are the most widely and favorably known to the consuming public. The Radio Trade Show at which will be exhibited the products of RMA members only, will therefore give dealers and jobbers the opportunity to see all that is new, best and salable in radio for the 1927-28 season.

The show is being held under the management of G. Clayton Irwin, Jr., General Manager of the Radio World's Fair and the Chicago Radio Show.

*Radio jobbers and dealers should write
for full particulars*

Distributors,
Dealers
and
Jobbers
Admitted by
Invitation
Only

The R M A
Trade Show
Is Being Held
In Conjunction
with the
3rd Annual
R M A Convention

Radio Manufacturers' Association Trade Show

Room 1800, Times Building, New York City

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

Another United product which is attracting favor is Model 651, in which may be installed either Atwater Kent models 20, 30, 35, Freed-Eisemann models 10, 30, 40, or Fada model 192-A. This particular cabinet will also accommodate 7-inch-by-18-inch receiver, and unless otherwise specified it is supplied with a solid panel mounting, thus permitting the dealer to fit various size sets with little difficulty. Model 651 is made of mahogany plywood, and also of walnut plywood, finished in a rich highlight. It is priced at \$50 and its shipping weight is 100 pounds.

Art Gillham Broadcasts

Art Gillham, the Columbia record artist known as the "Whispering Pianist" to his thousands of phonograph and radio admirers, was in Chicago broadcasting his more recent Columbia recordings over station WEBH. Mr. Gillham is an ardent Columbia booster and always is more than willing to do his part in popularizing his Columbia records. He made a personal appearance during his visit to the establishment of the Song Shop of Waterson, Berlin and Snyder, 26 West Monroe street, Chicago.

Operadio Corp. in Bankruptcy

A petition in involuntary bankruptcy was filed against the Operadio Corp., Chicago, maker of Operadio portable radio receivers, on February 1, by the Belden Mfg. Co., Utah Radio Products Co., and C. A. Taylor Trunk Works, all of Chicago. The creditors were represented by Jerome Cermak, attorney, and Elwyn H. Johnson, attorney, 38 South Dearborn street, has been appointed receiver. On February 14, before Judge Adam C. Cliff, of the United States District Court, there was scheduled to be opened for bidding the assets of the Operadio Corp.

Columbia Artists Aid Dealers

Favorable comment is being heard over the lifesize cut-outs now being used by Ford and Glenn, radio artists, in featuring their Columbia New Process records. These cut-outs are loaned by the advance agent for Ford and Glenn to the local Columbia dealer in each town where the singers are scheduled to appear and during the period of their appearance the cut-outs are placed in a prominent position in the entrance to the theatre. The cut-outs are so lifelike that many people are startled, thinking that Ford and Glenn are standing there offering one of their late Columbia New Process records. Taylor-Fisher Co., recently established Columbia dealers in Champaign, Ill., had the pleasure of hav-

ing Ford and Glenn attend the opening of the store, drawing a large audience.

The Concert Master Copper-Shielded Tube

The Continental Corp., tube makers of Chi-



ago, Ill, recently introduced the 201 Concert Master copper-shielded tube, shown herewith. The tube is shielded from top to base, the shielding being grounded to the negative "A" terminal and eliminating all stray capacities. The interior is insulated with a soft cushion, allowing no period of vibration and protecting the tube against breakage. According to the manufacturer the tube is rigidly constructed, containing a thorium impregnated filament which enables it to withstand reactivation when loss of efficiency is sighted.

Open Chicago Office and Warehouse

The Cornell Electric Mfg. Corp. of New York City, maker of the Cornell Voltage Supply "B" battery eliminator and vernier dials, has opened a Chicago office and warehouse at 20 East Jackson boulevard. O. Blake, president, and J. W. Sullivan, sales manager of the Cornell organization, were in Chicago during the latter part of January supervising the opening of the new quarters and making arrangements whereby dealers in this territory may secure Cornell products with dispatch.

While in the city they arranged to furnish a window display service to all Cornell dealers in and near Chicago. Marvin D. Hotel, a cooperative neighborhood dealer display specialist, will be available to all Cornell dealers who request his aid in staging special window displays of the Cornell products.

The psychological effect of radio music on convalescent hospital patients is being tested in the Allison Hospital, Miami, Fla., where each patient has an Atwater Kent one-dial set equipped with ear phones.

Photophone Records Sound and Action on One Film

Demonstration by General Electric Co. Shows Perfect Synchronization of Tones of Performers With Action in Talking Picture

SCHENECTADY, N. Y., February 8.—Talking motion pictures in which the tones of the performers were synchronized perfectly with the action on the screen were demonstrated to-day by officials of the General Electric Co. The demonstration was given in two forms; in one the sound-recording apparatus was merged with the camera, and both the results imprinted simultaneously upon the film. In the other, the incidental music for the picture was recorded on an undeveloped print of the picture.

The new process is called the photophone and is a combination of the motion picture projector and a device invented by Dr. C. A. Hoxie, of the General Electric Co., called the pallophotophone. This device makes a photographic print by means of a vibrating beam of light on the strip of film. When run through the reproducing machine the vibrating beam of light retranslates the photographic record into audibility. This sound record is amplified by means of a loud speaker.

Carryola Portable Sales in January Set High Mark

Orders Received From All Sections of United States and Canada—200,000 Portable Phonographs Were Produced in 1926

MILWAUKEE, WIS., February 5.—Don T. Allen, vice-president and general manager of the Carryola Co. of America, manufacturer of Carryola portables, announced this week that the company's sales totals for January had not only far exceeded all expectations, but the month produced the largest sales volume in the company's history. Orders were received from practically every section of the United States and Canada, with instructions to make immediate shipments. The new Carryola line, announced for the first time in the January issue of *The World*, has received the enthusiastic approval of the trade, as manifested in January sales.

Notwithstanding the fact that in 1926 the Carryola Co. manufactured approximately 200,000 portables with an increase of 70 per cent over the previous year, plans are already being made for the enlargement of every division of the organization's facilities. Manufacturing, advertising and sales plans are now receiving the careful consideration of the Carryola executives with the idea of keeping each division of the business apace with the increased activities which are indicated in January sales.

Death of Barnet Williams

CHELSEA, MASS., February 5.—Barnet Williams, who had conducted a music store at 332 Broadway for a number of years, died suddenly at his home last week as the result of a heart attack. Mr. Williams was widely known in business circles here and his death came as a shock to his friends. He was fifty-five years old and leaves a widow and nine children.

Heads Thomas Music Stores

ALBANY, N. Y., February 4.—Louis H. Schutter, who has been identified with the Thomas Music Stores, Inc., for the past forty-four years, has just been elected president of the company to succeed the late Frank W. Thomas. He has been treasurer of the concern for many years.

In Temporary Home

The Griffith Piano Co., Newark, N. J., is occupying temporary quarters at 1016 Broad street.



High Resistance Voltmeters

Dealers desiring a quick accurate means of determining and adjusting B-Eliminator tap voltages have the ideal instrument for that purpose in the Jewell Pattern No. 116 B-Eliminator Voltmeter.

The voltmeter has an extremely high internal resistance and accordingly requires but a small amount of current for operation, (1 1/4 milliamperes for full scale deflection on the 250 volt scale). It combines the characteristic Jewell qualities of sturdiness and accuracy.

Write for descriptive circular No. 1018

Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago

"27 Years Making Good Instruments"



Pattern No. 116, high resistance B-eliminator voltmeter has a double range of 0-50-250 volts. The internal resistance is 800 ohms per volt. Scale is silver-etched with black characters and movement parts are all silvered. It is equipped with zero adjuster—standard with all Jewell instruments.





Dealers—

Know it is wise to follow the lead of manufacturers. The largest manufacturers buy QUALI-TONE Products exclusively because QUALI-TONE stands for extraordinary quality always . . . Quality unequalled . . . unsurpassed . . . An authoritative recommendation that the progressive, successful Dealer cannot afford to ignore. Dealers always find their relations with QUALI-TONE pleasant and profitable.

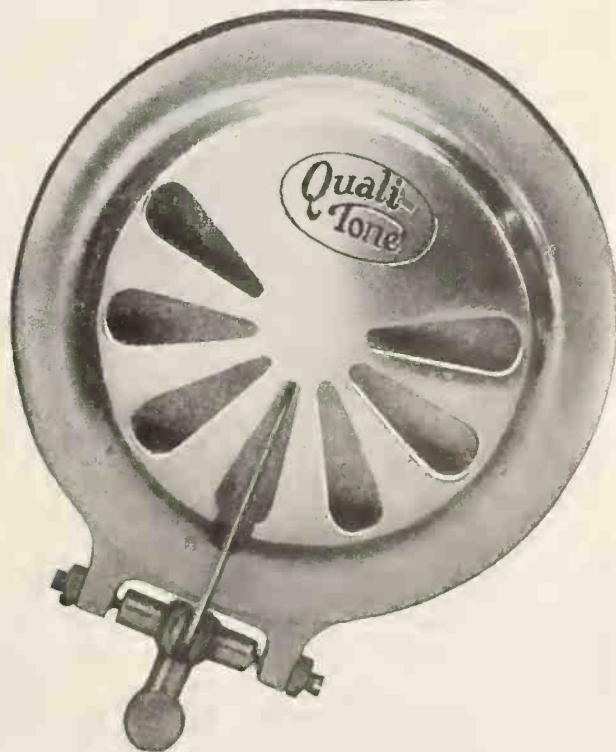
THE QUALI-TONE "ALL BRASS" TONE ARM



Manufactured in lengths: 8½ in., 9¼ in., 10 in.

Quali-Tone's Reproducers

Marvelously improved instruments that assure an unbelievable perfection of reproduction not to be found elsewhere. These reproducers demonstrate most emphatically the superiority that Quality always guarantees. They are the result of master workmanship with the finest materials obtainable according to the most advanced principles of design. Dealers as well as manufacturers appreciate this unvarying excellence which represents such profitable business for them.



Made complete in our own factory under the supervision of vigilant experts. The Quali-Tone Tone Arm incorporates every known improvement, and represents the "last word" in scientific sound-conveyance.

DEALERS: We invite your correspondence on Quali-Tone's Dealer Plan.

Manufactured by the Phono-Parts Division of

Duro Metal Products Co.

2649 North Kildare Avenue

CHICAGO

Wolf Industries Acquire Plant at Kokomo, Ind.

Manufacturers of Mastercraft Phonographs and Radio Cabinets Purchase Plant With 200,000 Square Feet of Floor Space

The Wolf Manufacturing Industries, makers of Mastercraft phonographs and radio cabinets, operating two plants in Quincy, Ill., have recently acquired the Apperson plant at Kokomo, Ind. This new plant is a one-story structure, containing over 200,000 square feet, with ample switch-track facilities. They have also acquired six acres additional ground adjoining this plant, to take care of any possible expansion in the future.

Workmen are starting this week getting the plant in shape for the removal of plant No. 1 within thirty days. Plant No. 2 will be kept in operation at Quincy, Ill., until actual operations can be started in Kokomo, Ind., so there will be no complete interruption of business at any

time. New equipment will be installed, so that when completed this plant in Kokomo will be on a par with any other woodworking plant. Although it is hoped to begin operations in Kokomo within the next thirty days, it will be at least three or four months before the entire plant will be in full running order.

The Wolf Manufacturing Industries was started in a small way in 1890 by Fred Wolf, who was active in its management until his death in August, 1926. All stock in this company is owned by members of the Wolf family, all of whom take an active part in its management. Officers at the present time are as follows: Fred A. Wolf, president and treasurer; Leo F. Wolf, vice-president; Paul A. Wolf, secretary; Jos. A. Wolf, production manager, and Jules J. Busch, traffic manager.

Radio Foundation, Inc., manufacturer of loud speakers and radio parts, has moved to a larger and more central location at 116-118 West Fourteenth street, New York. Growing demand made the move imperative.

Production of Remington Portables Is Under Way

Plant Completely Overhauled and New Machinery Installed—Deliveries of New Portable to the Trade Have Commenced

The Remington Mfg. Corp., Bridgeton, N. J., which recently announced a new popular-priced portable talking machine, is now in operation



G. Warren Baker

and deliveries to the trade have commenced. Prior to its entry into the portable manufacturing field it was necessary for the Remington factory to be completely overhauled and modern machinery installed. This was quickly accomplished and the company plans to operate on a quantity basis very shortly.

G. Warren Baker, president and general manager of the newly organized Remington Co., in speaking of plans, said: "With the many changes that had to be made in our factory building and the need for most modern equipment we anticipated a slight delay in the delivery of a large number of samples or orders of our portables by stating first deliveries would be made during the middle of February. We have worked very rapidly and have been able to follow our schedule. With so much of the preliminary work completed and with the factory in operation the progress from now on will be even more rapid and there will shortly be a wide distribution of Remington 'Super-Harmonic' portables."

Edison February Releases Include New Organ Records

Latest Recordings Made Through Medium of Special Recording Organ Installed Recently in the Edison Studios—The First Titles

A feature of the Edison record releases for February was the number of organ records made by means of the special Midmer-Losh recording organ recently installed in the Edison Recording Studios. The organ is specially designed for this work and the results as proved by the finished records have been unusually satisfactory. The first releases include: "Little White House" and "Roses Remind Me of You"; "Roses for Remembrance" and "My Sweetheart Waltz." These organ records, it is planned, will be regular features of the Edison releases in the future.

W. J. Tures in New York

W. J. Tures, of the Jewel Phonoparts Co., Chicago, Ill., spent the last week or so in New York at the Hotel Roosevelt visiting some of the firm's connections in this city. Mr. Tures brought with him the Jewel sound box and the instrument-taper tone arm and reproducer which has proved so popular with the trade.

The Mu-Rad Super Six

has stood the acid test, and needs no description to the trade. Its new list price is \$135 for table model and \$165 for console model.



Mu-Rad Super Six

MU-RAD

will have a product of equally conscientious engineering and with **ABSOLUTELY NO BATTERIES** or **ELECTROLYTE** to meet the 1927 demand for electric sets.

Write us—we might add—quickly!

MU-RAD RADIO CORPORATION

Dept. W

Asbury Park, N. J.

Interesting Events of the Trade in Pictures



Above: Attractive display cut-out featuring the Carryola Master portable supplied dealers throughout the country for window and store displays by the Carryola Co. of America



Above: Joseph Knecht, leader of the Silvertown Cord Orchestra; A. Atwater Kent, and the Silver Masked Tenor



Above: Attractive window or interior display of Stewart-Warner Matched-Unit radio prepared for dealers by the company. This is one of many such effective dealer helps at the disposal of merchants handling the Stewart-Warner line



Above: Bensberg Music Shop, Camden, Ark., R.C.A. dealer, uses six trucks for delivery. This enterprising concern, although located in a small community, has built a large business by progressive merchandising methods



Left: Cole McElroy, Columbia artist, presents Mayor George L. Baker, Portland, Ore., with Columbia New Process record, made on Pacific Coast



Left: T. Wayne MacDowell, Atwater Kent Convention manager, takes a brief rest at Atlantic City, N. J., resort

Below: Powel Crosley, Jr., president, Crosley Radio Corp., who also recently assumed management of De Forest Radio Corp.



Above: G. W. Hipsley, Stromberg-Carlson dealer, Philadelphia, uses his service car to advertise radio. He believes in publicity and the volume of business he has built up proves the value of his methods of centering the attention of the public on radio



Caswell GianTone Portable Wins Approval of Trade

Latest Model Portable Talking Machine of Caswell Mfg. Co. Has Many Distinctive and Appealing Constructional Features

MILWAUKEE, Wis., February 7.—The Caswell Mfg. Co., of this city, manufacturer of Caswell portables, has been receiving many letters of congratulation from jobbers and dealers in connection with the new GianTone, the company's latest portable phonograph. This phonograph includes in its equipment many distinctive constructional features, which have received the enthusiastic approval of Caswell dealers and which are being featured to ex-



New Caswell GianTone Portable—Closed and Open Views
cellent advantage by Caswell representatives generally.

In perfecting the GianTone portable particular attention was paid to the acoustical equipment, with the idea in mind of securing all possible volume without sacrificing tone quality. L. B. Casagrande, vice-president of the Caswell Mfg. Co., states that the development of this phase of the GianTone portable has far exceeded the company's expectations, and that in addition to the tone quality of the instrument, considerable praise has been be-

stowed upon the design of the cabinet with its hand-finished case. Mr. Casagrande is now working out plans for a far-reaching sales and publicity campaign which will emphasize the distinctive qualities of the GianTone portable.

Federal Representatives Hold Mid-Winter Convention

Four-Day Gathering of Territorial and Special Representatives Given Over to Discussions of Field Conditions and Plans for Future

BUFFALO, N. Y., February 4.—The annual mid-Winter convention of territorial and special representatives of the Federal Radio Corp. was held recently. Personal conferences with department heads, inspection of the factories and new laboratories and other business matters occupied the attention of the representatives present.

President L. E. Noble opened the first day's session with an address of welcome and he was followed by C. J. Jones, who presided at a discussion of field conditions. A. C. Stearns, advertising manager, gave a brief address, congratulating the winners of the recent advertising contest. The next day was given over to talks by department heads on the workings of their respective units. The following day was given over to no set routine, but the representatives had conferences with sales and other officials, gleaned information to help them with their work in the field.

The engineering staff, headed by Vice-President L. C. F. Horle, held forth at the closing day's morning session, which was followed by luncheon at the Hotel Statler. In the afternoon W. B. Henri, president of Henri, Hurst & McDonald, advertising counsel, and L. E. Swinehart, account executive, outlined advertising plans for the coming season.

Japan's Best!!

Gramophones,
Gramophone Needles
and Records

ALL SORTS OF MUSICAL
INSTRUMENTS

Write for catalogs and particulars

Nonaka Trading Co.

1-chome, Moto-machi - Yokohama, Japan

January Fada Sales Exceed 1926 Half Year Totals

Announcing that the gross sales of Fada radio in the month of January were greater than during the entire first six-months period of 1926, Frank A. D. Andrea, president of F. A. D. Andrea, Inc., stated that the business picture for this year shows signs of great activity.

"Outstanding firms in the radio industry have made plans for substantial increases in volume of sales," said Mr. Andea. "Our own experience during the first month of the new year indicates that our faith in 1927 is well founded. A healthful sign is the distinct trend toward quality, exemplified by purchases of higher-priced models in receivers, speakers and other accessories."

Martin F. Flanagan Is New Secretary of R. M. A.

CHICAGO, ILL., February 7.—Arthur T. Haugh, president of the Radio Manufacturers' Association, Inc., who was a recent visitor to the company's executive offices in this city, has announced that the resignation of B. W. Ruark, as executive secretary of the Association, was presented and accepted at the last meeting of the board of directors, held at the Hotel Cleveland, Cleveland, O., on January 27. At this meeting Martin F. Flanagan was elected to succeed Mr. Ruark and takes over immediately the duties of the executive secretary.

Fourth of Brunswick Radio Concerts Is Broadcast

The fourth of the series of "Brunswick Hours of Music" which are being broadcast over the "blue" network of the National Broadcasting Co. and associated Southern stations was heard on Friday, February 11, when Karin Branzell, mezzo-soprano, and Lauritz Melchior, tenor, both of the Metropolitan Opera Co., sang and the Brunswick Hour Orchestra under the direction of Walter B. Rogers, and the Brunswick Ensemble Orchestra under the direction of Walter G. Haeschen, played.

Argus Radio Corp. Secures Additional Floor Space

Additional floor space has been acquired by the Argus Radio Corp., New York City, manufacturer of the Argus electric radio set. Ira Greene, treasurer and sales manager of the company, has returned from a sales trip to the West, during which he visited a number of Argus wholesalers in that territory. He reports growing popularity of the Argus line and optimism over the outlook.

The Toman Reproducer

Retail Prices

Nickel Plated \$7.50

Gold Plated \$10.00

Write for trade discounts.

Sample on approval (5 days) to any responsible dealer.

Will sell itself on quality and volume of tone. We challenge comparison.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Send for sample NOW!

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.



Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.C. (5th Edition).

New Models for 1927!

New 1927 Models for ATWATER KENT

Also Accommodates Any 7 x 18 In. Set With The Famous UTAH CONE SPEAKER Built In.

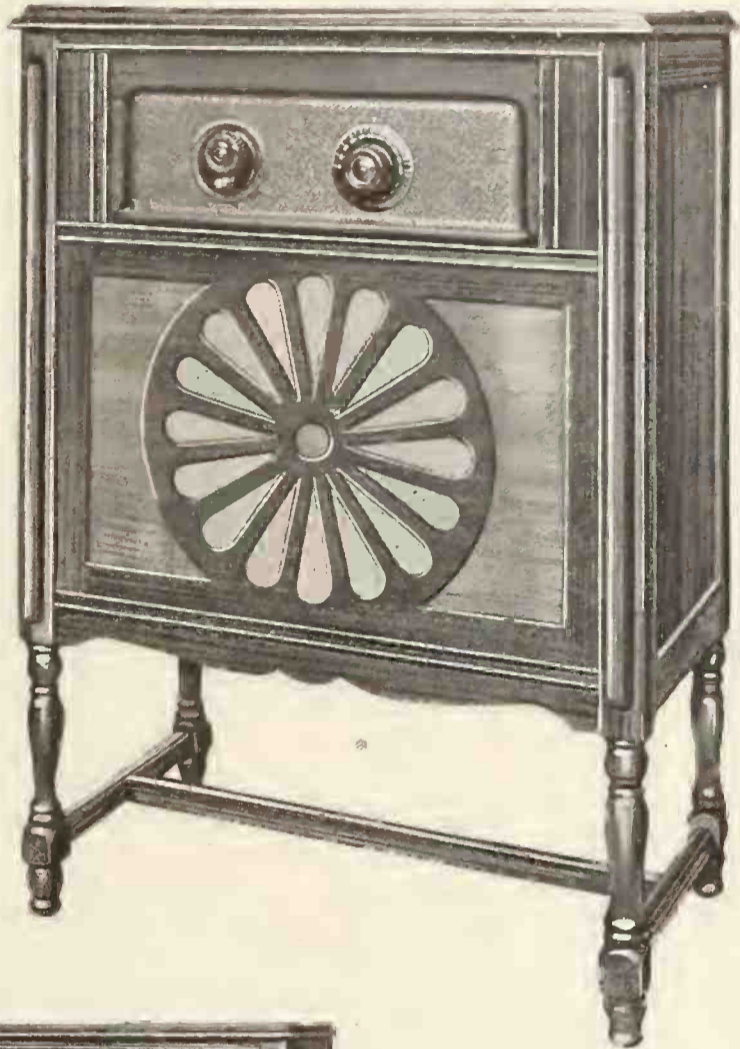
DESCRIPTION

A RADIO console cabinet, built in Utah Cone Speaker, and battery case combined. (Open battery space in rear.) Made of genuine mahogany plywood, finished a beautiful high-light mahogany. Outside dimensions 26 in. long, 36½ in. high, 14¼ in. deep.

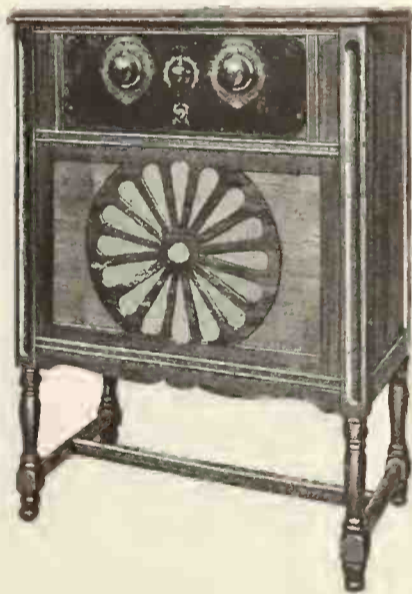
Shipping Weight 70 Pounds

\$37.50

F. O. B. Factory; Brazil, Indiana (Near Chicago)



(Above)
MODEL 6
For Atwater Kent Model 35



(Left)
MODEL 8
For 7 x 18 in. Sets



MODEL 651—Shown at Left

Atwater Kent
Models 20-30-35

Fred Eisemann
Models 10-30-40

Fada
Model 192-A

For any 7" x 18" Set

UNLESS otherwise specified, Model 651 will be supplied with solid mounting panel 21" long, 9" high, as illustrated. This permits the dealer to fit various size sets with but little work.

Made of genuine mahogany plywood, also genuine walnut plywood, finished a rich high-light. Outside dimensions, 26½" long, 45¼" high, 15" deep.

Shipping Weight 100 Pounds

Price \$50.00

F.O.B. Indianapolis, Indiana

United Cabinet Manufacturers Corp.
1421 South Michigan Ave., Chicago, Ill.

T. A. Edison Celebrates 80th Birthday at Home

Noted Inventor Spends the Day Quietly at Home—Edison Pioneers Hold Annual Dinner—Flood of Congratulations Received

ORANGE, N. J., February 11.—An event of unusual importance and interest in phonograph circles was the celebration to-day of the



Thos. A. Edison

eightieth birthday anniversary of Thomas A. Edison. Each year this anniversary is properly recognized by Mr. Edison's family and business associates, but the passing of the eightieth milestone was made the occasion for special observance.

Mr. Edison, by choice, observed the day quietly at his home, it being the first time in three years that he has been North at this season of the year. A simple program was arranged, which included a visit to the Edison plant in the morning and the afternoon and evening spent quietly with his family and close friends. The Edison Pioneers, men associated with the great inventor in his early activities, held their annual luncheon at the Robert Treat Hotel, Newark, which was attended by Mr. Edison for the purpose of greeting his old friends.

Edison representatives throughout the country sent in a flood of congratulatory messages, and word came from Milan, O., where Mr. Edison was born, that a movement had been launched to build a university at a cost of \$10,000,000 as a memorial to him. If the project goes through the university will be situated on the site of the birthplace of Mr. Edison, which will be preserved for posterity.

Mr. Edison is, unquestionably, the dean of the phonograph industry, for it is approximately half a century ago that he invented the phonograph, and since that time he has found the opportunity, even when busy on many other inventions in different fields, to give thought to the steady improvement of the phonograph and records. No better proof of this interest is to be found than in the development of the Edison long-playing phonograph and long-playing records and the introduction of the Edison Dance Reproducer during the past year.

His contributions to the field of science and invention have been widely recognized and men of national prominence throughout the country took occasion to pay tribute to those contributions upon the occasion of his eightieth birthday. Newspapers, too, gave column upon column of space to the telling of Edison's career and of his present activities, a fact which emphasizes his importance as a national figure.

Double the present space allotted to selling talking machine records will shortly be available in the Metropolitan Stores, Inc., Market street, South, Canton, O. An adjoining storeroom has been acquired and the store will be expanded to twice its present size.

Auditorium Orthophonic Stimulates Music Trade in Buffalo Territory

Victor Dealers Join in Co-operative Advertising Campaign to Tie-up With Appearance of Auditorium Model at Theatre—Jobbers and Dealers in All Lines Report Brisk Sales

BUFFALO, N. Y., February 8.—Phonograph and record sales in the Buffalo district showed a tapering off the latter part of January, while the first few days of February gave indication of a Spring business that would compare very favorably with that of 1926.

Auditorium Orthophonic in Theatre

The Victor trade is exceedingly pleased with the week's exploitation at Shea's Buffalo, featuring the Auditorium Orthophonic Victrola. A co-operative advertising campaign, conducted by the Victrola Dealers Association of Western New York, has consisted of page advertisements in the daily press, together with window streamers and exhibits, pointing to the Orthophonic demonstration at the theatre. Response of the public has been more pleasing than the trade had hoped for. The Auditorium Orthophonic is literally the "talk of the town." Newspapers have given the event an unusual editorial space through very favorable criticism by theatre and music critics. At a special demonstration before Mayor Schwab, Mrs. Wm. F. Felton, chairman of the school board; Henry F. Jerge and Harry Roblin, members of the board, and School Superintendent E. C. Hartwell, it was enthusiastically proclaimed. It was indicated by city officials that they are interested in the possibilities of the machine, as a type to be used in schools and for concerts in parks. Mrs. Felton indicated her hope to have one installed in each of the high schools.

This program of exploitation has been a marvelous aid to Victor dealers through increasing not only the sale of instruments but also records. Those records demonstrated have reached sales proportions heretofore unsurpassed.

Columbia Viva-tonal in Demand

Columbia records and the Viva-tonal instrument are in very good demand in Buffalo and surrounding territory. Rochester is said to be one of the most active Columbia sections here, although the distributing office can not complain of Buffalo business. Record sales have gone vastly beyond expectations. In comparison with a year ago, sales have shown more than a 100 per cent increase.

The Medo Electric Corp., until recently an exclusive radio store, operating four stores in Buffalo, has added Columbia records and instruments to its line of merchandise.

Good Portable Business

Dealers are stocking in anticipation of a brisk portable business, according to F. D. Clare, manager of the Iroquois Sales Corp. Artone portables are winning favor with the consumer trade, not only as a Summertime instrument, but also a most pleasant convenience during the Winter. Mr. Clare said it is not unusual for tourists motoring South to include in their camping equipment a portable, and for that reason Winter sales in these instruments have been unusually brisk.

Okeh Records Selling Well

Okeh domestic records are showing a very satisfactory improvement in volume of sales, since the electrically recorded discs have come out. Foreign record sales also are much greater. There also is a greater demand for the imported Odeon records. Tone-arm and reproducer, as well as needle and other accessory business since the first of the year has been very good.

Crosley Radio Products in Demand

Crosley radio and loud speaker sales are keeping up and Mr. Clare is pleased with his radio business. The Electron Automatic radio power unit, recently introduced by the King Electric Mfg. Co. of Buffalo, is a very promising accessory that is expected to answer the problem of many radio users where the power question comes up. Operating on either a 60 or

25 cycle electric current, it will be in universal favor.

Brunswick Panatrop-Radiolas Sales Good

Don Miller, manager of the local Brunswick distributing office, is quite hopeful of a very fine February business, which will, in his opinion, tally up in advance of last year's business at this time. He looks for a good Spring trade for Brunswick, both in instruments and records. The Panatrop-Radiola combination is apparently attracting consumers at this time, to the satisfaction of Brunswick dealers here.

Retailers Report Brisk Sales

Loretta C. Spring, manager of the music department of Adam, Meldrum & Anderson, has had a good Victor season so far, January showing a volume greatly in advance of expectations. Radio sales are holding up well, Mrs. Spring said. Radio in this shop showed a sales increase of 100 per cent over 1925, for the year 1926, and if January can be taken as a criterion, 1927 will be a much better year. John Kibler reports satisfactory Victor and radio business. The Columbia Music Shop is doing an exceptional business in records, and is pleased with its volume of Viva-tonal business. The Brunswick Music Shop had a satisfactory January, profits showing a great increase over the same month of last year. This shop recently opened a branch in West Ferry street, and will carry the same line of merchandise as that handled in the Main street store, including Brunswick and Columbia merchandise and sheet music.

John Kibler Heads Trade Assn.

John Kibler has been elected president of the Radio Trades Association, Inc., the first dealer to head the organization since its inception. He served as president of the Victrola Dealers Association for two years. Other officers of the organization are: Edward Healy, vice-president; J. M. Kaming, secretary; S. Funk, treasurer. The remaining directors are Thomas White, Edward Ball and Emil Sommers.

News Brieflets

Waldo W. Miller, formerly president of the Federal Radio Corporation, died recently at his home in Sayer, Pa.

William and James Stevenson have bought the interests of Carl Kroninger, former Atwater Kent dealer in Seneca Falls.

The Fred D. Rice Music Store in Wellsville, N. Y., recently was damaged by fire.

John P. Kibler, father of John R. Kibler, Genesee street dealer, was found dead in bed at his home recently having succumbed to a heart attack.

To Introduce Automatic Orthophonic Victrola

Starting the latter part of this month, a series of Victor dealer meetings will be held in conjunction with wholesalers and Victor factory representatives. Merchandising plans for 1927 will be presented at these meetings and the new Automatic Orthophonic Victrola will be introduced to the trade. This instrument, which will be placed on the market in the Spring, changes its own record and plays for an hour without assistance.

French Nestor Co. Becomes Fada Radio Distributor

Appointment of the French Nestor Co., of Jacksonville, Fla., as exclusive Fada radio distributor in Florida, has been announced by Louis J. Chatten, general sales manager of F. A. D. Audrea, Inc. The French Nestor Co. has been an exclusive Victor wholesaler for a number of years.

Announcing

The LOUD SPEAKER
TONE ARM
AND
REPRODUCER

(Patent Applied For)

DESIGNED AND PERFECTED

By B. B. BLOOD

You will be surprised when you hear this new tone arm and reproducer which will fit and rejuvenate both old and new type phonographs. You will hear greater volume than ever before, you will get the new "phonic" tone, with no harsh metallic sound, no blast, and no sacrifice of tonal purity.

200% MORE VOLUME

CLEARER TONES

NO BLAST

MORE PEP

Now Used as Standard Equipment by Leading Manufacturers

*Inquiries for samples and prices
will be given prompt attention*

BLOOD MANUFACTURING COMPANY

711 West Lake Street

CHICAGO, ILLINOIS

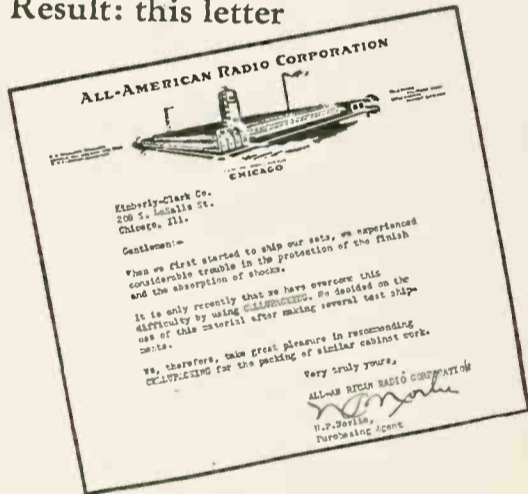


Cabinet pictured is the Rauland Spanish Renaissance Cabinet—priced at \$435.

“Experienced Trouble
in
Protection of Finish”
Made Test Shipments of

Kimpak formerly Cellupacking
REG. U.S. PAT. OFF. REG. IN CANADA
Crepe Wadding”

Result: this letter



Write for Sample Roll



Make a test of CELLUPACKING as “All-American” did. CELLUPACKING is Softest, Safest Packing known. Prove to yourself — without cost — that CELLUPACKING really protects fine surfaces and fragile material.

KIMBERLY-CLARK CO.

Established 1872

Cellucotton Specialties Dept. T.M.W.-2

Neenah, Wisconsin

Gramophone Co., Ltd., Sales Show Remarkable Increase

Business of Victor Co.'s European Affiliation for Past Six Months Almost Equals That of Previous Fiscal Year—New Plants

Business of the Victor Talking Machine Co.'s European affiliation, the Gramophone Co., Ltd., for the last six months was almost as large in volume as that for the entire fiscal year ending June 30, 1926, according to a statement to-day by Walter J. Staats, vice-president of the Victor Co., in charge of foreign business.

The main plant of the Gramophone Co., at Hayes, Middlesex, England, is now operating at full capacity, night and day, to take care of a heavy increase in business, Mr. Staats says. Despite the additional plant facilities acquired at Hayes last Summer, it has been necessary to authorize for immediate construction a new cabinet factory, which with equipment will cost about \$750,000. Erection of an additional plant at Calcutta has also been authorized by the Gramophone Co. The new plant at Barcelona, Spain, construction on which was started last Summer, will be opened in March.

Production in the Berlin plant is at full capacity. Business of this plant leads the German talking machine industry, it is stated.

The French plant, at Nogent Sur Seine, which was greatly enlarged in 1926, is working to capacity, while branch plants in both Australia and New Zealand are enjoying the largest business in the history of the Gramophone Co.

Exclusive of the foreign business of the Gramophone Co., Mr. Staats states that exports from the Victor Co.'s American plant in 1926 showed an increase of 78 per cent over the largest previous year in the company's history. The South American plant of the Victor Co., in Buenos Aires, Argentina, has been oversold for some time, and construction of a new plant with double the capacity of the old has been authorized.

Estimate Radio Corp.'s 1926 Sales at \$60,000,000

A record gross business in 1926 of about \$60,000,000 is forecast for the Radio Corp. of America, according to well-authenticated reports in financial circles. Gross business for the first nine months of 1926 amounted to approximately \$39,000,000, compared with \$27,000,000 in the corresponding period of 1925, and the estimate of 1926 sales is based upon the fact that the final quarter of the year is usually the best. The board of directors of the Radio Corp. has declared a dividend of 1 1/4 per cent for the first quarter of 1927 on the “A” preferred stock, payable April 1, to stockholders of record March 1.

New Kellogg Distributor in Northern New York

The Wholesale Radio Equipment Co., Buffalo, New York, has been appointed distributor for the Kellogg Switchboard & Supply Co., radio manufacturer of Chicago, according to a recent announcement by R. K. Smith, sales manager of the Kellogg radio organization. The Wholesale Radio Equipment Co. will have for its territory eleven counties surrounding the city of Buffalo in northern New York. The headquarters of the Wholesale Radio Equipment Co. are in New York City and the firm also maintains a branch office in Newark, N. J.

RECORDING WAX

ALL TYPES
“G” Wax Specially for Electrical Recording
F. W. MATTHEWS 126 Prospect Street E. ORANGE, N. J.

Garden, Barth, De Gogorza on Victor Radio Program

Fourth of 1927 Series of Victor Radio Concerts Will Be Broadcast on February 18—Will Be Heard over “Blue” Network

The fourth radio program in the 1927 series of the Victor Talking Machine Co. will be presented on the evening of February 18, through eight stations, by three distinguished artists of concert and opera, assisted by the Victor Concert Orchestra. The artists are Miss Mary Garden, soprano, of the Chicago Grand Opera Company; Emilio De Gogorza, baritone, and



Mary Garden

Hans Barth, pianist. Rosario Bourdon, one of the musical directors of the Victor Talking Machine Co., will direct the orchestra.

Beginning at 9 p. m., Eastern Standard time, the concert will be heard through stations of the “blue” network of the National Broadcasting Co. and four affiliated Southern stations. These stations are WJZ, New York; WBZ, Springfield and Boston; KDKA, Pittsburgh; KYW, Chicago; WHAS, Louisville, Ky.; WSB, Atlanta; WMC, Memphis, and WSM, Nashville.

Miss Garden, who is one of the world's most notable operatic figures, is a native of Scotland, and among the roles in which she has been heard in this country are Thais, Melisande, Louise, Salome, Sapho, Griselidis, Marguerite and many others. She has been a member of the Chicago Grand Opera Company since 1910. In her radio broadcasts she has won a large audience by the charm of her voice and her extensive repertoire.

Mr. De Gogorza is another internationally famous singer who has gained a large following with the radio audience. He is one of the world's best-known baritones and he sings with unusual depth of feeling and rare perfection. Hans Barth is an American pianist who attracted conspicuous attention among the critics when but eleven years old.

Is Appointed Standardyne Factory Representative

Michael L. Miller, formerly vice-president and general manager of the Weber-Rance Corp., has become factory representative for the Standard Radio Corp., Worcester, Mass. Mr. Miller is acting as vice-president and general manager of the Modern Radio Sales Co., Standardyne distributor in New York City.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA
American Mica Works
47 West Street New York

AMRAD @ Neutrodyne

Serve Your Community Completely with this Complete Line ~ priced *far below competitive quality



3 Dial, 5 Tube, Batteryless No Batteries Needed

AC-5-C This type of control is preferred by many experienced radio owners. All necessary power direct from light socket. No batteries, no trickle charger. Housed in a beautiful two-tone mahogany cabinet with genuine Crosley Musicone skillfully built in. Receiver, \$115, Power Unit, \$60. **\$175**

AC-5 This is the table model of the console pictured to the left. The Amrad power unit has been tested under home conditions for more than a year and a half. Operates from AC current delivering 100-120 volts, 60 cycle. Power unit is shown behind table model set. Receiver, \$65, Power Unit, \$60. **\$125**



3 Dial, 5 Tube Models Battery Type

S-522-C Beautiful in appearance, a wonder in selectivity and performance. Console model—two-toned mahogany—with Crosley Musicone skillfully concealed behind silk screen. Delicate vernier controls make tuning extremely easy and efficient. **\$110**

S-522 Amrad quality is again exemplified in this beautifully made and proportioned set. The simple, elegant lines of this set win the admiration of all. The first of a line that has kept production at peak in the Amrad factory ever since. **\$60**



Cone Table
A mahogany cabinet finished in two tones with the genuine Crosley Musicone cleverly concealed—the Musicone that won universal praise. Cone table matches Amrad table model receivers in design and finish. **\$32**

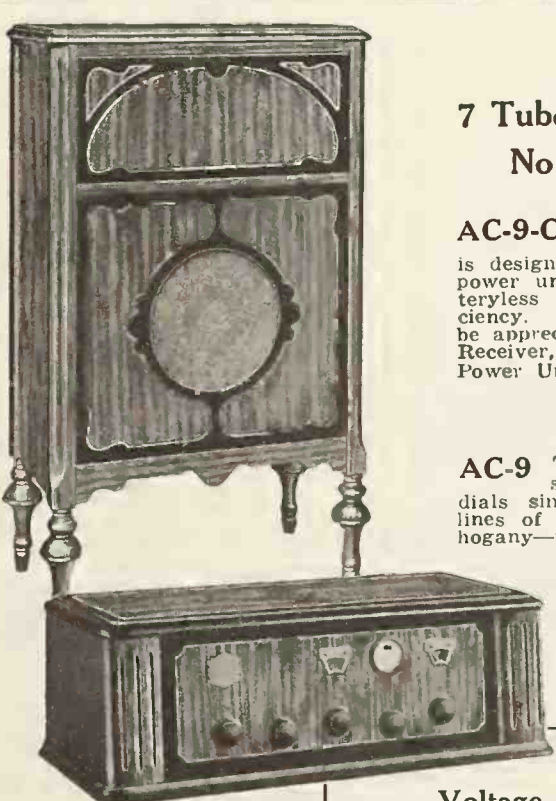
* Amrad low prices reflect the influence of the Crosley purchasing power and the Crosley resources. This, coupled with Amrad engineering skill and the technical achievements of Amrad laboratories is a wonderful combination.

WRITE FOR SALES FRANCHISE AT ONCE.
MANY DESIRABLE TERRITORIES STILL OPEN

7 Tube, S-733 Models Battery Type—2 Dial

S-733-C This exquisite model is a handsome piece of furniture to grace any home. Delivers the utmost in radio enjoyment at a very reasonable price. Crosley purchasing power and Amrad engineering skill are reflected in this set. With the simplified 2-dial control, it becomes a super value at **\$127**

S-733 Owners of this Amrad Neutrodyne report complete satisfaction. High ratio vernier controls make tuning easy. Sockets are mounted on rubber-cushioned base. Volume is controlled by a single adjustment. Two-toned mahogany cabinet, a wonderful value at **\$77**



7 Tube, 2 Dial, Batteryless No Batteries Needed

AC-9-C This radio is designed especially for AC power. It is designed for use with the Amrad power unit—a thoroughly tested batteryless power supply of great efficiency. The value of this set will be appreciated by many. Receiver, \$132, Power Unit, \$60. **\$192**

AC-9 This set is similar in construction to the console. Two dials simplify tuning. The elegant lines of this model—two-toned mahogany—will harmonize with the surroundings in any home. Receiver, \$82, Power Unit, \$60. **\$142**

"B" Eliminator

The famous "Mershon" Condenser in the design of this "B" eliminator makes possible a source of "B" power supply with finest TONE QUALITY. The unit is housed in a metal cabinet and finished in black enamel. All parts are easily accessible, in plain view and not covered with a compound. No variable controls. Furnished with the famous Amrad S-1 Tube. Voltages—22½ or 45; 67, 90, 135 or 180. Max. volts, 180 at 50 mills. **\$35**



Amrad consistently offers the greatest Neutrodyne values on the market. Ever since the S-522 models were offered at \$60 Amrad production has been at peak. Every succeeding model has been as great a value. Altogether it makes a wonderful line—easy to sell and easy to service.

Write Dept. 7B7 for descriptive literature.
THE AMRAD CORPORATION
HAROLD J. POWER, Pres.
Medford Hillside, Mass.

Voltage Regulator



Will feed a steady current no matter how badly the line voltage wavers. Many homes can now operate Amrad Batteryless Lamp Socket Sets. Heretofore many could not enjoy the convenience of lamp socket power because of badly fluctuating electric light currents, causing broadcasts to swing in and out, or fade. Requires one UX-876 Ballast Tube. For complete satisfaction a voltage regulator should be included when sets are sold. **\$15**

Opportunity for Live Dealers to Cash in Through Tie-Ups With Visiting Artists

Concert Dates of Leading Artists Who Make Records—Tie-ups Provide an Excellent Means of Interesting the Public in Records and Promoting Sales

The following list of concert dates of a number of recording artists has been compiled for the benefit of dealers who wish to stimulate the sale of records of artists appearing in their cities or towns. Tie-ups can be effected through the mediums of window displays or by direct mail, calling the attention of customers to the scheduled appearances and a mention that the artist's recordings are available:

BRUNSWICK ARTISTS

A. & P. GYPSIES—February 13-19, Washington, D. C.; March 14, Baltimore, Md.

MARIO CHAMLEE—February 20, Bronxville, N. Y.

CLEVELAND ORCHESTRA—February 15, Miami, Fla.; February 17, 18 and 19, Havana, Cuba; February 21, West Palm Beach, Fla.; February 22, St. Petersburg, Fla.; February 23, Tampa, Fla.; February 26, Nashville, Tenn.; February 27, Louisville, Ky.; February 28, Columbus, O.; March 7, Toledo, O.; March 8, Oberlin, O.

ELSHUCO TRIO—February 18, Kingston, N. Y.; February 25, New York City; March 1, Frederick, Md.; March 3 and 4, Hartford, Conn.; March 14, Bellingham, Wash.; March 15, Seattle, Wash.; March 17, Lewiston, Ida.

MINNEAPOLIS SYMPHONY ORCHESTRA—February 15, Urbana and Champaign, O.

SIGRID ONEGIN—March 4, Montclair, N. J.; March 7, Reading, Pa.; March 9, Racine, Wis.; March 11 and 12, Chicago, Ill.

ELISABETH REITHBERG—February 18, Houston, Tex.; February 23, San Antonio, Tex.; March 15, New York City.

MAX ROSEN—February 15, Hastings, Neb.; February 17, Colorado Springs, Neb.; February 21, Ogden, Utah; February 24 and 25, Los Angeles, Cal.

JOHN CHARLES THOMAS—February 17, Palm Beach, Fla.; March 5, Atlantic City, N. J.; March 7, Washington, D. C.

VICTOR ARTISTS

HAROLD BAUER—February 20, Waterbury, Conn.; February 23, Springfield, Vt.; February 25, Hanover, N. H.; March 13, New York City.

SOPHIE BRASLAW—February 20, Boston, Mass.; March 1, Louisville, Ky.; March 4, Cleveland, O.; March 9, Kent, O.; March 15, Charleston, W. Va.

PABLO CASALS—February 15, New London, Conn.; February 17 and 18, New York City; February 20, Waterbury, Conn.; February 21, Northampton, Mass.; February 25, Hanover, N. H.; February 27, New York City; February 27, Philadelphia, Pa.

RICHARD CROOKS—February 24, Rochester, N. Y.

EMILIO DEGOGORZA—February 25, Hartford, Conn.; March 11, Springfield, Mass.

FLONZALEY QUARTET—February 15, Norton, Mass.; February 16, Boston, Mass.; February 17 and 18, West Hartford, Conn.; February 19, New Haven, Conn.; February 21, Westerly, R. I.; February 23, Princeton, N. J.; March 1, New York City; March 4, New Brunswick, N. J.; March 5, Albany, N. Y.; March 8, Wellesley, Mass.; March 10, Boston, Mass.

OSSIP GABRILOWITSCH—February 16, San Francisco, Cal.; March 2, Tulsa, Okla.; March 9, Syracuse, N. Y.; March 14, South Hadley, Mass.

GALLI-CURCI—February 16, Chicago, Ill.; February 18, Davenport, Ia.; February 22, Milwaukee, Wis.; February 25, Columbus, O.; February 28, Detroit, Mich.

GIGLI—February 16, Tampa, Fla.; February 18, Nashville, Tenn.; February 21, Cincinnati, O.; February 26, Atlantic City, N. J.; February 27, New York City.

CECILIA HANSEN—February 15, San Francisco, Cal.; February 17, Oakland, Cal.; February 18, San Francisco, Cal.; February 24, Quincy, Ill.; February 27, New York City; March 15, Chambersburg, Pa.

LOUISE HOMER—February 21, Daytona Beach, Fla.

MARIA JERITZA—February 20, Philadelphia, Pa.; February 23, Brooklyn, N. Y.; February 27, Boston, Mass.; March 1, Baltimore, Md.; March 4, Washington, D. C.; March 6, Hartford, Conn.; March 8, York, Pa.; March 10, Morgantown, W. Va.; March 13, Chicago, Ill.; March 15, Columbus, O.

FRITZ KREISLER—February 15, New York City; February 20, San Francisco, Cal.; February 21, Los Angeles, Cal.; February 24, Seattle, Wash.; February 25, Portland, Ore.; February 27, Spokane, Wash.; March 1, Grand Forks, N. D.; March 3, St. Paul, Minn.; March 4, Madison, Wis.; March 6, Chicago, Ill.; March 7, Milwaukee, Wis.; March 8, Lansing, Mich.; March 9, Detroit, Mich.; March 13, Boston, Mass.; March 14, New Haven, Conn.

MARY LEWIS—February 23, Denver, Colo.; March 1, Kansas City, Mo.; March 9, Worcester, Mass.

GIOVANNI MARTINELLI—March 1, Scranton, Pa.; March 3, Rochester, N. Y.; March 5, Detroit, Mich.; March 7, Des Moines, Ia.; March 11, Buffalo, N. Y.; March 14, Youngstown, O.

ROSA PONSSELLE—February 18, San Antonio, Tex.; February 21, El Paso, Tex.; February 23, Phoenix, Ariz.; February 28, Pomona, Cal.; March 3, Palo Alto, Cal.; March 8, Los Angeles, Cal.; March 10, Pasadena, Cal.; March 12, San Diego, Cal.; March 14, Santa Barbara, Cal.

RACHMANINOFF—February 19, New York City; February 21, Washington, D. C.; February 22, Baltimore, Md.;

February 23, Philadelphia, Pa.; March 3, San Diego, Cal.; March 4, Los Angeles, Cal.; March 6, San Francisco, Cal.; March 9, Portland, Ore.; March 10, Seattle, Wash.; March 15, St. Paul, Minn.

TITO SCHIPA—February 16, Lakeland, Fla.; February 18, St. Petersburg, Fla.; February 21, Louisville, Ky.; February 24, Denver, Colo.; February 28, San Francisco, Cal.

MADAME SCHUMANN-HEINK—February 16, Atlanta, Ga.; February 21, Rock Hill, S. C.; February 23, Asheville, N. C.; February 25, University, Va.; March 6, Philadelphia, Pa.; March 11, Northampton, Mass.; March 13, Waterbury, Conn.

REINALD WERRENATH—February 15, Anderson, Ind.; February 16, Fort Wayne, Ind.; February 18, Chambersburg, Pa.; February 21, Springfield, Mo.; February 23, Denver, Colo.; March 1, East Orange, N. J.; March 2, Jamaica, N. Y.; March 4, Warren, Pa.; March 9, Rome, N. Y.

EFREM ZIMBALIST—February 15, Johnstown, Pa.; February 16, State College, Pa.; February 18, Charleston, W. Va.; February 21, Springfield, Mo.; February 25, Topeka, Kan.; February 28, Jackson, Mich.; March 1, Michigan, City, Ind.; March 3, Bloomington, Ind.; March 9, Daytona Beach, Fla.; March 10, St. Petersburg, Fla.; March 13, New York City.

COLUMBIA ARTISTS

CHERNAVSKY TRIO—March 1, Burlington, Ia.; March 2, Davenport, Ia.; March 3, Dubuque, Ia.; March 8, Webster City, Ia.; March 9, Omaha, Neb.; March 10, Fremont, Neb.; March 11, Maryville, Mo.; March 14, St. Joseph, Mo.; March 15, Emporia, Kan.

PERCY GRAINGER—February 17, Asheville, N. C.; February 18, Charleston, W. Va.; February 24, Lawrence, Kan.; February 26, St. Louis, Mo.; March 1 and 2, Winnipeg, Canada; March 6, Duluth, Minn.; March 9, Chicago, Ill.; March 13, Cincinnati, O.; March 14, Danville, Ill.

LOUIS GRAVEURE—February 19, Roanoke, Va.; February 27, Fall River, Mass.

MARIA KURENKO—March 8, Winnetka, Ill.; March 10, Philadelphia, Pa.

MISCHA LEVITZKI—February 16, Denton, Tex.; February 18, Austin, Tex.; February 22, Sherman, Tex.; February 23, Denton, Tex.; February 27, Chicago, Ill.; March 4, Aurora, N. Y.; March 8, Troy, N. Y.

LONDON STRING QUARTET—February 18, Cooperstown, N. Y.; February 20, Philadelphia, Pa.; February 28, Dubuque, Ia.; March 1, St. Paul, Minn.; March 15, Northampton, Mass.

TOSCHIA SEIDEL—February 25, Minneapolis, Minn.; February 26, St. Paul, Minn.; March 7, Columbia, S. C.; March 8, Charlotte, N. C.

EDISON ARTISTS

CARL FLESCII—February 16, San Francisco, Cal.; February 22, Los Angeles, Cal.; February 24, Sacramento, Cal.; February 28, Kansas City, Mo.; March 4 and 5, St. Louis, Mo.; March 8, Minneapolis, Minn.; March 13, Boston, Mass.; March 14, New York City; March 15, Hanover, N. H.

ARTHUR MIDDLETON—February 24, Rochester, N. Y.

Oregon Music Trades Assn. Seeks to Join National Body of Music Merchants

Make Application for Charter—Appearance in Portland of Victor, Columbia and Brunswick Artists Stimulates Trade—W. C. Fuhri Visits Portland Trade—Other News

PORTLAND, ORE., February 4.—Reinald Werrenath, baritone and popular Victor artist, was presented in concert at the municipal auditorium January 28 by the Elwyn Concert Bureau, singing before a large and enthusiastic audience. A clever tie-up, full-page Victor advertisement by Sherman, Clay & Co., appeared on the program, calling attention to his Victor recordings, and naming the most popular, several of which he included in his program, much to the delight of his audience.

W. C. Fuhri, general sales manager and vice-president of the Columbia Phonograph Co. Inc., was a recent Portland visitor. W. H. Lawton, of Seattle, Pacific Northwest representative of the Columbia Co., accompanied Mr. Fuhri on the rounds of the Pacific Northwest territory.

Charles Soulé, Pacific Northwest manager of the Starr Piano Co., with headquarters in Portland, upon his return from his Washington territory expressed deep satisfaction at the year just ended and predicts great things for 1927. The first shipment of the new Electrobeam Gennett record has been received and, according to Mr. Soulé, went like "hot cakes."

Cole McElroy and His Spanish Ballroom Band, who are exclusive Columbia artists, made a tour of Oregon in January under the auspices of the Columbia Phonograph Co., Randall Bargelt, Oregon representative of the company, managing the event.

Elly Ney, pianist and exclusive Brunswick artist, was guest artist with the Portland Symphony Orchestra at a concert given January 17 in commemoration of the one hundredth anniversary of Beethoven's death.

A. R. McKinley, Pacific Northwest manager of the Brunswick Co., with headquarters in Portland, reports 1926 breaking all records, with the first month of 1927 keeping up the pace.

Mr. McKinley announces that Carl W. Jones has again joined the Brunswick Co. and will promote the Brunswick record business throughout the Pacific Northwest district.

A meeting of the Oregon Radio Trades Association was held January 14 in the main banquet hall of the Portland Chamber of Commerce, George Sammis, general manager of the Sunset Electric Co., president, presiding.

A jazz jubilee featuring three recording orchestras was a feature entertainment at the

Cole McElroy Ballroom January 18, when the Charles Dornberger's Victor record artists, Herb Wiedoeft's Brunswick record artists and Cole McElroy's Columbia record artists gave a joint dance program.

The Oregon Music Trades Association has made application to the National Association of Music Merchants for a charter.

Mrs. Emma Ball, formerly of the advertising department of the Portland Telegram, has been appointed private secretary to Sidney Johnson, manager of Sherman, Clay & Co.

Several changes have been made in the personnel of the record department of Sherman, Clay & Co., due to the illness of Nellie Megler, who had charge of the department, and the marriage of Pearl Speck to Ernie Cracknell, both of Sherman, Clay & Co., the latter two having resigned and moved to California. Florence Corcaran, for two years with the Dayton Co., of Minneapolis, and for the past eleven months with the Meier & Frank Co., of this city, has been placed in charge and will be assisted by Alice Falck, for three years with the Meier & Frank Co., and Esther Gumbert, formerly of the Wiley B. Allen Co. Betty Kay has replaced Mr. Cracknell, who acted in the capacity of general information clerk for customers on the main floor.

Wall-Kane Co. Markets "Human Voice" Needle

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., placed on the market a new needle, which is claimed to be particularly adapted for the playing of the new electrically recorded records. This needle has been named the "Human Voice" and is attractively packaged and cartoned. N. Cohen, president of the company, returned to New York the early part of the month, after several weeks spent in Florida.

Mr. Cohen has now associated with him his son, S. Cohen, who graduated from high school last month.

Big Victor Sales Increase

The January sales of the Victor Talking Machine Co. were \$3,672,000, an increase of \$1,695,000, or 85 per cent, over January of 1925.

TOPSY-TURVY! The Standardyne Multi-Valve

has done just that to the RADIO BUSINESS AND NO WONDER

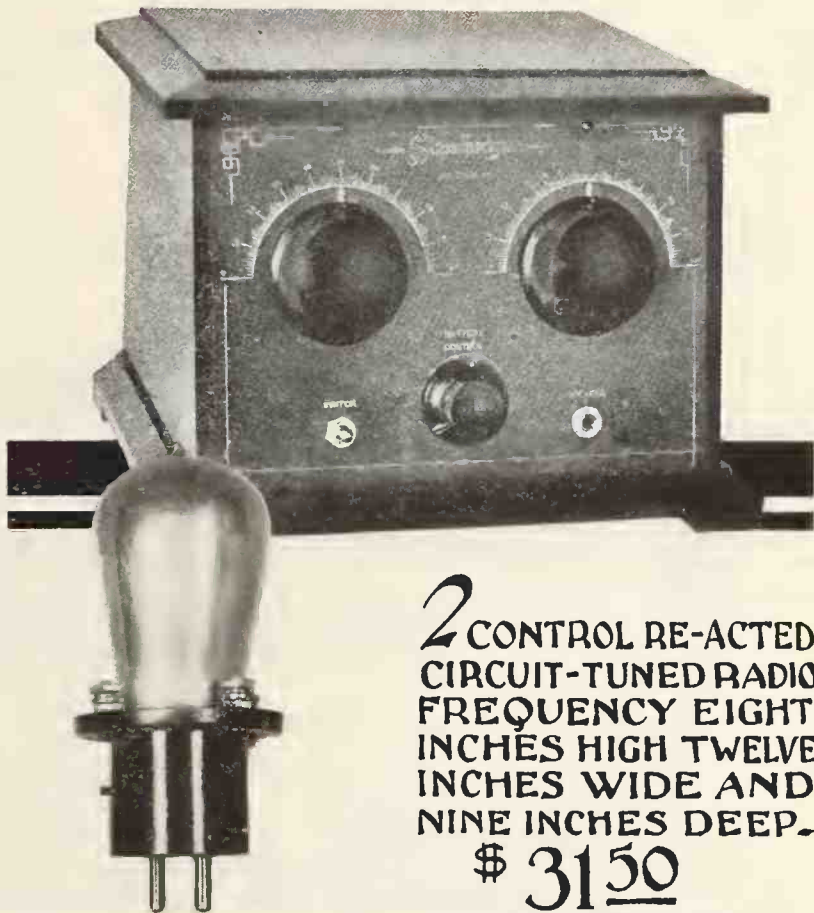
The Standardyne Multi-Valve One Tube Receiver

- Operates any loud speaker*
- Picks up distance as easily as it does locals*
- Tunes with a finger twist*
- Cuts battery consumption in half*
- Has amazing clarity and volume*
- Is as portable as a hand-bag*

The leading department stores of Kansas City, Boston, Philadelphia and other cities are leading their radio sales with Standardyne Multi-Valve.

Manufactured exclusively by the Standard Radio Corporation through arrangement with the Emerson Radval Corporation.

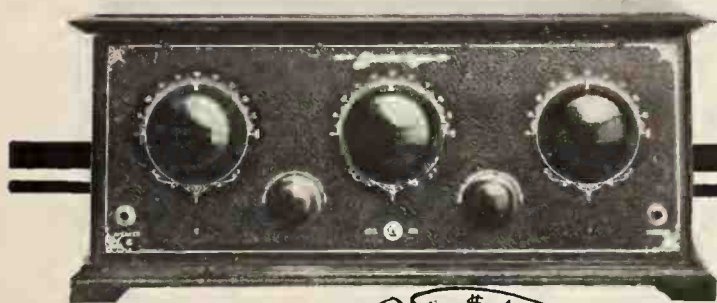
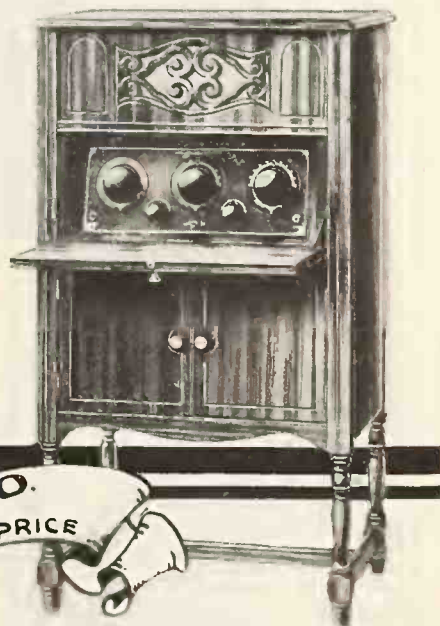
WE INVITE SALES INQUIRIES FROM JOBBERS AND DEALERS WHO WOULD LIKE TO DUPLICATE IN THE RADIO FIELD THE SUCCESS OF FORD MOTOR CAR HANDLERS



**2 CONTROL RE-ACTED
CIRCUIT-TUNED RADIO
FREQUENCY EIGHT
INCHES HIGH TWELVE
INCHES WIDE AND
NINE INCHES DEEP.**
\$ 31⁵⁰
 LIST PRICE

A ONE TUBE SET WITH FIVE TUBE PERFORMANCE —

PRESENTED AS
A DISTINCTIVE
ADDITION TO—



**MODEL B.6
6 TUBE TUNED
RADIO FREQUENCY**

\$45⁰⁰
LIST PRICE



\$100.
LIST PRICE

**MODEL 600
6 TUBE TUNED
RADIO FREQUENCY**

Manufactured By
The Standard Radio Corporation
 WORCESTER MASS
BEN. W. FINK GENERAL MANAGER

(This Advertisement Created by Bert Ennis—Coast to Coast Publicity Service)

Plaza Music Co. Announces Improvements and Additions to Portable T. M. Line

New Pal Portable Will Be Equipped With Micro-phonic Sound Box, Micro-phonic Tone Arm and New Amplifying System—Other Changes in Company's Products

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of Pal and Regal portables, Fine Arts products in radio and Domino and Banner records, has just announced a series of radical improvements and additions to its line of portable talking machines. In its announcement to the trade the Plaza Co. presents an entirely new Pal machine, which, despite the added new features, will be marketed at last year's prices.

This new Pal machine will be equipped with the Plaza Music Co.'s Micro-phonic sound box, its Micro-phonic "S" type tone arm and an entirely new amplifying horn, which has been designated the Micro-phonic system of amplification.

The last season's Pal will be now known

as the Pal Deluxe and will be strongly marketed. While not designed with the Micro-phonic amplifying system, it will be equipped with the Micro-phonic "S" type tone arm and sound box.

The present Regal machine, the most popular priced of the standard-sized portables in the Plaza Music Co.'s line, will remain unchanged with the exception that it will be equipped with a new-type covered sound box, which will add to the quality of reproduction.

In conjunction with these radical changes in the Plaza Music Co.'s line of portables, L. J. Weil, manager of the advertising department and the portable promotion department of the company, states that with the delivery of these new machines to the trade an entirely new pro-

gram of publicity, dealer hook-ups and planned advertising will be inaugurated. The company will in a very short period deliver samples of these new products and will immediately go into large-scale production.

Manufacturers Use Special Crepe Wadding in Packing

Rauland and All-American Radio Receivers Packed in Kimpak Wadding to Insure Safe Delivery and Protect Furniture Finishes

CHICAGO, ILL., February 4.—In the January issue of The Indian Guide, a house organ published by the All-American Radio Corp., appears an



Kimpak Crepe Wadding

View of Rauland "Sovereign" receiver as it appears in the crate with every point of contact padded.

interesting article dealing with the packing and shipping of Rauland and All-American receivers. The All-American Radio Corp. uses a protecting material called Kimpak crepe wadding, manufactured by the Kimberly Clark Co., of Neenah, Wis., and Chicago, Ill., to insure its cabinet against injury on its way to its destination, and in addition to being securely covered in sturdy crates, the cabinets are protected by this unique packing material, which efficiently absorbs shocks and protects furniture finishes. This method of packing has been widely adopted by prominent radio, furniture and phonograph manufacturers, because of its protective characteristics. Each receiver is packed in a way that enables the dealer to reuse the crate, cradle and Kimpak crepe wadding in preparing the receiver for shipment to the customer's home. This feature is both a time and money saver for the dealer, as well as definite assurance that the receiver will reach its destination in perfect condition.

New Federal Laboratories Ready for Occupancy

BUFFALO, N. Y., February 4.—After five weeks of intensive reconstruction, the new laboratories of the Federal Radio Corp. were recently pronounced ready for occupation.

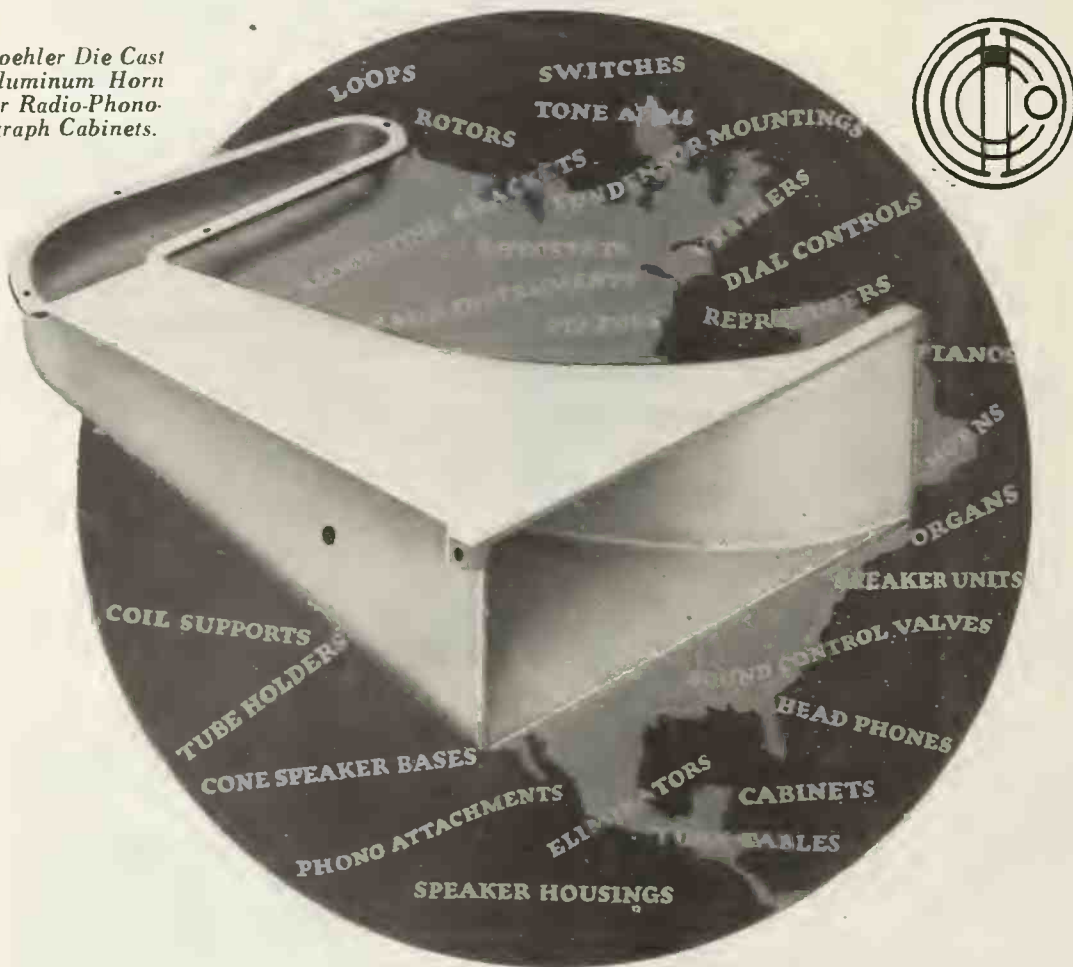
In the new unit there are three major divisions: one for the acoustical department, another devoted entirely to radio frequency experiments and the third containing sound-proof and copper-shielded rooms for tests in which electrical and physical interference are undesirable.

New Kellogg Representative

R. K. Smith, sales manager, radio division of the Kellogg Switchboard & Supply Co., Chicago, radio manufacturer, announced recently the appointment of C. R. Kehoe as traveling representative in the State of Michigan. Mr. Kehoe was formerly with the Radio Corp. of America for a period of three years and has already assumed his post with the Kellogg Co. He will work in close contact with Grinnell Bros., Detroit Kellogg distributors, and one of the foremost wholesalers in the country. Mr. Kehoe is well qualified for his new post.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS

Doehler Die Cast Aluminum Horn for Radio-Phonograph Cabinets.

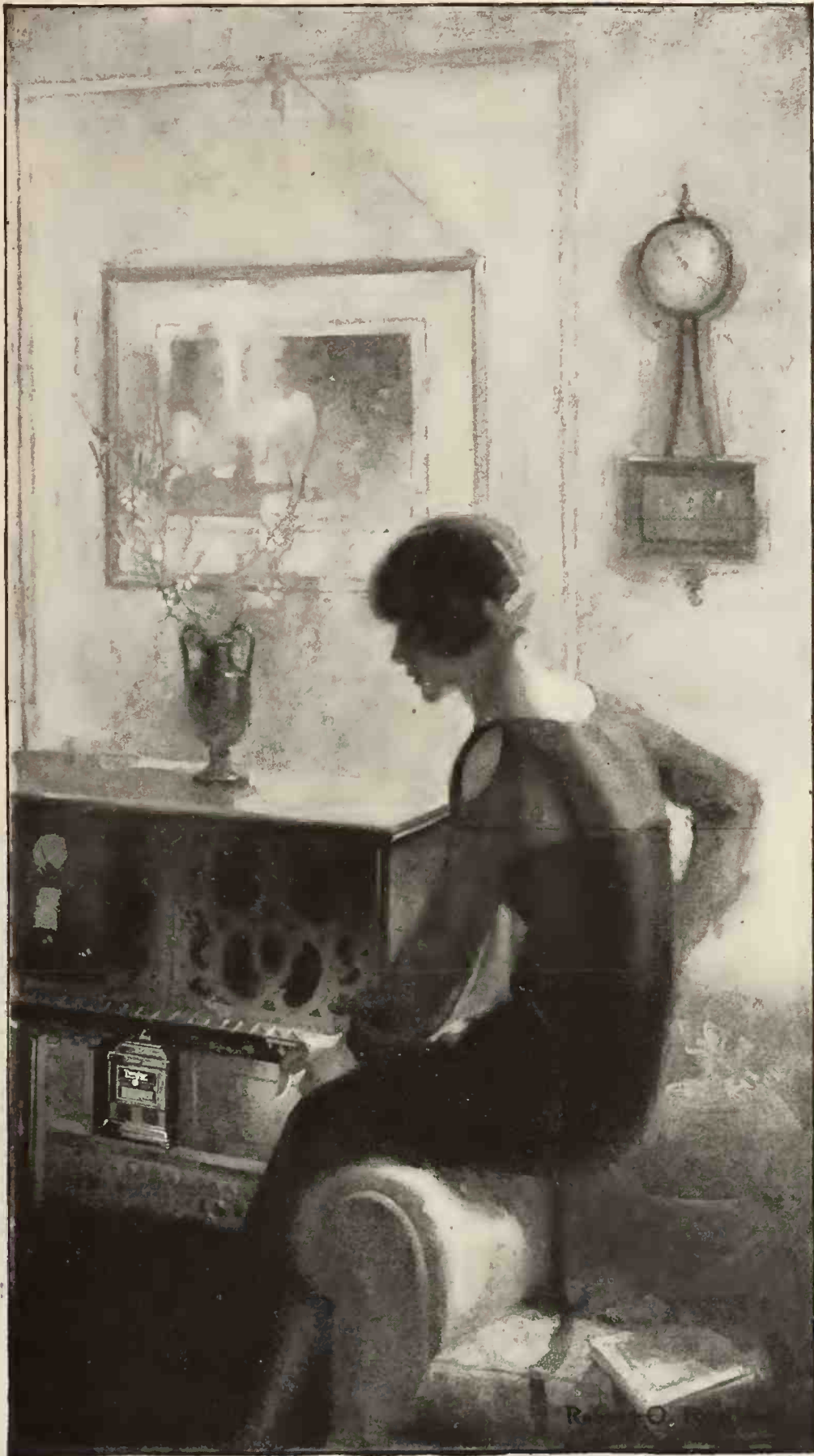


ASK! ASK the big users of Die Castings! ASK the manufacturer of precision products! ASK the manufacturer who demands prompt delivery. ASK us to show YOU how the facilities of the Doehler organization with its four great plants . . . with its 20 years experience and its resourceful engineering and metallurgical departments can serve your Die Casting needs . . . C. Consult with us on your new project . . . Our Catalog should be in your files. A copy will be mailed on request.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

DOEHLER DIE-CASTING CO. Brooklyn, N.Y. ~ Toledo, O. Batavia, N.Y. Pottstown, Pa.



Tungar fits so easily into every cabinet

The small, compact, General Electric Tungar is just the right charger for cabinet installation.

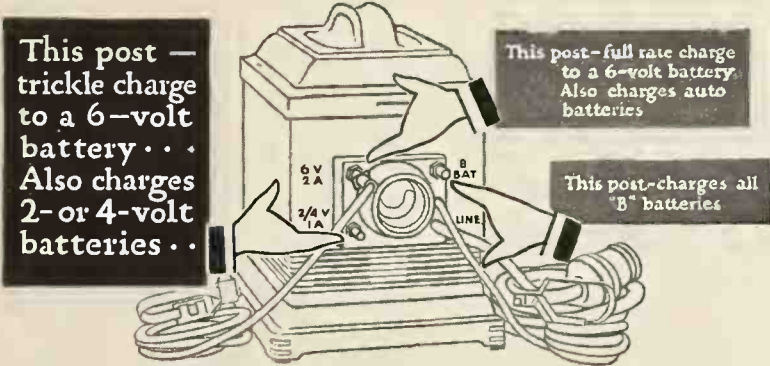
It is safe—for it contains nothing that can in any way damage furniture. It is neat in design. And it can easily be installed permanently. Then merely throwing a switch charges the batteries.

And here's a new and important selling point for you to use

The two ampere Tungar will trickle charge a 6 volt "A" battery or give it a full rate boost—depending on which post is used. Most people don't know this—they should be told.

It will also charge 2 or 4 volt radio "A" batteries, all radio "B" batteries—and auto batteries, too.

Tungar jobbers have important sales helps. Why not get them right away?



GE **Tungar**
REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

East of the Rockies
2 ampere Tungar . . . \$18
5 ampere Tungar . . . \$28
Trickle Charger . . . \$12

*Merchandise Department
General Electric Company
Bridgeport, Connecticut*

GENERAL ELECTRIC

HAPPENINGS IN THE DOMINION OF CANADA

Montreal Music Dealers Feel Acute Shortage of Brunswick Panatrope Models

Demand Far Exceeds Supply—E. G. Herman, Advertising Manager of Victor Canadian Co., Addresses Advertising Club—Columbia Line Selling Well—Other News

MONTREAL, CAN., February 5.—The new position won by the talking machine in the musical world, thanks to the remarkable creations which have been introduced during the past year, was the subject of a very interesting address made by E. G. Herman, advertising manager of the Victor Talking Machine Co. of Canada, Ltd., at the Advertising Club luncheon, held recently at the Mount Royal Hotel. There was a large attendance which enjoyed Mr. Herman's story of the renewal of interest in the talking machine, thanks to the inventive genius of the men behind the great principle embodied in the new Orthophonic Victrolas. The story of Victor achievements was received with much enthusiasm.

The local branch office of the Brunswick-Balke-Collender Co., Ltd. (Harry R. Braid in charge) reports an acute shortage of Brunswick Panatrope models, so great has been the demand from the trade in the territory controlled by Mr. Braid's office.

C. W. Lindsay, Ltd., Brunswick phonograph distributor, report the receipt of the new Brunswick P-12 model, which has been on display and for which they predict big things.

Posters advertising Victor-Northern Electric radio receiving sets are being displayed on every prominent billboard corner of the city. They

are very attractive and are really a kind to be appreciated by a connoisseur of illustrative art advertising.

At the recent annual banquet of the staff and employes of Layton Bros., Ltd., 125 men were in attendance at the Spanish Ballroom in the Queen's Hotel. The music was supplied by the Orthophonic Electrola Auditorium Model by courtesy of the Victor Talking Machine Co. of Canada, Ltd. During the evening Edgar M. Berliner, president of the Victor Co., presented the Challenge Cup donated by His Master's Voice, Ltd., for competition in the inter-department bowling league to the radio department, the successful winners.

"Viva-tonal Columbia phonographs have sold remarkably well, especially the more expensive models," remarked Bouvier, Ltd., and added, "We disposed of all the machines we could get delivery of and were really caught short of stock." Columbia and Starr records are steady sellers with this firm.

C. W. Lindsay, president of C. W. Lindsay, Ltd., piano, phonograph and radio dealers, tendered a banquet to the sales force at the Ritz-Carlton Hotel recently as an appreciation of their efforts during 1926. A musical program was arranged, which revealed some talent among the employes.

High-Priced Cabinet Models of Radio Sets Lead Demand in Toronto Territory

Dealers Report Both Talking Machines and Radio Receivers Selling in Satisfactory Fashion—Honor H. G. Stanton—Alex Mackenzie Recovering From Illness—Trade Brieflets

TORONTO, ONT., February 5.—Apart from an increasing demand for talking machines a particularly good seller the past month was radio. The volume of business so far this Winter has been much greater than during the corresponding season last year and it is to be explained not only by the increasing public interest in radio itself, but in the demand of the public for the more expensive and efficient sets. There is considerable call for cabinet sets with loud speakers built in.

H. G. Stanton, well known to the phonograph industry through his long association with R. S. Williams & Sons Co., Ltd., Toronto, and occupying the position of vice-president and general manager, who resigned from this firm, was presented with an illuminated address by the staff on his departure.

Heintzman & Co., Ltd., Toronto, have taken on the retail representation of Atwater Kent radio sets.

Vesta Storage Battery Co., Chicago, Ill., has appointed Arthur O. Secord, Windsor, Ont., as its Canadian representative.

Jack Crook, of the sales promotion department of the Stewart-Warner Speedometer Corp., recently made a business trip to Toronto. He expressed himself as being well satisfied with business in Canadian territory.

Alex Mackenzie, general sales manager of the Canadian National Carbon Co., Ltd., Toronto, who has been for the past few weeks in Bermuda recuperating from a serious illness, will soon return to take up his duties again.

With a total for the first eleven months of the year 1926 of 146,186 radio owners in the Dominion having taken out annual Government licenses, it is estimated in a report of the Federal Radio Department, just issued in Ottawa, that there are approximately 1,000,000 persons listening "on the air" regularly in Canada at present. The report says a conservative calculation is that only 50 per cent of the radio owners pay the license fee, which means that there are probably some 300,000 radio sets in the country. The 1,000,000 figure is reached on the basis that there is an average of three persons listening in on each set.

Orme, Ltd., recently supplied for the opening of the new Mount Royal Cafe in Ottawa a Credenza Orthophonic Victrola and an assortment of Victor records.

Canadian Radio Patents, Ltd., manufacturers of electrical equipment and radio apparatus of

all kinds, have been incorporated with headquarters in Toronto.

C. W. Lindsay, Ltd., Ottawa branch, supplied the new Brunswick Cortez model phonograph as equipment to the Blue Bird Cafe, which was opened in that city recently on Rideau street.

Empire Radio Distributors, Ltd., Toronto, have secured Provincial letters patent, authorizing them to manufacture and deal in radio sets and parts, also Dominion Radio Sales Co., Ltd., Toronto. The same likewise applies to Master Radio & Appliance Co., Ltd., Hamilton, Ont. Fullers Electric (Canada), Ltd., jobbers of radio, etc., have discontinued business. They were located at Toronto.

The incorporation is announced of the Grimes Radio Corp., Ltd., at Kitchener, Ont., with a capital of \$40,000.

Vancouver Radio Trade Forms New Association

Manufacturers, Jobbers, Manufacturers' Agents and Dealers Are Represented in New Association—E. E. Trent Returns

VANCOUVER, B. C., February 7.—The Vancouver Radio Trades Association came into being recently when the following officers were elected: President, Major J. C. Dufresyne, Radio Specialties Co.; first vice-president, G. Norman Gardner, Canadian Westinghouse Co., Ltd.; second vice-president, J. D. Ormsby, Canadian National Carbon Co., Ltd.; secretary-treasurer, J. B. Drain, Woodward's, Ltd. The membership was divided into four classifications: Manufacturers, jobbers and wholesalers, manufacturers' agents, dealers and associate members.

E. E. Trent, sales manager the Burndep Co., Toronto, was recently on the coast among the jobbers in the interest of Amplion loud speakers, lightning arresters, etc. Mr. Trent was highly pleased with business on the coast.

Seeger Ellis Joins Roster of Perfect Record Artists

The Perfect Record Co., Brooklyn, N. Y., announces that Seeger Ellis is now making recordings on Perfect records. Ellis is known as the pianist from Texas, who combines his piano playing with singing in a crooning baritone. The Perfect Record Co. reports that his recording of "If All the Stars Were Pretty Babies" and "Who'll Be the One" is an outstanding success. Willard Robison is an exclusive artist for the Perfect Record Co. who is also proving very popular.

Victor Educational Exhibit

The Victor Talking Machine Co. will maintain a complete exhibit of Orthophonic Victrolas and Orthophonic records for school work at the convention of the Department of Superintendence of the National Education Association, which will be held in Dallas, Tex., from February 26 to March 3.

Makes Record of Face Sounds

John Baird, inventor of television, on a visit to his home in Glasgow, Scotland, gave an interesting address in which he told of making phonograph records of the sounds made by different people's faces. He said that these records can be turned back into images so that a living scene can be stored in the form of a phonograph record.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The René Manufacturing Co.
Montvale, New Jersey

Sonora Announces New Line of Portable Phonographs

Three Models Included in New Offerings—New Recording Principle Embodied in Instruments—Extensive Ad Campaign Planned

The Sonora Phonograph Co., Inc., New York City, has just announced a new line of portable phonographs, including a \$25 model (illustrated), which is under production; a \$35



New Sonora Portable

model and a \$50 cowhide leather Deluxe model.

In announcing this new line, the advertising department of the company states that it is preparing for an extensive campaign featuring these portables, and the application of the new recording principle to the Sonora portable phonograph will be emphasized in this campaign. Referring to the acoustical qualities of this new line, the Sonora Phonograph Co., in a recent announcement to the trade, said:

"The Sonora acoustic engineers stated that a sound has two characteristics, the first pitch and the second tone color. In an orchestra there are many instruments which will produce the note middle 'C.' These notes are all alike in pitch, or what is technically known as the fundamental, but differ in tone color, which is produced by the overtones. There are various overtones and all have much higher frequencies or pitch than the fundamental. The note of a cornet is distinguished from the note of a flute, therefore, by the proportion of overtones. Consequently, if there is to be a true reproduction of the music of various instruments, the accurate rendering of the overtones is quite as important as any other feature. Without such overtones there may be obtained a passable imitation, but it will not be a duplication of the music as rendered. In the portable, heretofore, every one expected to hear music which was brassy or thin. The fault in such a case was because the overtones were suppressed, but through the adaptation of the new principle to the portable the overtones are clearly brought out. It is our opinion that through raising the reproduction standard of the portable instrument there will be an even greater demand for portables than has ever existed in the past."

Sam Fox Home From Tour of Leading Cities in Europe

Sam Fox, head of the Sam Fox Publishing Co., accompanied by his wife and daughter, returned to New York on Wednesday, February 9, following a three months' tour of the principal cities of Europe. Mr. Fox closed some particularly important deals in behalf of his catalog for exploitation in many foreign countries. In practically every instance these new arrangements for foreign distribution involved the organizing of an entirely new company carrying a Sam Fox name, sponsored by some

of the best known and most progressive music companies on the other side.

Before touring the continent Mr. Fox closed negotiations for the distribution of Sam Fox prints in Great Britain, exclusive of Australia and New Zealand, under the name of Sam Fox Publications, Ltd. This organization is sponsored by Keith Prowse & Co., Ltd., one of the largest music publishing and retail distributing companies in Europe. The companies for France and Belgium, with headquarters in Paris, Germany with executive headquarters in Berlin and Austria from Vienna offices, will all be operated under the Sam Fox name with similar foreign sponsorship, the details of which Mr. Fox will announce shortly.

New Freshman Masterpiece Set Has One-Dial Control

New Model Six-Tube Receiver Is Said to Solve Question of Two-Station Interference—Has Received Enthusiastic Trade Approval

The new six-tube, one-dial control Freshman Masterpiece receiver, recently introduced by the Chas. Freshman Co., Inc., New York, met with an enthusiastic reception by both dealers and the public, according to officials of the Freshman organization. The new model is illustrated herewith.

This new Masterpiece receiver was designed by Freshman engineers to solve the question of two or more stations interfering with each other in broadcast reception, and is the result of years of experiment and research work in collaboration with set owners, who have operated this single-control receiver under varying reception conditions, Chas. Freshman, president of the company, stated.

"We are happy to offer such a receiver to the public," said Mr. Freshman. "It is a radical change in our product. We decided that it should not be offered until all question of its practicability had been eliminated and until we knew that it was right from every standpoint. We are proud of the new one-control Masterpiece receiver. It separates the stations, it is simple to operate with only one dial and is



Freshman One-Dial Control Radio

available in both table and console models of mahogany and walnut at a satisfactory price range."

An exclusive feature of this new Freshman model is a device which is used to cut out distant stations which may be broadcasting on exactly the same wave length as the local station to which one is listening.

I. P. Rodman Appointed Receiver for Garod Corp.

I. P. Rodman, former president of the Garod Radio Corp., has been appointed receiver of this corporation by Judge Runyon, of the Federal Court of New Jersey, to protect the assets and carry on the business in the interest of the creditors.

A creditors' committee, which will work with the present directors, consists of Mr. Hubley, American Transformer Corp.; Mr. Bannister, Bannister & Pollack, and Mr. Rossiter, of Rossiter & Co. The business of the corporation will continue as usual under the guidance of Mr. Rodman and the creditors' committee, pending negotiations for the purchase of the company by various large interests.

Federal-Brandes Introduces New Cabinet Cone Speaker

Latest Model of the Brandes Line of Speakers Stands Thirteen Inches High—Cone Is Elliptical and Is Mounted in Rubber

A cabinet cone, known as model 1500, is the latest addition to the Brandes line of speakers, manufactured by Federal-Brandes, Inc., New York. This new speaker, which is illustrated herewith, has a double non-adjustable unit,



Brandes Cone Speaker

using a choke and condenser, and stands thirteen inches high. The cone is elliptical and mounted in flexible rubber. The new unit, according to Federal-Brandes officials, is capable of great volume without a trace of distortion or choking.

Edison General Sales Supervisor on Long Trip

ORANGE, N. J., February 9.—R. R. Carch, general sales supervisor of the phonograph division of Thomas A. Edison, Inc., leaves this week on an extensive trip during which he will visit all factory sales branches east of Denver to arrange for the handling of a large volume of business brought about by the introduction of the new long-playing equipment for the Edison Standard Phonograph. The distribution of this equipment began this month and dealers are planning to cash in.

Mr. Carch recently returned from a visit to Atlanta, where the new factory sales branch, the Phonograph Distributing Co., was opened a short time ago. He reports that the business outlook for the territory is very good. F. O. Brown, formerly of Phonographs, Inc., Atlanta, has been appointed field representative for the branch.

To Hold Annual Meeting

SAN FRANCISCO, CAL., February 4.—In a letter sent out under date of February 1 by Shirley Walker, president of the Music Trades Association of Northern California, to the music trades of that territory, members were urged to keep Tuesday evening, March 8, for the music trades annual meeting.

Ray Whitman in New Offices

Ray Belmont Whitman, generally recognized as one of the foremost patent trade-mark attorneys connected with the talking machine industry, is now established at 55 West Forty-second street, New York, where he has opened offices to take care of his steadily growing clientele. Mr. Whitman has been identified with phonograph activities for many years and has an intimate knowledge of all phases of the industry relating to patents and trade-marks.

Album Co. in New Quarters

At the moment of going to press the New York Album & Card Co. is rapidly getting to rights in its new quarters at 64 Wooster street. Extensive plans are being worked out for the efficient layout of these new quarters and a more detailed report will be found in The World next month.

Improved Broadcasting Will Bring a Revolution in Radio, Says R. H. Woodford

"Revolution Need Not Cause Worry as It Will Have to Do With Sales Rather Than With Sets"—Stewart-Warner Executive Predicts Astounding Increase in Sales This Year

CHICAGO, ILL., February 7.—"This year will witness a revolution in radio." This apparently startling statement has been made by R. H.



Raymond H. Woodford

Woodford, radio sales manager of the Stewart-Warner Speedometer Corp., radio receiving apparatus manufacturer. "However, this revolution need not cause worry," he continued in explanation. "It will have more to do with sales than radio sets themselves. In brief, I believe that 1927 will show an astounding increase in sales during the months that are yet to come right through to Fall. I do not believe that the men in the industry themselves yet realize the general situation.

"Last year there was much talk and many campaigns directed against the 'Summer slump bogey-man,' but whatever slump there was was due to the fact that most dealers merely gave up and did not attempt to sell radio. They assumed there was a slump and let it go at that. The fact is people will buy radio during the Summer months as well as in Winter. Naturally there is more peak during the Christmas holidays, but that is true of all lines of merchandise.

"This revolution I speak of has been brought about by the unnoticed revolution in radio broadcasting the past year. A year ago, to be perfectly frank, the programs put on the air by the average broadcasting station were terrible. They would not have held an audience in a ten-cent vaudeville house. Since that time these same broadcasting stations have resolved they were losing their listeners and as a result many thousands of dollars have been spent in getting new talent for radio broadcasting. Strong competition has developed between broadcasting stations for the favor of the fans. Just at pres-

ent the station that puts out a poor program is the exception rather than the rule.

"In addition to this we have seen the development of chain broadcasting. This will now permit people in all parts of the United States to listen in to first-class programs—either those sent out by the general stations or by the individual stations themselves—that are excellent. They are capable of holding the attention of radio fans generally, consequently, regardless of conditions, it will be possible during the coming months for radio listeners all over the United States to hear these excellent programs. In the past the only thing that militated against good radio business in the Summer was the fact that when there were only a few stations on the air people who lived a thousand or more miles away had some trouble with static and consequently merely forgot about their radio sets during the months when static was particularly apparent. Static has not been eliminated entirely, but it has been whipped.

"Another thing that will help to further this revolution is the fact that radio is past its experimental stage. The industry and radio stations themselves are becoming stabilized. The day of the freak set is past. In this radio is following the automobile. All of us can remember twenty years ago when there were a dozen or more freak automobiles on the market. They have all passed and now we have certain standards of transportation that are adhered to by all of our automobile manufacturers.

"The same thing has applied in radio. Naturally enough there will be improvements from time to time just as there are yet improvements from time to time in motor cars, but reliable merchandise of to-day will perform as efficiently next year as does the automobile that was built in 1926. The larger merchants have been quick to realize this and consequently have tied up with manufacturers who have put out a standardized, reliable product. They know there is no discouragement in store for their customers. They know that within a few months the customer will not be dissatisfied by claims concerning some new freak set. They realize that the American public is too well educated in radio to jump at the snap of the whip

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.

FOR SALE

Edison phonograph and radio department; best furniture house in Columbus, Ohio. Eleven year lease, stock and fixtures less than \$10,000. Very light expense. Owner invalid. Address "Box 1592," care The Talking Machine World, 383 Madison Avenue, New York City.

WANT TO BUY

Any quantity of portable phonographs, also camera style phonographs. Only interested in job lots. Will pay cash, but price must be low. Address "Box 1593," care The Talking Machine World, 383 Madison Avenue, New York City.

FOR SALE

5,000 Hill and Dale Disc Records and 6,000 standard makes of phonograph records (lateral cut) offered at a sacrifice sale of 10 cents apiece. Address "Box 1595," care The Talking Machine World, 383 Madison Avenue, New York City.

WANTED—Electrical expert who has thorough knowledge of up-to-date equipment for electric recording, with or without practical knowledge as a recorder. Give detailed information as to experience, salary wanted, age and nationality. Address "Box 1594," care The Talking Machine World, 383 Madison Avenue, New York City.

POSITION WANTED—Jobber salesman, well known and experienced in talking machine, record and accessory field, is desirous of making change that will offer wider opportunity. Address "Box 1596," care The Talking Machine World, 383 Madison Avenue, New York City.

of some phrase maker who is trying to put over some product that has nothing back of it but phrases.

"Of course it is impossible to make predictions on the new inventions yet, but the fact remains that radio engineers, to-day, generally, do not anticipate any startling new discoveries. That is the consensus of opinion among them. Improvements, yes, but revolutions, no."

Federal Tel. Co. Acquires Control of Film Patent

Important Invention of Theodore H. Nakken Secured by California Concern

Acquisition of control of a sweeping fundamental patent, which governs the art of talking musical films, the transmission of pictures by wire or radio, the underlying principle used in television, and all methods of producing sound or phonograph records through the use of light beams, has been announced by the Federal Telegraph Co. of California, with which Federal-Brandes, Inc., manufacturer of Kolster radio and Brandes speakers, is associated.

The inventor, Theodore H. Nakken, a native of Holland, patented his combination in all civilized countries in 1920. He is now in America and has begun work in the laboratories of the Federal Telegraph Co., in Palo Alto, Cal., on preparations for manufacturing the apparatus used in these arts.

Fada Representatives Hold International Conference

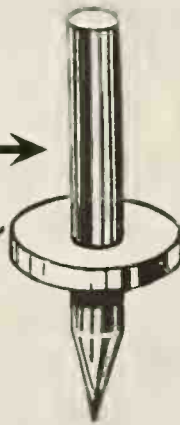
An international sales conference of executives and representatives of F. A. D. Andrea, Inc., is being held at the New York headquarters of the organization. Plans for world-wide distribution of radio products will be taken up at the series of meetings. European, Canadian, Australian and South American representatives of Fada radio are in attendance.

LOUDEST ON EARTH

THE NEEDLE

THE PACKET

THE DISPLAY CASE



The Record Needle for 1927

Write for Samples and Terms to the Sole Makers

J. STEAD & CO., LTD., Manor Works, SHEFFIELD, ENG.

IN THE MUSICAL MERCHANDISE FIELD

"Any Transaction That Can Be Consummated in Person Can Also Be Done by Mail"

Experience of the H. N. White Co., King Band Instrument Manufacturer, in Building Sales of Over a Million Annually Proves Value of Direct Mail Campaigns

The effectiveness of a direct mail campaign in building sales has been proved by the experiences of many dealers, yet there are retailers who fail to profit through the use of the printed word as a potent stimulant of sales. The manner in which the H. N. White Co., of Cleveland, O., manufacturer of King band instruments, has built an annual sales volume in excess of a million dollars is a wonderful example of the value of the proper use of the mails, for this company has formed a country-wide dealer organization through the use of printed matter and letters—many King dealers never having seen a member of the organization in person.

In the January 20 issue of *Printers' Ink*, G. A. Nichols writes an interesting article on the growth and success of the H. N. White Co., stressing the effective policy of the company in its use of the mails. The writer states: "Not depending entirely upon its dealers, the White Co. reaches out and makes sales to the customer, direct, wherever he may be found. There is another mail job which goes so far as to include facilities for taking old instruments in part payment for new ones. Through correspondence credits are established both by dealers and retail customers, which are the basis of instalment payments on a large part of the goods manufactured and sold by the company. So effectively is this latter feature carried out that the company's credit losses amount to little or nothing."

While the writer tells facts in stating that the White organization is constantly carrying on a sales campaign through advertising and direct mail to the public, he fails to mention that when inquiries for a King instrument are received they are turned over to the dealer who covers the territory in which the inquirer lives, and this feature is one of the most valuable of the King franchise.

Naturally a large percentage of the prospects for King band instruments are professional musicians and R. M. White, secretary of the company, comments on this type of customer as follows: "The musician can be at once the best and the worst customer in the world. If he has an instrument that pleases him and upon which he can perform satisfactorily—to his own satisfaction, at least—he will insist on keeping it, no matter how battered, ugly or decrepit it may be. The sales person or the sales letter that could induce him to buy a new instrument under these circumstances would be clever indeed.

"On the other hand, take the musician with an instrument that is not satisfactory to him. There is no trouble at all in inducing him to buy another. He soon may discard this one in favor of still another and so on. He will keep on buying and buying until he gets something that suits him."

A prospect list kept by the H. N. White Co. includes more than 200,000 names of professional and amateur musicians. To these, catalogs and other pieces of direct-mail advertising are sent regularly.

In explaining the White method of closing sales with individuals and its policy of accepting trade-in instruments, Mr. Nichols states:

"When an individual is sent a copy of the catalog, he is followed up with a letter with which is included what the company calls a

'Free Trial Application and Order Blank.' On this he may enter the instruments he wishes to purchase and can indicate the plan on which he desires to buy. This may be cash with order; C. O. D. six days' trial; open account ten days' trial or easy payment plan ten days' trial. To establish credit with the company, he must answer the usual questions as to age, color, nationality, occupation or business and give personal and bank references. In addition he must indicate whether he belongs to any musicians' union or a fraternal lodge, giving the name and number of the local organization.

"The fraternal lodge feature is one of the most valuable sources of information as to the applicant's responsibility. The officials of the lodge are communicated with and the information they give sometimes results in the sale being refused even though commercial references may be satisfactory. The White Co. carries on thousands of instalment and time payment propositions with individuals and the loss through defaulted payments is extremely small.

"When we got fairly started with this matter of selling instruments to individuals through using the mails," said R. M. White, "we ran into what we thought was going to be a very serious problem. This was the used instrument. When a musician, professional or amateur, wants to buy a new saxophone, cornet or what not, he usually insists on trading in his old one. We were afraid such a transaction would be out of the question when conducted by mail. But we find now that it can be carried on this way with perfect satisfaction to all concerned.

"If the customer has something to trade in, he is pretty sure to indicate his desires after he has received the catalog and order blank.

Then, carrying out the plan spoken of by Mr. White in the above paragraph, he is sent an Exchange Proposition Blank. This blank was carefully studied out so that, properly filled, it gives the company an idea as to the value of the instrument.

"With this information at hand, the company makes the customer an offer for the old instrument as part payment on the one he wants to purchase. If the proposition is satisfactory to the applicant, and if he succeeds in establishing a credit standing with the company, the instruments are exchanged and the customer pays the difference in cash or deferred payments or has the item charged to his open account.

"When an instrument has been taken in on trade it is reconditioned so far as may be feasible, cleaned and polished. (If it is not worth such treatment it is not accepted in the first place.) All the dents are taken out, the slides and valves put in order. And then the instruments are offered for sale on what the company calls its "Bargain List." If an inquirer does not respond with reasonable quickness to solicitations to buy a new instrument he is sent the current bargain list. This contains several hundred instruments of all kinds, each listed by name, fully described and the price given.

"The prospect is asked to send a dollar with the order as a guarantee of good faith and this is deducted from the amount of his C. O. D. payment. No deferred payment privilege is allowed on used goods. Then, any time within six months, the buyer is privileged to return the used instrument and the full price he paid for it will be allowed him in the purchase of a new one.

"Our experience in selling band instruments, both old and new, leads us to conclude that substantially any merchandising transaction that can be consummated in person also can be done by mail—if the printed advertising and the letters are prepared in strict observance of the customer's buying habits and made to fit in closely with the nature of the merchandise."

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

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 131)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



The buyer of a Hohner Harmonica oftentimes becomes an excellent prospect for one of the major musical instruments at a later date

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc.

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Brent Hayes Goes Around the World With Vega Banjo

Banjoist and Vaudeville Headliner Has Played the Keith Circuit for Eighteen Years—Is an Enthusiastic Vega Booster

BOSTON, MASS., February 7.—Three times around the world with the Vega banjo is the record attained by Brent Hayes, prominent banjoist. Mr. Hayes' ability in playing the banjo is visualized in the eighteen successive bookings that he has had on the Keith circuit. During these eighteen years Mr. Hayes has been around the world three and one-half times and stated that on these trips he always carried the Vega banjo with him. During the latter part of December he began another Keith circuit tour in which he will appear in an act called "Scargold," and in this act he appears as a Northwest police officer, dressed in the uniform of that body. In this act he will use two Vegaphone banjos, one of which will be on display while the other is in the hands of the banjoist. The Vega Co., of this city, maker of the Vega banjo, reports that Mr. Hayes is enthusiastic over the Vegaphone banjo and that in its possession it has several endorsements written by him. His masterly playing of the instrument has not only had a favorable

effect upon the sale of Vega banjos wherever he has appeared, but has been instrumental in promoting widespread interest on the part of the public in banjo playing in general.

Joe Termini, known as the Somnolent Melodist, is also using the Vegaphone banjo and also the Vega guitar in his act in vaudeville houses.

F. A. Buescher Announces Convention Reservations

General Manager of Buescher Band Instrument Co. to Head Delegation to Annual Music Convention—Will Exhibit at New Stevens

ELKHART, IND., February 4.—F. A. Buescher, general manager of the Buescher Band Instrument Co., manufacturer of Buescher True-Tone saxophones and other band instruments, announced recently that he had closed an advantageous contract for reservation of a suite to be occupied by the company at the annual Music Industries Convention to be held at the New Stevens Hotel, Chicago, June 6 to June 10. Mr. Buescher will be in charge of the company's representation at the convention and he is making some interesting plans for the event which will be announced in later issues of this publication.

Merchandise Manufacturers Discuss Promotion Plans

Representatives of Musical Instrument Dealers Attend Eastern Zone Manufacturers' Meeting and Plan Promotion Campaign

The regular monthly meeting of the Musical Merchandise Manufacturers' Association, Eastern Zone, was held on January 18, and, contrary to the usual custom of having closed meetings, the executive and several other committees of the Associated Musical Instrument Dealers of New York were present to participate in a discussion of the national sales-promotion plan for the musical merchandise industry and trade as proposed last October by the National Association of Musical Instrument and Accessories Manufacturers.

In the discussion that followed dinner, H. L. Hunt, secretary of the Associated Musical Instrument Dealers of New York, expressed a preference for poster campaigns in co-operation with dealers and the promotion of musical activities in the public schools. He further stated that in his opinion advertising in national publications was too expensive for the industry with respect to the amount of money which can be raised at present.

Walter Grover, who is a member of the sales-promotion committee of the manufacturers' association, outlined the plan as worked out by the committee for the poster campaign which was used prior to the Christmas holidays. He stated that the next step was to ascertain to what extent the Eastern district associations were willing to support the national campaign and to also decide the manner in which assessments would be levied. The rate suggested by the committee was one-eighth of one per cent of the manufacturers' gross sales, he explained. No action was taken on the proposition, but it was generally agreed that the Eastern district is willing to do its part in the national campaign when the plans for the drive are fully formulated.

Toward the close of the session Mr. Hunt made the suggestion that the money raised by the small musical industry be devoted to two purposes; first, the publication of a brochure on musical instruction as applied to each instrument, elaborately illustrated; second, the use of small space in national advertising mediums, announcing this booklet and telling where it can be obtained, gratis.

Secretary H. C. Lomb was instructed to send a letter of condolence from the Association to C. F. Martin & Co., Inc., with respect to the death of Herbert K. Martin, the secretary of the company. A nominating committee, consisting of D. L. Day, chairman, Walter Grover, Maurice Lifton, J. G. Sparks and Epi Stathopoulos, was appointed.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

Send to us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 132)

King Band Instrument Line Featured in New Series of Consumer Literature

In Addition to Pocket Catalog Picturing and Describing the Complete Line, Booklets Have Been Distributed Featuring Saxophones, Trumpets and Cornets, Trombones and French Horn

CLEVELAND, O., February 5.—The H. N. White Co., manufacturer of King band instruments, has prepared for its retailers an entirely new set of dealer and consumer literature, consisting of a number of booklets, printed in colors, describing and illustrating the King line.

The first of the booklets is a thirty-six-page pocket catalog, which pictures the entire line and gives interesting information concerning the methods of construction and the materials used in the process of manufacture. The first part of the catalog is devoted to the King saxophone family, listing eight different types of these instruments together with detailed descriptions of each. Next is an explanation of the mechanical and acoustic construction of King saxophones.

Then follow, in the order named, illustrations and descriptions of the other instruments in the King line; namely, trumpets, cornets, trombones, altos, French horns, baritone and bass horns, Sousaphones and the King Boy Scout bugle. The mechanical and acoustic construction of King brass instruments is also explained in detail. The booklet, despite its small size, is most comprehensive, containing, in addition to the full listing of the instruments together with their outstanding features and prices, additional interesting facts which might influence a purchaser in his selection.

In addition to the complete catalog, separate folders have been prepared on King saxophones, King trumpets and cornets and King trombones, and a booklet on the French horn. These folders, suitable for counter distribution or for direct mail campaigns, have attractive color illustrations of the instruments and half-tone photographs of musicians using the King products.

The folder devoted to trumpets and cornets, in addition to the description of the instruments, gives six standards by which a trumpet should be judged. They are: tone, tune, valve action, balance, bore and beauty.

The saxophone folder, in addition to illustrating the line of eight saxophones, gives the outstanding elements which a prospective purchaser finds in a King saxophone. These are: tone holes, individual assembly, key-arm design, mouthpiece, pads, extra key features, key arrangement, slanting octave tone holes and beauty and finish. The trombone folder contains a similar treatment of this important branch of the King line and tells in detail the three distinct improvements which are found only in King trombones, namely, the continuous taper tuning slide, which insures added perfection in tone and makes accurate tuning easier; the King patent truss brace, which strengthens the trombone, eliminates distortion and keeps the inside tubes in true alignment, and the extra long cork rings, which permit the addition of a full inch to the outer slide length without changing the position on the slide itself.

The King French horn is completely described in a booklet of twelve pages, which, in addition to containing a full description of the instrument, detailed even to the extent of giving illustrations of the most minute parts, features a five-page article by A. J. Pelletier, horn player with the Detroit Symphony Orchestra, who has devoted over twenty years to a study of the French horn and who gives an interesting summary of the French horn, the requirements for the turning out of a perfect instrument and the manner in which he was converted to the belief that the King instrument was superior to all others.

This literature and sales aids, which have been prepared by the advertising and publicity

experts of the H. N. White Co., if properly used by dealers, should result in an appreciable stimulation of sales. Taken in conjunction with the advertising which is done by the White organization, this material offers to the dealer a most valuable medium for reaching the professional and amateur musical world.

New Leedy Distributor

M. J. Kalashen, 14 Cooper Square, New York, has been appointed a distributor for Leedy drums, drummers' equipment and banjos, made by the Leedy Mfg. Co., Indianapolis, Ind.

Harmonica Plays Part in Musical College Curriculum

Classes Will Be Formed at "Summer Master School"—Will Be Classified as Public School Music—James Hartley Is Director

CHICAGO, ILL., February 7.—Harmonica playing has been established by the Chicago Musical College as a regular part of the curriculum of the "Summer Master School." This session will last from June 27 to August 6 and the harmonica course has been placed under the direction of James Hartley. This course will be a part of the lectures included under the classification of Public School Music. Mr. Hartley is not only thoroughly familiar with the playing of the harmonica, but also is conversant with the methods generally adopted in interesting the school child in the harmonica as a stepping stone to the serious study of the major musical instruments.

The New Vegaphone ~



EVERY DEALER realizes his strongest sales argument to be—REPUTATION. To know that the instrument he has is the choice of the foremost in the professional field, is evident that there is sterling quality and inherent worth which has built up this good will.

The foremost artists have acclaimed the VEGAPHONE as the leader of Banjos—excelling in tonal achievement and beauty of design. They have made their test and comparison, merit for merit, and found their VEGAPHONE to be the ultimate choice. Time and experience have proven them superior for every type of playing, whether it be for dance orchestra, recording, broadcasting or concert work.

Now comes the new VEGAPHONE with its many improvements that give them a more flashy appearance, sturdier construction and simplified means of disassembling for reheating, still retaining the characteristic rich resonant and powerful tone that has made the VEGAPHONE the artist's choice the world over.

There are four VEGAPHONE models, made in Tenor, Regular, Plectrum, Guitar and Mandolin Banjo styles. Also other VEGA BANJO models, ranging from \$40.00 and up.

Write today for catalogs and agency proposition.

The **VEGA** Co.

Manufacturers of Band and Orchestra Instruments and Accessories

155-6 Columbus Ave., Boston

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

Ludwig & Ludwig Catalog for 1927 Is Most Complete

Contains, in Addition to a Full Listing of Drums and Drummers' Accessories, Articles on New Developments and Construction Work

CHICAGO, ILL., February 8.—The 1927 catalog of Ludwig drums and accessories, which was recently distributed by Ludwig & Ludwig, is extremely attractive and typical of the attention which is given by this firm to the material with which they furnish dealers to increase sales. The front cover of the catalog bears a reproduction of the painting, "The Drummer at Valley Forge," and the booklet is replete with illustrations of Ludwig products.

In addition to the illustrations and descriptive matter, the retail prices have been listed beside each product so that the catalog may be used as a sales manual. Other features include explanations of new developments in drum construction, photographs of prominent drummers and tympanists using Ludwig products and articles concerning construction details.

The new Ludwigold iridescent display finish is introduced on the first page with attractive reproductions of the glittering finish on the Super-Ludwig snare drum and the center-support bass drum. The new series of Ludwig subject drum scenes shows a group of hand-painted figures in black and white which have been made exclusively for Ludwig products. The original scenes are described as lavish in color tints.

The index to the products described in the catalog contains an extensive list of instruments and accessories, including a number of new developments. Among these are the Ludwig Foot-Pedal, the Ludwig All-Metal Separate-Tension Snare Drum and the latest achieve-

ments, the Natural Way Balanced-Action Pedal Tympani and the Super-Ludwig.

The first section of the catalog gives the many other models with illustrations and full descriptions, while the next section of the book gives the tympani and tympani accessories, beginning with an article on "Tone Analysis of Pedal Tympani," by William F. Ludwig, president of Ludwig & Ludwig. In this section the Natural-Way balanced action tympani is described. Following this the trap drum outfits are listed and many accessories made by this company, including Ludwig brass cymbals and holders, tambourines, Spanish castanets, song whistle, synco-jazzstick, wood blocks, whistles and various imitations, drum sticks, repair parts and drum heads, with full description of manufacture of the latter.

George M. Bundy Honored at Testimonial Banquet

Metropolitan Musical Merchandise Dealers and Manufacturers Join in Tendering Banquet to Head of H. & A. Selmer, Inc.

A testimonial banquet was held on February 5 in honor of George M. Bundy, head of H. & A. Selmer, Inc., who is moving his business to Elkhart, Ind. The banquet was sponsored jointly by the Associated Musical Instrument Dealers of New York and the Musical Merchandise Manufacturers' Association, Eastern Zone, and was held at the Cafe des Beaux Arts, New York City.

Mr. Bundy was instrumental in the formation of the Associated Musical Instrument Dealers of New York and served as its first president, seeing it grow from a small group to a large and influential organization. He has always worked earnestly to raise the merchandising of musical instruments to a higher plane, and it

"HYGRADE" Musical Instrument Cases

Made of Three-ply Veneer

We also manufacture All Types of Portable
Phonograph and Radio Cases and Boxes

Send for Our Price List!

HYGRADE CASE CO., Inc.

Manufacturers of

"Hygrade" Musical Instrument Cases
Sold by All Leading Jobbers

345-347 South 6th St. Newark, N. J.

is with great regret that his associates in the metropolitan district see him leave. H. L. Hunt, secretary of Chas. H. Ditson & Co., New York, acted as chairman of the committee of arrangements for the banquet.

Hohner Harmonica Used by "Doc" Ross Orchestra

EL PASO, TEX., February 5.—The Hohner harmonica has been selected as one of the instruments used by "Doc" Ross and his ten-piece orchestra, of this city. The Hohner harmonica will not only be used in the regular playing of this orchestra at luncheon and dinner hours at the Hotel Paso del Norte, but will be used in the broadcasting of the orchestra from the studio of radio station KFXH, on the roof of the hotel. This publicity is expected to stimulate interest in the harmonica.



G. A. Hausner

G. A. Hausner

Proprietor, Hausner Music Co. of Mpls. & St. Paul,

says—

"Being an exclusive musical merchandise dealer I naturally make the line of each department prove its worth. My drum division is one of the strongest lines in both stores and one of my chief hobbies as well. I can whole-heartedly state that the Leedy brand and the company behind it have proven to be a great boon to my business. The dealer wants results. That is what I am getting with Leedy and I can safely recommend it to others."

And, over sixteen hundred other dealers are getting results with Leedy—Are you one of them? If not, get in touch with us—

Leedy Mfg. Co.

Indianapolis,
Indiana

"The Only Complete Drum Line—By One House"

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 134)

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolines, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

Chicago Merchandise Mfrs. Will Entertain Visitors

CHICAGO, ILL., February 4.—The Musical Merchandise Manufacturers' Association of the Chicago Zone and the local jobbers will join in entertaining manufacturers, jobbers and dealers of the musical merchandise field attending the convention of the music industries to be held here at the Stevens Hotel the first week of June.

Plans for a dinner and entertainment were discussed at a joint meeting of the manufacturers and jobbers held last night at the Auditorium Hotel, when the Musical Merchandise Manufacturers' Association invited the jobbers to attend the regular monthly meeting and participate in a discussion as to plans for the entertainment of visitors.

Members of the Musical Merchandise Manufacturers' Association of the Eastern Zone and Associated Musical Instrument Dealers of New York, as well as other prominent members of the trade, will be among the guests of the local Association at the June meeting. An invitation committee and a committee to arrange entertainment features were appointed.

The suggestion made by the local Association to exchange copies of the minutes with the Eastern division met with the approval of Eastern manufacturers and the secretary read the last report of the last meeting of the Eastern division, at which plans for the promotion of fretted instruments were discussed.

It was suggested that the musical instrument jobbers form an association to co-operate with the manufacturing bodies for the promotion of musical instruments. William F. Ludwig and A. E. Hunter, past president and secretary, were presented with a beautiful bridge set of table and chairs for their work in behalf of the Association during the past year.

Hohners Win Grand Prix at Sesqui-Centennial

PHILADELPHIA, PA.,—February 5.—Hohner harmonicas and accordions were awarded the Grand Prix of the Philadelphia Sesqui-Centennial Exposition, it was disclosed in a letter from the official bureau of awards of the exposition to M. Hohner, Inc., New York. In addition, a special gold medal was awarded to

the Sesqui-Centennial Harmonica Band, an organization of sixty boys, which achieved national fame through its playing during the entire exposition. This band is equipped with Hohner harmonicas.

The award of the Sesqui-Centennial Grand Prix to M. Hohner, Inc., products takes its place beside several other grand prizes and medals awarded to Hohner products.

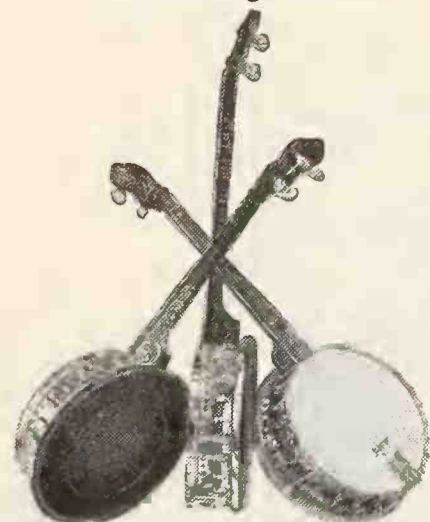
Bacon Banjo Co. Registers Ne Plus Ul'tra Trade Mark

GROTON, CONN., February 2.—The Bacon Banjo Co., Inc., of this city, has received official advice that the trade-mark, "Ne Plus Ul'tra," has been issued to the company. The trade-mark "Ne Plus Ul'tra" was selected by the Bacon Banjo Co. as being significant to its banjos in all ways. The Bacon Banjo Co. has an excellent and wide reputation as manufacturer of B & D Silver Bell banjos, B & D Super banjos, B & D super strings, Bacon webfoot bridges and B & D felt grip picks. David L. Day, treasurer and general manager of the company, is making a Western trip in the interest of the Bacon line.

Dayton, O., Takes Steps to Form Harmonica Band

DAYTON, O., February 8.—This city is now to have a harmonica band. First steps in its formation were taken under the direction of G. W. Moore, who is director of city recreation, and the band is being sponsored by

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

prominent local people. At the initial meeting several champion harmonica players were present and demonstrated what could be done with the harmonica as a musical instrument. Local dealers are planning to capitalize on the strong harmonica interest that will be engendered.

A petition in bankruptcy has been filed against Rausner, Vorbach & Co., New York.

Grinnell Bros. Branch Managers Hold Annual Four-Day Convention in Detroit

More Than Forty Managers Present at Sessions—Discuss All Phases of Retail Music Business—Return of Motor Employees to Former Jobs Gives Promise of a Busy Spring

DETROIT, MICH., February 8.—With the first month of the new year gone, dealers are in a position to know exactly where they stand for 1926, and especially as they are busy preparing their annual statements for income tax purposes. Reports are to the effect that the last year has been very satisfactory and the outlook is bright.

Grinnell Bros.' Music House held its annual convention of branch managers during January, meeting for four days of strictly business. Usually at these conventions there is considerable entertainment, but due to the recent deaths in the firm and the serious illness at this time of C. A. Grinnell, president of the company, it was felt best to confine the four-day meeting to business. Every branch manager of a Grinnell store—and there are more than forty of them—was present, many with their ladies. They discussed every phase of the retail music business. The merchandising of talking machines, records, albums, etc., was thoroughly gone into and the dealers were asked to express their views on such matters as trade-ins, best methods of selling, getting people into the store or going to their homes with samples, collections, etc. It was brought out by one dealer that judging of your customer was an important factor in sales of talking machines. "It has been my experience that if, upon talking to the customer, I see that he or she is extremely interested in a new machine, I will offer to put one in on trial for a week or so. In most cases it is easy to make a sale that way, because once it is in their home and provided they really enjoy the machine they are not very apt to have you take it out when for a small down payment they can keep it. Don't misunderstand me—I don't presume to say that free sampling of talking machines is a good thing. What I mean is for the salesman to study the customer—size him up and

ask yourself if he is the type of person who is merely looking for something for nothing—shopping with no intention of buying," were the concluding remarks of this dealer.

January sales in the talking machine industry around this section were not so good and dealers were more interested in getting in what money was due, rather than adding on more accounts. It is true that the labor situation during January was none too good, owing to the motor plants being wholly or partly shut down. Naturally this affected collections. However, since last week many thousands of people have gone back to their former jobs.

With the purchase of the Newcomb, Endicott Co. department store by the J. L. Hudson Co. for \$10,000,000, taking effect at once, and announcement already being made that a new building will be erected on part of the Woodward avenue site, comes the rumor that the Hudson Music Store, now on Library avenue, may be moved to the enlarged store, as there will be plenty of space available with the adding of the Newcomb, Endicott space.

Roy Maypole, of the Artonian Piano Co., handling Victor and Brunswick lines, is extremely busy these days as announcer for WDXL broadcasting station.

We are expressing the view of leading retailers of Victor, Brunswick, Columbia and Edison lines, as well as our leading jobbers, such as Grinnell Bros., Brunswick Co., S. E. Lind, Yahr-Lange, General Phonograph Co., Columbia, etc., when we say that none of them are pessimistic—all have been in the business long enough to realize that in every year there are dull months as well as good months—and that industrial conditions have a great deal to do with creating sales—but that the talking machine industry is a stable one and that there will be sales for everybody commensurate with the capital invested and the effort put forth.

Demand for Electrically Operated Instruments Is Feature of the Los Angeles Trade

Trade-in Allowances a Difficult Matter for Dealers to Settle—Plan Club of Radio Listeners in—Radio Trade Association Plans Radio Advertising Page in Newspapers

LOS ANGELES, CAL., February 8.—The sale of electrically operated phonographs, singly and in combination with the radio, continues to hold first place in the various departments. The great difficulty, however, is to allow a suitable, profitable allowance on old phonographs. It is difficult to inform a loyal customer of the house that a maximum allowance of \$50.00 only can be given on a console phonograph for which the customer paid \$350.00 but two or three years ago; at the same time it is foolish to allow more than this on account of the impossibility of re-disposing of such an instrument at a profit and the dealer must be firm, otherwise he will soon find himself operating on a no-profit basis.

Quotes Maximum Allowance

An Eastern music dealer who operates several branch stores recently quoted a definite schedule of allowances on old type phonographs, requesting at the same time that his name should not be mentioned. The schedule of allowances is very simple and is as follows:

Upright phonographs up to \$150.00 (former list price), maximum allowance \$25.00.

Upright phonographs above \$150.00 (former list price) maximum allowance \$35.00.

Console phonographs up to \$150.00 (former list price), maximum allowance \$35.00.

Console phonographs above \$150.00 (former list price), maximum allowance \$50.00.

The above allowances may appear to be very small at first but, upon examination, it is easily seen that the addition of a small margin of profit, the equivalent of that given on up-to-date instruments at the present time, makes the resale prices about reasonable and seldom below the popular figures.

Carrie Jacobs Bond and Will Rogers

One does not often see these names coupled—the famous lady who has composed some of America's most beautiful songs and the celebrated mayor of Beverly Hills. Mrs. Bond visited the Fitzgerald Music Co. and, charmed by a demonstration of one of the new electrically operated phonographs, decided that her home was incomplete without one. Then from the sublime to the funniest—and smartest, in America, Will Rogers. The latter was also charmed; a musical cocktail, always on top; if you were feeling blue and wanted to drown your sorrows, place instrument in smallest room in the house and step her up, that would drown anything!

Radio Club Proposed

A proposition is on hand to form a strong radio club to which all listeners-in and radio men—dealers, jobbers, manufacturers and manufacturers' agents will be eligible. Philip Gough, of Listenwalter & Gough, Inc., Magnavox radio distributor, is an enthusiastic leader in the movement. Mr. Gough believes that a large fund can be raised by this means which will ensure better and more attractive broadcast programs and enable the tens of thousands of radio fans to voice their wishes and demands in the improvement and regulation of broadcasting.

New Advertising Plan

Believing that the generally accepted way of advertising different kinds of radios and accessories on the radio page of a newspaper is wrong and that that sheet should be prepared like a theatre page in a newspaper, the Radio Trades Association of Southern California is making a determined effort to encourage the "lay-out" of at least one Los Angeles daily. Current news and human interest stories on radio will appear in this page from the pen of the editor, while the advertisements will be confined to daily programs, special singers and music organizations being advertised by the sponsors of the programs. The Association proposes to run an advertisement in which spe-

cial attention will be called to the most attractive features being broadcast during the different hours each day.

Distributor Reports Big Gain in 1926

A. H. Meyer, general manager of the Leo. J. Meyberg Co., reports that 1926 was the best year in its business, showing a large increase over 1925. Mr. Meyer stated that the prospects for 1927 are, in his opinion, exceptionally rosy from a radio standpoint.

Peoria Man Locates in Los Angeles

P. N. Nibbelin, formerly of Peoria, Ill., where he was employed in the radio department of the big department store, Bloek & Kuhl Co., is now a member of the sales force of the radio and phonograph department of the Southern California Music Co.

J. R. Crawford Appointed General Sales Manager

Bright Star Battery Co. Announces Appointment—Installed New Equipment to Facilitate Production to Meet Demand

The Bright Star Battery Co., of Hoboken, N. J., maker of radio and flashlight batteries, has announced the appointment of James R. Crawford as general sales manager of the company. Mr. Crawford took over his activities several weeks ago. Mr. Crawford was formerly general sales manager of the National Carbon Co. and comes to his new associates with many years of successful battery and flashlight experience.

I. Koretsky, president of the Bright Star Co., in making the above announcement, stated: "In entering upon a program of expansion warranted by the demand for our radio batteries, we have been seeking, for some time, to find the right man for a big job and it is with pleasure and gratification that we announce the association of Mr. Crawford with our organization."

During the past year the Bright Star Battery Co. took over an entire new unit of floor space consisting of six and a half floors of the Terminal Building in Hoboken. It made an expenditure of \$150,000 for new automatic equipment and other facilities.

Unique Reproduction Co. Markets "Add-A-Phonic"

A new phonograph reproducer, known as the Add-A-Phonic, has been announced to the trade by the Unique Reproduction Co., which recently moved to more extensive manufacturing quarters at 317 East Thirty-fourth street, New York. Herman Segal, president of the company, states that the new product represents a decided improvement in tone reproduction and its durability is insured by its strong construction. It is planned to make the new Add-A-Phonic a part of the reproducer, tone arm and Silent Motor combination soon to be marketed by Mr. Segal, who is also president of the Silent Motor Corp.

Brunswick Declares Dividend

The announcement of a quarterly dividend of 75 cents per share, which is at the rate of \$3 per share, on all outstanding common stock of the Brunswick-Balke-Collender Co., has just been made by Thomas M. McHale, secretary of that company. The declaration of this dividend by the Brunswick Co. is conclusive evidence of greatly increased activity in the field of record-reproducing instruments.

ANIMATE
THE
KEYS
WITH

Polly

SPARKLING
VIBRATING
CAPTIVATING
PIANO
NOVELTY

ALL WHO LIKED "NOLA"
~ ~ WILL WANT "POLLY"

Sam Fox Pub. Co.
CLEVELAND NEW YORK

GLEANINGS *from the* WORLD *of* MUSIC

Group Advertising in National Media Advocated for Sheet Music Publishers

Monthly Advertising, Centered on the Leading Selling Numbers, Held to Be a Big Asset in Increasing Demand for Sheet Music Prints To-day

A publisher has again made the suggestion that the popular music industry should arouse more intense interest in its prints and lure purchasers who have already been sold on melodies into music stores through the aid of national publicity. It is his contention that nothing is done by popular publishers in the way of advertising other than through their usual exploitation channels, this supplemented by publicity matter along lines that have not changed in recent years.

It is the present contention that a number of the leaders of the industry could carry on monthly activities as a group that would result in concentrating attention on some of the outstanding issues of the month. He points out that many industries, including the electrical and the jewelry trade, are carrying on such programs. The latest of these group plans which is particularly interesting to the music industry is the campaign of the National Piano Manufacturers Association.

It is thought that the group activities of popular publishers in national media which might be co-operated in by the player roll manufacturers and the talking machine interests should result in bringing more purchasers into music stores. It is now a well-known fact that through the various means of present-day song exploitation thousands of customers are sold on melodies, but, through delay in closing the sale and later through the overemphasis given these popular and winning melodies, many of the sales are not brought to completion. In other words, popular songs are getting enough, and sometimes too much, of certain types of publicity. More concentration on fewer numbers in monthly allotments might be worth trying out, particularly if every channel of the industry were to co-operate.

Owing to the great volume of popular prints the merchant hesitates to stock heavily other than a very few numbers. This great amount of popular material has also brought the merchant to a stage where he does not concentrate on any of the releases. Rather he waits and supplies the customers' calls. A monthly program, besides concentrating attention of possible purchasers on a grouped list, would have the added value of inducing the merchant to give his very best co-operation in advancing the interest of these well-advertised numbers. This would be a group of selections of meritorious character which, through this national publicity, would be the inducement that brought the customer into the store. Therefore, the merchant could hardly do other than to show interest and co-operation for the added sales so procured.

Any suggestion coming from authoritative sources and which has the nucleus of an idea which might add considerably to sales volume should be, and probably would be, looked upon as worthy of attention. Songs are reaching a great height of popularity without a commen-

surate volume of sales. There is no question about the fact that present-day issues in both song and dance form are alluring. There is hardly any question about the ability of the public to buy such music at present-day prices. That they have not been making such purchases in normal volume is not due to the lack of merit of the offerings. It is the result of too many numbers to choose from and too much publicity on others.

The suggestion outlined here has the merit of getting people into music stores. Bringing a larger number of people into retail establishments as monthly visitors should run up gross sales and profits. Granted that popular songs have sufficient exploitation, the newer program could be looked up then as an educational measure, a measure that would bring the desire to completion in sales form before the interest had waned.

Change in Copyright Charges in New Bill

Bill Introduced in House of Representatives
Provides Change in Registration Charge

Changes in the charge for the registration of copyrights is proposed in a bill (House Bill No 16548) just introduced in the House by Representative Vestal (Rep.), of Anderson, Ind.

The bill provides that for the registration of any work subject to copyright the fee shall be \$2, which sum would include a certificate of registration under seal; provided that in case of photographs the fee shall be \$1, where a certificate is not demanded. For every additional certificate made, \$1. For recording and certifying any instrument of writing for the assignment of copyright, or any such license specified in section 1, subsection (e), or for any copy of such assignment or license, duly certified, \$2 for each copyright office record-book page or fraction thereof over one-half page.

For recording the notice of user or acquiescence specified in section 1, sub-section (e), \$1 for each notice of not more than five titles. For comparing any copy of an assignment with the record of such document in the copyright office and certifying the same under seal, \$2. For recording the renewal of copyright provided for in sections 23 and 24, \$1. For recording the transfer of the proprietorship of copyrighted articles, 10 cents for each title of a book or other article, in addition to the fee prescribed for recording the instrument of assignment. For any requested search of copyright office records, indexes, or deposits, \$1 for each hour of time consumed in making such search. Provided, that only one registration at one fee shall be required in the case of several volumes of the same book deposited at the same time.

Flammer to Publish Swanson Film Song

"The Love Waltz," by Jacquet and Brennan, to Be Used With New Photoplay, "The Love of Sunya"—Exploitation Drive Planned

Harold Flammer, Inc., has just completed negotiations for a theme melody inspired by Gloria Swanson entitled "The Love Waltz,"



Gloria Swanson, H. M. Jacquet, H. Flammer composed by H. Maurice Jacquet. The lyric is by J. Keirn Brennan.

"The Love Waltz" will be used as a musical theme for Miss Swanson's new photoplay, "The Love of Sunya," which is the screen version of the drama, "Eyes of Youth," in which Marjorie Rambeau achieved success several years ago.

The title page will contain one of Gloria Swanson's latest photographs, and an unusual program of co-operation with the music trade, photoplay exhibitors and the producers has been arranged. Copies are to be forwarded to the trade shortly.

Nora Bayes Makes Hit With "Muddy Water"

Nora Bayes, well-known musical comedy and vaudeville star, who is appearing on a popular priced theatrical circuit this season, is said, however, to be receiving one of the largest weekly salaries in her whole career. Another feature of her present tour is the selection of her song material. Undoubtedly she is reaching a new high mark in the field of entertainment through the presentation of particularly appealing songs. These, naturally, cover several phases of vocal offerings, but none, however, is of more importance in characterization, interpretation and scope than her rendering of that overnight success, "Muddy Water."

"Muddy Water" described as a Mississippi moan, is much more than that. It is a blues, a spiritual and a combination of all those things which have made the songs from the South widely popular. Like a spiritual, it has musical value that commands the respect of even the most musical. Here is a number that lends itself to the individual artist's method and inspiration of rendition. It has a background, despite various interpretations either in song or instrumental form, that holds true. It is classical, and at the same time novel, a combination of great rarity.

THE NEW HOME — OF — THE NEW HIT

THE MELODY BEAUTIFUL

'EV'RY LITTLE WHILE'

SPECIAL DANCE ORCHESTRATION BY FRANK SKINNER—40c

NEW ADDRESS

FRED. K. STEELE, Inc.

745 SEVENTH AVENUE. NEW YORK CITY

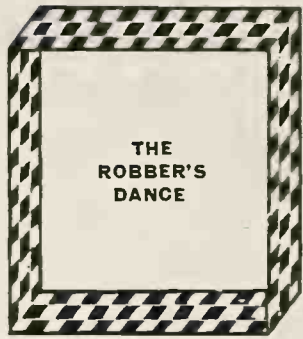
FIVE RECORD RECORD BREAKERS



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SHANGHAI



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THE
ROBBER'S
DANCE



CAROLINA
MINE



KICKAPOO
TRAIL

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

De Sylva, Brown, Henderson, Inc., Enters the Music Publishing Field

Firm, Composed of Bud De Sylva, Lew Brown, Ray Henderson and Robert Crawford, Has Wide Experience and Successful Record — Its First Numbers

The opening of the new popular publishing firm, De Sylva, Brown, Henderson, Inc., early



Robert Crawford

in February, which Mayor James Walker was invited to attend, marks the entry into the popular field of what is probably the youngest group of executives in the industry. Here are gathered together three of the best popular writers of lyrics and melodies, Bud De Sylva, Lew Brown and Ray Henderson, and with a widely experienced executive head, Robert Crawford.

Robert Crawford, who is the president of the new concern, started many years ago with Leo Feist, Inc., and later joined Irving Berlin, Inc., at its inception. He had been general sales manager of the latter firm since its organization, but his experience has covered also the professional and band and orchestra depart-

ments, with which through his early work he was quite familiar. Bobby, as he is familiarly known, is one of the most popular men in the music field and his acquaintance is extensive, covering as it does the sales field, the mechanical industry, vaudeville and other professions.

Those who will be responsible for the other activities of the company are quickly placed when their names are announced, because they are among the successful of current writers of popular songs, and this includes show music.



Lew Brown

Bud De Sylva, for instance, is considered one of the masters of present-day lyric writers, among other things having collaborated with the late Victor Herbert in writing "A Kiss In the Dark." Other semi-high-class, but popular numbers, by the same writer, are "Just a Cottage Small by a Waterfall," "Memory Lane" and "April Showers," as well as "Look for the Silver Lining." He also was an important contributor to "Avalon" and "I'll Say She Does." The list could be extended, but this should suffice.

Ray Henderson, another member of this writing trio, has been known along Broadway for the past five years. He has always been a quite unassuming chap who was able to deliver real songs. His first big number was "Humming." He followed this very shortly with "That Old Gang of Mine." He was also responsible for "Georgette" and "Why Did I

Kiss That Girl?" He is co-writer of such songs as "Bye, Bye, Blackbird," "I'm Sitting on Top of the World," "Alabama Bound," "Follow the



Ray Henderson

Swallow" and "Don't Bring Lulu." These titles should establish his importance as a writer. The other member of this successful writing



Bud De Sylva

combination is Lew Brown. He is considered by the publishers and the trade in general as an all-round writer. He has specialized to a great extent in comedy and novelty lyrics, although he takes an occasional fling at ballads.

(Continued on page 139)

THE GREATEST OF ALL
"GOOD-BYE OLD PAL,
GOOD-BYE"
"FLAT TIRE MAMMA,
PAPA GONNA GIVE YOU
SOME AIR"

Order from Your Jobber or from

Wolverine Music Pub. Co.
688 E. Columbia St., Detroit, Mich.

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

"IN A LITTLE SPANISH TOWN"

The 1927 Waltz Hit!
by LEWIS and YOUNG
and MABEL WAYNE

"SUNDAY"

A Mid-West Sensation
Sweeping The Country!

by MILLER
COHN
STEIN and
KRUEGER

"JUST A BIRD'S-EYE VIEW"

(OF MY OLD KENTUCKY HOME)
A High Flying Hit!

by GUS KAHN
and WALTER
DONALDSON

"IT MADE YOU HAPPY"

(WHEN YOU MADE ME CRY)
The New "Cry" Ballad

by WALTER DONALDSON

"I'VE GOT THE GIRL"

Its "Got" Everything That
Makes A Donaldson
Song Popular!

**"TAKE IN THE SUN,
HANG OUT THE
MOON"**

(ROCK ME IN A CRADLE OF DREAMS)
Another "Sitting On Top of the World"
by LEWIS & YOUNG and
HARRY WOODS

LEO. FEIST, Inc.,
FEIST BLDG.,
231-235 W. 40th ST.,
NEW YORK

**"Yankee Rose" Added
to Irving Berlin Catalog**

A new number has just been added to the catalog of Irving Berlin, Inc., called "Yankee Rose." In the first ten days since its introduction it has won wide prominence and many orchestra leaders have compared it to the best of the European compositions, due to the immediate response it received from the public.

"Yankee Rose" commands attention through the fact that it has a patriotic strain running through the number. Besides being melodious, this combination gives the number unusual stage presentation value.

Irving Berlin, Inc., has planned a very strong campaign on this new issue and its professional, band and orchestra department, as well as the branch offices and various representatives throughout the country, are all to take part in this intensive program to further its popularity.

**Winkler With De Sylva,
Brown, Henderson, Inc.**

Dan Winkler, who for the past three years was operator of a dance hall and cabaret in Cleveland, Ohio, has again returned to the music business. Mr. Winkler has accepted the post of sales manager in the recently organized publishing firm of De Sylva, Brown, Henderson, Inc.

Besides looking after the sales of this organization Mr. Winkler will take charge of the mechanical reproductions for his firm. He plans to spend many weeks on the road each year and will be very active in the operation of the proposed branch offices of the concern which are contemplated in the key centers of the country.

Mr. Winkler has been congratulated upon his return to the music business by his many friends in the industry and profession. His acquaintance is wide and his previous experience in the publishing business gives him exceptional qualifications for taking over the new post.

**De Sylva, Brown, Henderson
Enter the Publishing Field**

(Continued from page 138)

A few of his numbers are "Then I'll Be Happy," "I'd Climb the Highest Mountain," "On the Back Porch" and "I'm Tellin' the Birds, Tellin' the Bees, How I Love You." Lew Brown, although quite young, can be considered the veteran of the organization, as he has been writing successfully for years.

To give this new firm further importance, it need only be said that these writers are responsible for some of the outstanding numbers of "George White's Scandals," including "This Is My Lucky Day," "The Birth of the Blues" and "Black Bottom."

The new firm announces among its first offerings "It All Depends on You," now being sung by Al Jolson in "Big Boy." It has a novelty number called "I Wonder, Wonder, Wonder How I Look When I'm Asleep," being featured by singing orchestras. Other novelties are "Keeper, Keeper, Keep the Boy Away," and "Oh, Baby, Don't We Get Along." It is also introducing "I Want to Be Miles Away From Everyone," described as a rag ballad.

The orchestrations will be by Joe Nussbaum and Louis Katzman, for the most part, although other arrangers will be called in from time to time. The members of the firm are now engrossed in completing five musical comedies and some of these undoubtedly will be produced this season. The new firm is advantageously located in attractive offices at 745 Seventh avenue, New York City.

Miss L. M. Guth, credit manager of the Plaza Music Co., recently addressed the woman's group of the New York Credit Men's Association on the subject, "Sources of Credit Information."

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

"IF I DIDN'T KNOW YOUR HUSBAND"

(AND YOU DIDN'T KNOW MY WIFE)

A Clever Comedy Song

by L. WOLFE GILBERT
and ABEL BAER

"THINKING OF YOU"

A New Hit by Walter Donaldson and Paul Ash

Writers of "That's Why I Love You"

An Alluring
Waltz
Melody

"HONOLULU MOON"

by FRED LAWRENCE

"SAM, THE OLD ACCORDION MAN"

A DIFF'RENT
DONALDSON
NOVELTY!

I'd
Rather Be
"THE GIRL IN YOUR ARMS"

(Than The Girl In Your Dreams)

by Thompson and Archer

"WISTFUL AND BLUE"

A Fascinating Fox Trot Melody

by RUTH ETTING and
JULIAN DAVIDSON

LEO. FEIST, Inc.,
FEIST BLDG.
231-235 W. 40th ST.,
NEW YORK, N.Y.

Musical Score of "Rio Rita," Published by Leo Feist, Inc., Has Several Hits

New Ziegfeld Production Scores Tremendous Success Upon Presentation in New Theatre—Reviewers Comment on Number of Outstanding Song and Dance Tunes in the Score

After playing several weeks on the road to capacity audiences, bringing forth enthusiastic notices to Broadway, the new Florenz Ziegfeld production, "Rio Rita," came to New York on Wednesday evening of last week. To add further to its impressive entry, "Rio Rita" opened at the new Florenz Ziegfeld Theatre, Fifty-fourth street and Sixth avenue, an especially built theatre to house musical productions and designed along entirely new conceptions of theatre exteriors and interiors.

"Rio Rita" was greeted with enthusiasm not only by the public but by the press, the latter being put to a trial to find enough adjectives to explain its significance. It has been compared to previous Ziegfeld productions, such as "Sunny" and the other best of former Ziegfeld productions, with comments to the effect that "Rio Rita" far exceeds them in gorgeousness, spectacular features and entertainment. For instance, the writer on The Sun says: "Rio Rita" is the last and largest word Mr. Ziegfeld has ever uttered where his word is law—the world of stupendous and unstinting musical spectacle. It is a feast of colors, fabrics, rhythms and glitters for smart eyes." "Rio Rita" has a Mexican and an American setting. It has a chorus of Texas rangers, all with splendid voices, and, of course, a la Ziegfeld girls galore.

The principals include Ethelind Terry, J. Harold Murray, Ada-May, Bert Wheeler and Robert Woolsey. The show, besides being an unusual musical offering, is filled with laughter.

The music and lyrics are by Harry Tierney and Joseph McCarthy, who were responsible for "Kid Boots." The book is by Guy Bolton

and Fred Thompson and the scenes are painted by Joseph Urban.

There are at least three song hits in the show, a sure-fire song and dance success, and "The March of the Rangers," called for trade purposes "The Rangers' Song," is a chorus masterpiece. The outstanding song is probably "Rio Rita," closely followed by "Following the Sun Around." There is also "If You're In Love, You'll Waltz," and the successor to the charleston and black bottom is "The Kinkajou." There are two other worth-while numbers, "I'm Out on the Loose To-night" and "The Jumping Bean."

Leo Feist, Inc., is the publisher of the music, and inasmuch as "Rio Rita" will play on Broadway for at least over a year, it is more than possible that in instrumental form a larger public will be able to hear some of the outstanding numbers through other channels, and, of course, the record and roll companies will all rush to serve the public with both the words and music.

New Hawaiian Number Issued by Steele, Inc.

Billy Heagney, well-known writer, who in the past has written a number of Hawaiian successes, has just given the firm of Fred K. Steele, Inc., with which he is associated, a new timely Hawaiian number called "Belle of Hawaii." The Steele Co., which recently moved into its new home, 745 Seventh avenue, where it has elaborate studios, executive offices and its other departments, is carrying on some very intensive

activities on "Ev'ry Little While," "Florence, Cut It Out," and several other of its last year's successes, with a particularly heavy campaign on its latest offerings.

New Numbers Issued by Leo Feist, Inc.

Among the new songs recently added to the catalog of Leo Feist, Inc., in past weeks is "Sam the Accordion Man," by Gus Kahn and Walter Donaldson; "He's the Last Word," another Walter Donaldson number; "Pal of My Lonesome Hours," by Abe Lyman and Walter Hirsch, and "If I Didn't Know Your Husband and You Didn't Know My Wife," a melodious novelty number by Abel Baer and L. Wolfe Gilbert.

Another new offering which will shortly be released is called "Just Wond'ring," by Gus Kahn and Grace Leboy. This is a melody ballad, the music of which is contributed by Gus Kahn's wife, under her professional name.

Several years ago Grace Leboy's name was quite familiar on popular offerings, she having written a number of successes. Following her marriage she, for a period, gave up her writing activities. The trade, therefore, will look eagerly forward to the release of this new melody ballad from her pen and, of course, wish it every success.

"In a Little Spanish Town" Goes Over Big

From all sections of the country reports show that "In A Little Spanish Town," an unusually appealing waltz song, is having a remarkable sale. The number has become so popular that the professional department and the various branch offices of Leo Feist, Inc., the publisher, are trying to hold in check some of the radio renditions in order not to overdo its popularity.

The New Firm Fires The Shot That Was Heard Around The World

THE 3 GREATEST SONG WRITERS OF THE DAY PRESENT THEIR 5 GREATEST SONG HITS

De Sylva, Brown, Henderson

IT ALL DEPENDS ON YOU
AL JOLSON'S EXPLOSION IN "BIG BOY"

OH! BABY
DONT WE GET ALONG

I WONDER, I WONDER, I WONDER
I Wonder How I Look When I'm Asleep

SO BLUE
A BLUES WALTZ OF ENTRANCING BEAUTY— BOTH IN LYRIC & MELODY
Based on Theme by Mrs. Jesse Crawford

I WANT TO BE MILES AWAY FROM EVERYONE
(AND JUST A LITTLE CLOSER TO YOU)

BLACK BOTTOM
LUCKY DAY
BYE BYE BLACKBIRD
JUST A COTTAGE SMALL
BIRTH OF THE BLUES
A KISS IN THE DARK
SITTIN' ON TOP OF THE WORLD

De Sylva, Brown & Henderson, Inc.
ROBERT GRAWFORD
PRESIDENT & GENERAL MANAGER

De Sylva, Brown & Henderson Bldg.
745 SEVENTH AVE., NEW YORK CITY

THE BIG SHOT NOVELTY SONG

COMEDY SONG HIT OF THE SEASON

These sensational song hits will soon be released by all record and roll companies. Watch for release dates—order liberally—your cash register will do the rest.

Advance RECORD BULLETINS for March, 1927

Victor Talking Machine Co.

LIST FOR FEBRUARY 4
20397 I've Got the Girl! Gene Austin 10
'Deed I Do Johnny Marvin 10
20394 Thinking of You—Fox-trot, George Olsen and His Music 10
When I First Met Mary—Fox-trot, Ben Pollack and His Californians 10
20398 Tell Me To-Night—Fox-trot, Roger Wolfe Kahn and His Orchestra 10
Tenderly Think of Me—Fox-trot, Roger Wolfe Kahn and His Orchestra 10
20270 Hush-a-Bye—Waltz, Jean Goldkette and His Orchestra 10
Idolizing—Fox-trot, Jean Goldkette and His Orchestra 10
LIST FOR FEBRUARY 11
20408 'Deed I Do—Fox-trot, Ben Pollack and His Orchestra 10
I Need Lovin'—Fox-trot, Coon-Sanders Orch. 10
20409 Ev'ry Little While—Fox-trot, George Olsen and His Music 10
Have You Forgotten?—Fox-trot, Jan Garber and His Orch. 10
20411 Thinking of You Gene Austin 10
Sunday Gene Austin 10
20412 Je T'Aime Means "I Love You"—Fox-trot, Nat Shilkret and the Victor Orchestra 10
Cheritza—Waltz, Nat Shilkret and the Victor Orchestra 10
20413 If I Didn't Know Your Husband and You Didn't Know My Wife... Jack Smith 10
So Will I Jack Smith 10
LIST FOR FEBRUARY 18
20418 Lonely Eyes—Fox-trot, Paul Whiteman and His Orchestra 10
Wistful and Blue—Fox-trot, Paul Whiteman and His Orchestra 10
20419 Moonbeam! Kiss Her For Me—Fox-trot, B. F. Goodrich Silvertown Cord Orchestra... 10
Sweeter Than You—Fox-trot, Nat Shilkret and the Victor Orchestra 10
20417 All Alone Monday... The Revelers 10
Maybe (from "Oh Kay!")... Franklyn Baur 10
20425 Sam, the Old Accordion Man—Fox-trot, George Olsen and His Music 10
He's the Last Word—Fox-trot, Ben Pollack and His Californians 10
LIST FOR FEBRUARY 25
VOCAL AND INSTRUMENTAL
20433 Moonlight and Roses (Bring Memories of You) Victor Salon Orch. 10
Because I Love You, Victor Salon Orch. 10
20328 The Rosary (Rogers-Nevins) Cleveland-Orpheus Male Chorus 10
The Long Day Closes (Chorley-Sullivan) Cleveland-Orpheus Male Chorus 10
20363 Dreaming the Waltz Away... Jesse Crawford 10
Lay My Head Beneath a Rose... Jesse Crawford 10
20388 Virginian Judge (Court Scene—5th Session) Walter C. Kelly 10
Virginian Judge... Walter C. Kelly 10
35790 Egmont Overture—Part 1 (Beethoven, Op. 84) Victor Symphony Orch. 12
Egmont Overture—Part 2 (Beethoven, Op. 84) Victor Symphony Orch. 12
35798 The Skaters—Waltz (Les Patineurs) (Waldteufel)... International Concert Orch. 12
Estudiantina—Waltz (Waldteufel) International Concert Orch. 12
20346 The Flatterer (Chaminade)... Hans Barth 10
Scarf Dance (Chaminade)... Hans Barth 10
20385 When the World Forgets (Ackley) Homer Rodeheaver 10
In the Garden (Miles) Mrs. William Asher-Homer Rodeheaver 10
20434 Rags... Henry Burr 10
Mother Dear... Henry Burr 10
20387 The Crepe on the Old Cabin Door Vernon Dalhart 10
The Sad Lover... Vernon Dalhart 10
20281 Kaala—Medley... Royal Hawaiian Trio 10
Waonahela—Medley... Royal Hawaiian Trio 10
DANCE RECORDS
20436 High, High, High Up in the Hills—Fox-trot, Nat Shilkret and the Victor Orch. 10
So Will I—Fox-trot, B. F. Goodrich Silvertown Cord Orch. 10
20435 Oh Kay!—Medley Fox-trot, Edgar Fairchild-Ralph Ranger 10
Queen High—Medley Fox-trot, Edgar Fairchild-Ralph Ranger 10
20393 I'm a Little Bit Fondler of You—Fox-trot (from "Yes, Yes, Yvette") Waring's Pennsylvanians 10

Do You Love as I Love?—Fox-trot (from "Yes, Yes, Yvette") Nat Shilkret and the Victor Orch. 10
20415 Doctor Jazz Stomp—Fox-trot, Jelly-Roll Morton's Red Hot Peppers 10
Memphis Shake—Fox-trot, Dixieland Jug Blowers 10
20386 Memphis Blues... Johnny Marvin-William Carola 10
12th Street Rag Johnny Marvin-William Carola 10
RED SEAL
6620 Tannhäuser—The Evening Star (Wagner) Pablo Casals 12
Die Meistersinger—Prize Song (Wagner) Pablo Casals 12
9027 Tannhäuser—Venusberg Music and Bacchanale (Part 1) (Wagner) Symphony Orch. Conducted by Albert Coates 12
Tannhäuser—Venusberg Music and Bacchanale (Part 2) (Wagner) Symphony Orch. Conducted by Albert Coates 12
9028 Tannhäuser—Venusberg Music and Bacchanale (Part 3) (Wagner) Symphony Orch. Conducted by Albert Coates 12
Tannhäuser—Prelude to Act III (Wagner) Symphony Orch. Conducted by Albert Coates 12
1216 At Dawning (I Love You) (Eberhart-Cadman) Mary Garden 10
At Parting (Peterson-Rogers)... Mary Garden 10
6623 Louise—Depuis le jour (Ever Since the Day) (Charpentier) In French... Mary Garden 12
Résurrection—Dieu de Grâce (Prayer) (Alfano) In French... Mary Garden 12
1213 Tosca—Recondita armonia (Strange Harmony) (Puccini) In Italian... Beniamino Gigli 10
Manon Lescaut—Donna non vidi mai (Maiden So Fair) (Puccini) In Italian Beniamino Gigli 10
6622 Waltz (La Plus Que Lente)—Valse (Debussy) Jascha Heifetz 12
1. La Fille aux Cheveux de Lin (Debussy-Hartman) 2. Scherzo—Impromptu (Grèig-Achron) Jascha Heifetz 12
1214 Thais—Dis moi que je suis belle (Mirror Song) (Massenet) In French... Maria Jeritza 10
1214 Thais—L'amour est une vertu rare (Love Has Long Been a Rare Virtue) (Massenet) In French... Maria Jeritza 10
4002 Mary of Argyle (Jefferys-Nelson) Sir Harry Lauder 10
Auld Scotch Songs (O Sing to Me the Auld Scotch Songs) Sir Harry Lauder 10
1215 Because I Love You (Berlin) John McCormack 10
The Far Away Bells (Furber-Gordon) John McCormack 10
6621 Impromptu in A Flat (Schubert) Sergei Rachmaninoff 12
Sarabande (Bach) Sergei Rachmaninoff 12
Symphony No. 5, in C Minor (Beethoven) (Recorded in Europe) Sir Landon Ronald and Royal Albert Hall Orchestra. Complete in Album
9029 Allegro con brio (1st Movement) 12
Allegro con brio (1st Movement) (Concluded) 12
9030 Andante con moto (2nd Movement) 12
Andante con moto (2nd Movement) (Concluded) 12
9031 Allegro (3rd Movement) 12
Allegro (3rd Movement) (Concluded) (Allegro) 12
9032 Allegro (4th Movement) 12
Allegro (4th Movement) (Concluded) 12

—Fox trot, with Vocal Chorus, Paul Specht and His Orch. 10
"Je T'Aime"—Means "I Love You" (From "Gay Paree")—Fox-trot, with Vocal Chorus by Tom Stacks... Harry Reser's Syncopators 10
829-D I Know That You Know (From "Oh, Please")—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
Sweeter Than You (From "Twinkle Twinkle")—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
843-D I Love the Moonlight—Fox-trot, with Vocal Chorus by Sammy Fain and Artie Dunn, Fred Rich and His Hotel Astor Orch. 10
I Still Believe in You—Fox-trot, with Vocal Chorus by Sammy Fain and Artie Dunn, Fred Rich and His Hotel Astor Orch. 10
830-D Hello! Swanee, Hello!—Fox-trot, with Vocal Chorus... Art Kahn and His Orch. 10
He's the Last Word—Fox-trot, with Vocal Chorus... Art Kahn and His Orch. 10
834-D Tell Me To-night—Fox-trot, with Vocal Chorus by Frank Harris, California Ramblers Too Many Kisses in the Summer—Fox trot, with Vocal Chorus by Frank Harris, California Ramblers 10
835-D The Riff Song (From "The Desert Song")—Fox-trot, with Vocal Chorus by Shannon Quartet, Don Voorhees and His Earl Carroll's Vanities Orch. 10
One Alone (From "The Desert Song")—Fox-trot, with Vocal Chorus by Charles Kaley, Don Voorhees and His Earl Carroll's Vanities Orch. 10
832-D Half a Moon (From "Honeymoon Lane")—Fox-trot, with Vocal Chorus by Johnny Marvin... The Knickerbockers 10
Someone (From "Naughty Riquette")—Fox-trot, with Vocal Chorus by Frank Harris, The Knickerbockers 10
833-D Lonely Eyes—Fox-trot, with Vocal Chorus by Rick and Snyder, Al Handler and His Orch. 10
Pretty Lips—Fox-trot, with Vocal Chorus by Raymond Covert, Al Handler and His Orch. 10
841-D Where Do You Work-a, John?—Fox-trot, with Vocal Chorus by Les Stevens and Leo Dale, Les Stevens and His Orch. 10
Ah! Ah! Aw! Aw! (Papa Mustn't Do That)—Fox-trot, with Vocal Chorus, Earl Gresh and His Orch. 10
837-D By the Alamo—Fox-trot, with Vocal Chorus by Walton McKinney, Jackie Souders and His Orch. 10
Every Little Thing—Fox-trot, with Vocal Chorus by Walton McKinney, Jackie Souders and His Orch. 10
836-D New Crazy Blues—Fox-trot, Parenti's Liberty Syncopators 10
Up Jumped the Devil—Fox-trot, Parenti's Liberty Syncopators 10
854-D I Need Lovin'—Fox-trot, Fletcher Henderson and His Orch. 10
Sweet Thing—Fox-trot, with Vocal Chorus, Fletcher Henderson and His Orch. 10
VOCAL NUMBERS
838-D Take in the Sun, Hang Out the Moon—Male Quintet... The Singing Sophomores 10
Clap Yo' Hands (From "Oh, Kay!")—Male Quintet... The Singing Sophomores 10
845-D It Made You Happy When You Made Me Cry—Vocal... Charles Kaley 10
I've Got the Girl!—Vocal... Charles Kaley 10
842-D I Don't Want to Forget, Art Gillham (The Whispering Pianist) 10
Broken-Hearted Sue, Art Gillham (The Whispering Pianist) 10
851-D You Know—I Know Everything's Made for Love—Vocal Duet, Vaughn De Leath-Frank Harris 10
So Will I—Vocal Duet, Vaughn De Leath-Frank Harris 10
831-D A Little Music in the Moonlight, Johnny Marvin (The Ukulele Ace) 10
My Lady (From "Queen High"), Johnny Marvin (The Ukulele Ace) 10
840-D Whistle-itis—Whistling Solo, Carson J. Robison (The Kansas Jay Bird) 10
Nola—Whistling Solo, Carson J. Robison (The Kansas Jay Bird) 10
847-D Just a Melody—Vocal Duet, Vernon Dalhart-Carson J. Robison 10
When You're Far Away—Vocal Duet, Vernon Dalhart-Carson J. Robison 10
849-D Song of the Jolly Roger, Royal Mt. Ash Male Choir (T.G. Richards, Dir.) 10
(Continued on page 142)

Columbia Phono. Co., Inc.

CELEBRITY SERIES
2046-M Wiegenlied (Lullaby) (Mozart)—Soprano Solo... Maria Kurenko 10
Maria Wiegenlied (The Virgin's Slumber Song), Op. 76, No. 52 (Reger)—Soprano Solo... Maria Kurenko 10
2045-M Apres Un Reve (Melodie) (Faure)—Violoncello Solo... Felix Salmond 10
Traumerei, Op. 15, No. 17 (Schumann)—Violoncello Solo... Felix Salmond 10
DANCE MUSIC
844-D If You See Sally—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
Wistful and Blue—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
839-D There Ain't No Maybe in My Baby's Eyes—Fox-trot, with Vocal Chorus by The Four-some... Paul Ash and His Orch. 10
When I'm in Your Arms—Fox-trot, with Vocal Chorus by Milton Watson, Paul Ash and His Orch. 10
853-D Here or There (As Long as I'm With You)

THE SONG HITS FROM FLORENZ ZIEGFELD'S GORGEOUS PRODUCTION
"RIO RITA"
Lyrics by JOSEPH McCARTHY Music by HARRY TIERNEY
Book by Guy Bolton and Fred Thompson
"Following the Sun 'Around," "I'm Out on the Loose Tonight,"
"Rio Rita," "The Jumping Bean," "The Kinkajou,"
"The Ranger's Song" "If You're in Love, You'll Waltz"
Published by LEO. FEIST Inc., 231-5 W. 40th St., New York, N.Y.

LATEST RECORD BULLETINS—(Continued from page 141)

- Timbuctoo—Royal Mt. Ash Male Choir (T. G. Richards, Dir.) 10
- 748-D Onward, Christian Soldiers—Male Quartet, Shannon Quartet 10
- In the Sweet Bye and Bye—Male Quartet, Shannon Quartet 10
- 744-D Nearer, My God, to Thee—Male Quartet, Shannon Quartet 10
- Lead, Kindly Light—Male Quartet, Shannon Quartet 10
- 739-D Break the News to Mother—Male Quartet, Shannon Quartet 10
- Just as the Sun Went Down—Male Quartet, Shannon Quartet 10
- 792-D Cohen on the Telephone—Comedian, Joe Hayman 10
- Abe Levi's Wedding Day—Comedian, Joe Hayman 10
- SPECIAL RECORDING OF LIGHT OPERA HITS
- 50031-D Vocal Gems from "Oh, Kay!"—Constance Mering and Frank Banta at the Pianos, Columbia Light Opera Co. 12
- Vocal Gems from "The Desert Song," Columbia Light Opera Co. 12
- INSTRUMENTAL MUSIC
- 846-D Play Gypsies—Dance Gypsies (From "Countess Maritza")—The Artist Ensemble 10
- Falling in Love With You, The Artist Ensemble 10
- 848-D Because I Love You—Piano Solo, Constance Mering 10
- I'm Tellin' the Birds, Tellin' the Bees How I Love You—Piano Solo, Constance Mering 10
- 50030-D Le Coq D'or: Russian Dance (Rimsky-Korsakow), The British Broadcasting Co.'s Wireless Symphony Orch. 12
- Le Coq D'Or: Bridal Procession (Rimsky-Korsakow), The British Broadcasting Co.'s Wireless Symphony Orch. 12
- 850-D Angel's Serenade (La Serenata) (Braga), Cherniavsky Trio 10
- Romance (Der Zweifel) (Glinka), Cherniavsky Trio 10
- SACRED MUSIC
- 852-D The Old Rugged Cross—Vocal Duet, Ford-Glenn 10
- Life's Railway to Heaven—Vocal Duet, Ford-Glenn 10
- 50029-D I Love to Tell the Story (Fischer), Lucy M. Van De Mark 12
- The Hem of His Garment (Root), Lucy M. Van De Mark 12
- FAMILIAR TUNES—OLD AND NEW
- 15116-D There'll Come a Time—Vocal, Charlie Poole, with North Carolina Ramblers Leaving Home—Vocal, Charlie Poole, with North Carolina Ramblers 10
- 15115-D Sweet Marie—Vocal, Walter Morris 10
- Lulu Walsh—Vocal, Walter Morris 10
- 15119-D In My Heart—Vocal, Sunshine Four 10
- Beautiful Land—Vocal, Sunshine Four 10
- 15120-D Talking Blues—Vocal, Chris Bouchillon 10
- Hannah—Vocal, Chris Bouchillon 10
- 15117-D If I Could Hear My Mother Pray Again—Vocal, with Forest Traylor at the Piano, Jack Pickell 10
- Don't You Love Your Daddy, Too?—Vocal, with Forest Traylor at the Piano, Jack Pickell 10
- 15118-D Billy Wilson—Piano Accomp. by Eva Thompson, "Uncle Jimmie" Thompson 10
- Karo—Piano Accomp. by Eva Thompson, "Uncle Jimmie" Thompson 10

Edison Disc Records

- SPECIALS
- 51901 I'm the Man That Rode the Mu'e Around the World—Singing, Jews Harp, Harmonica, Fiddle and Guitar, Vernon Dalhart 10
- Can I Sleep in Your Barn To-night, Mister?—Singing, Harmonica, Fiddle and Guitar, Vernon Dalhart 10
- 51093 Short an' Sweet (Tracey-Ehrlich-Dougherty)—With Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys) Rags (Silver-Fain-Richman) Ernest Hare 10
- 51904 Ev'rythin's Made for Love (You Know—I Know) (Johnson-Tobias-Sherman), Vaughn de Leath (The Radio Girl) Here or There, as Long as I'm With You (Davis-Greer), Vaughn de Leath (The Radio Girl) 10
- 51907 The Little White House (At the End of Honeymoon Lane) (From "Honeymoon Lane") (Dowling-Hanley)—Piano Solo, Oreste She's Still My Baby (Raskin-Coslow-Little)—Piano Solo, Oreste 10
- 51909 My Little German Home Across the Sea—Singing, Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer) Bury Me Beneath the Weeping Willow Tree—Singing, Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer) 10
- 51911 Sunday (That Day When I'm With You) (Miller-Cohn-Stein-Krueger), National Male Quartet Thinking of You (I've Grown So Lonesome) (Donaldson-Paul Ash), National Male Quartet 10
- 51915 Moonlight on the Ganges (Wallace-Myers), Frederick Kinsley on the Midmer-Losh Pipe Organ Hello, Bluebird (Friend), Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- 51914 To-night You Belong to Me (Rose-David), James Doherty Oh! What I'd Give to Bring You Back (Berchman-Paley-Oakland), Walter Scanlan 10
- 80876 Silver Song Bird (Berchman-Paley-Bryan)—Whistling, Violin, Piano and Celesta, The Sibyl Fagan Ensemble Parting Kiss (Berg-Spitalny)—Whistling, Violin, Piano and Celesta, The Sibyl Fagan Ensemble 10
- 51916 Old Southern Schottische, Henry Ford's Old-Time Dance Orch. Luxembourg Schottische, Henry Ford's Old-Time Dance Orch. 10
- 51917 Give Me a Ukulele (And a Ukulele Baby) And Leave the Rest to Me (Brown-Williams)—Male Voices, National Male Quartet Where Do You Work-a, John? (Weinberg-Marks-Warren), Guy Hunter (The Blind Entertainer) and Chorus 10
- 51918 Roses for Remembrance (Kahn-Curtis), Frederick Kinsley on the Midmer-Losh Pipe Organ My Sweetheart Waltz (Pease-Veo-Nelson), Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- 82350 Canzonetta, Op. 35 (Tschaiakowsky)—Violin, Carl Flesch Slavonic Dance, No. 1 (Dvorak-Kreisler)—Violin, Carl Flesch 10
- FLASHES
- 51896 You're Burnin' Me Up (Turnin' Me Down) (Frisch-Berger-Gorman)—Fox-trot,

- Ross Gorman and His Orch. Hawaiian Rose (Nelson-Pease)—Fox-trot, with Vocal Refrain, Ross Gorman and His Orch. 10
- 51897 Stockholm Stomp (Pettis-Goering)—Fox-trot, Golden Gate Orch. Sidewalk Blues (Morton-Rider)—Fox-trot, Golden Gate Orch. 10
- 51898 How I Love You (I'm Tellin' the Birds, Tellin' the Bees) (Brown-Friend)—Fox-trot, Clyde Doerr and His Orch. Kiss Your Little Baby Good-night! (Donaldson-Straight)—Fox-trot, with Vocal Chorus by Larry Murphy, Clyde Doerr and His Orch. 10
- 51899 In a Little Spanish Town ('Twas on a Night Like This) (Lewis-Young-Wayne)—Waltz, Hotel Commodore Dance Orch. (B. Levitow, Dir.) Hello, Bluebird (Friend)—Fox-trot, Kaplan's Melodists 10
- 51900 Where Do You Work-a, John? (Weinberg-Marks-Warren)—Fox-trot, with Singing by Tom Howard, Earl Oliver's Jazz Babies Pretty Lips (Donaldson-Straight)—Fox-trot, with Singing by Tom Howard, Earl Oliver's Jazz Babies 10
- 51902 Rippin' It Off (Gordon)—Blues Fox-trot, Five Harmoniacs What Did Romie-O-Juliet (When He Climbed Her Balcony) (Williams)—Fox-trot, Five Harmoniacs 10
- 51905 The Sphinx (Tillman)—Oriental Fox-trot, Ross Gorman and His Orch. Wouldn't You (From "Greenwich Village Folies") (Murphy)—Fox-trot, with Vocal Chorus by Larry Murphy, Clyde Doerr and His Orch. 10
- 51906 Still Waters (Schafer-Wayne-Golden)—Waltz, with Vocal Refrain, Jack Stillman's Orch. Let's Forgive and Forget (And Start Over Again) (Freedman-Traveline)—Waltz, with Vocal Refrain by Le Roy Montezanto, Jack Stillman's Orch. 10
- 51908 Tiger Rag (LaRocco-Edwards)—Hot Stomp, Phil Napoleon and His Orch. Go Joe Go (Napoleon-Kretzmer)—Fox-trot, Phil Napoleon and His Orch. 10
- 51910 Song of Shanghai (Egan-Rose-Whiting)—Fox-trot, Duke Yellman and His Orch. The Riff Song (From "The Desert Song") (Harbach-Hammerstein II-Romberg)—Fox-trot, Duke Yellman and His Orch. 10
- 51912 Windy City Blues (Black Bottom Rhythm) (Peary-Raymond-Hudson-Morton), Joe Candullo and His Everglades Orch. The Chant (A Spooky Serenade) (Stitzel)—Slow Drag, Joe Candullo and His Everglades Orch. 10
- 51913 If All the Stars Were Pretty Babies (And I Was the Man in the Moon) (Rose-Fisher)—Fox-trot, Green Brothers' Novelty Band Look Up and Smile (Squires)—Fox-trot, with Vocal Refrain by Arthur Fields, Green Brothers' Novelty Band 10

Edison Blue Amberol Records

- 5279 Fire!—Fox-trot, with Singing by Tom Howard, Earl Oliver's Jazz Babies 10
- 5285 Hello, Bluebird—Fox-trot, Kaplan's Melodists 10
- 5274 Sunday—Fox-trot, with Singing by Arthur Hart, Don Voorhees and His Earl Carroll's Vanities Orch. 10
- 5281 Because I Love You—Waltz, with Singing by Arthur Hart, Don Voorhees and His Earl Carroll's Vanities Orch. 10
- 5277 The Prisoner's Sweetheart—Waltz, Duke Yellman and His Orch. 10
- 5265 If I Could Hear My Mother Pray Again—Male Voices, with Violin, Harmonica and Guitar, Vernon Dalhart-Carson Robison 10
- 5283 Can I Sleep in Your Barn To-night, Mister?—Tenor, with Harmonica, Fiddle and Guitar, Vernon Dalhart 10
- 5282 Just a Bird's-eye View (of My Old Kentucky Home) National Male Quartet 10
- 5280 I'm Tellin' the Birds, Tellin' the Bees, Vaughn de Leath 10
- 5287 Same as His Faither Did Before Him, Harry Lauder 10
- 5286 The Little White House (At the End of Honeymoon Lane) (From "Honeymoon Lane")—Piano Solo, Oreste 10
- 5275 Laughing Eyes—Fox-trot, Aloha Hawaiian Orch. 10
- 5276 Country Bred and Chicken Fed, Dale Wimbrow and His Rubeville Tuners 10
- 5205 Somebody Knows—Mixed Voices, Metropolitan Quartet 10
- 5288 Badinage—Victor Herbert and His Orch. 10

Brunswick Records

- LIST FOR FEBRUARY 17
- 15116 Tannhauser—Dich, Teure Halle (Ob, Hall of Song) (Act II) (Wagner)—Soprano, with Orch.; in German, Elisabeth Rethberg Lohengrin—Euch luften, die mein Klagen (Ye Wend'ring Breeces, Hear Me) (Act II) (Wagner)—Soprano, with Orch.; in German, Elisabeth Rethberg 10
- 15115 Fidelio—Ha! Welch' ein Augenblick (Hal It Is Not Too Late) (Act I) (Beethoven)—Baritone, with Orch.; in German, Michael Bohnen Fidelio—Hat man nich auch Gold Beiraben (If You Have No Gold) (Act I) (Beethoven)—Baritone, with Orch.; in German, Michael Bohnen 10
- 3414 Muddy Water (Trent-DeRose-Richman)—Fox-trot, for Dancing; with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch. Hello! Swanee, Hello! (Coslow-Britt)—Fox-trot, for Dancing; with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3361 Snag It (Oliver)—Fox-trot, for Dancing, The Savannah Syncopators Sugar Foot Stomp (Oliver)—Fox-trot, for Dancing, The Savannah Syncopators 10
- 3408 Where Do You Work-a, John? (Push-a, Push-a, Push) (Weinberg-Marks-Warren)—Tenor, with Piano and Accordion, Billy Harper 10
- If My Baby Cooks as Good as She Looks (Kabal-Carroll)—Tenor, with Piano, Billy Harper 10
- 3412 Cock-a-Doodle, I'm Off My Noodle, My Baby's Back (Johnson-Tobias-Sherman)—Fox-trot, for Dancing; with Vocal Chorus, Six Jumping Jacks The Coat and Pants Do All the Work and the Vest Gets All the Gravy (Harlan-Ross-Shay)—Fox-trot, for Dancing; with Vocal Chorus, Six Jumping Jacks 10
- LIST FOR FEBRUARY 24
- 50076 Prophete—Ah, mon fils! (Ah, My Son!) (Act II) (Meyerbeer)—Contralto, with Orch.; in French, Sigrid Onegin Samson et Dalila—(Amour viens aider) (Love, Lend Me Thy Might) (Act II) (Saint-Saens) 10

- Contralto, with Orch.; in French, Sigrid Onegin 10
- 3334 In a Little Garden (You Made Paradise) (Whittemore-Iula)—Violin Solo, with Orch., Frederic Fradkin To-night You Belong to Me (Rose-David)—Violin Solo, with Orch., Frederic Fradkin 10
- 3400 I Love the Moonlight (Davis-Akst-Richman)—Fox-trot, for Dancing; with Vocal Chorus, Jack Denny and His Orch. Song of Shanghai (Egan-Rose-Whiting)—Fox-trot, for Dancing, Jack Denny and His Orch. 10
- 3379 Leander (From "Katja") (Graham-Gilbert)—Fox-trot, for Dancing; with Vocal Chorus, Park Lane Orch. Someone (From "Naughty Riquette") (Smith-Goodman-Rubens)—Fox-trot, for Dancing; with Vocal Chorus, Park Lane Orch. 10
- 3409 Nobody's Baby But Mine (Endor-Ward)—Vocal-Instrumental, The Yacht Club Boys Ya Gonna Be Home To-night? (Oh, Yeh; Then I'll Be Over) (Dixon-Dubin-Steph)—Vocal-Instrumental, The Yacht Club Boys 10
- 3156 Red and Black (Alma Mater) (Wright)—Male Voices—Guy E. McLean, Leader, Ohio Wesleyan University Glee Club Drink to Me Only With Thine Eyes (Johnson-Gage)—Male Voices—Guy E. McLean, Leader, Ohio Wesleyan University Glee Club 10

Okeh Records

- FEBRUARY 1 RELEASE
- 40738 It Made You Happy When You Made Me Cry (Donaldson)—Fox-trot, with Chorus by Russell Douglas, Sam Lanin and His Famous Players 10
- I Gotta Get Myself Somebody to Love (Handman-Young) Fox-trot, with Chorus by Russell Douglas, Sam Lanin and His Famous Players 10
- 40739 I've Got the Girl (Donaldson)—Fox-trot, with Chorus by Russell Douglas, The Goofus Five I Need Lovin' (Creamer-Johnson)—Fox-trot, with Chorus by Russell Douglas, The Goodfuss Five 10
- 40740 In a Little Spanish Town ('Twas On a Night Like This) (Lewis-Young-Wayne)—Waltz with Chorus by Irving Kaufman, Sam Lanin and His Famous Players 10
- Moonlight on the Ganges (Wallace-Myers)—Fox-trot, with Chorus by Irving Kaufman, Sam Lanin and His Famous Players 10
- 40741 Where Do You Work-a John (Push-a Push-a Push) (Weinberg-Marks-Warren)—Fox-trot, with Chorus by Tom Stacks and His Gang, Harry Reser's Jazz Pilots 10
- You Know—I Know Everything's Made For Love (Johnson-Tobias-Sherman)—Fox-trot, with Chorus by Tom Stacks, Harry Reser's Jazz Pilots 10
- 40742 The Little White House (At the End of Honeymoon Lane) (From the Musical Play "Honeymoon Lane") (Dowling-Hanley)—Fox-trot, with Chorus by Tom Stacks, Tom Stacks and His Minute Men 10
- Jersey Walk (Shake 'Em Up, Kid) (From the Musical Play "Honeymoon Lane") (Creamer-Dowling-Hanley)—Fox-trot, with Chorus by Tom Stacks, Tom Stacks and His Minute Men 10
- 40743 I Never See Maggie Alone (Tilsley-Lynton)—Fox-trot, Bar Harbor Society Orchestra My Little Bunch of Happiness (Davis-Akst)—Fox-trot, with Chorus by Vaughn de Leath, Bar Harbor Society Orchestra 10
- 40744 Tell Me To-night (Connor-Little)—Fox-trot, with Chorus by Paul Hagan, The Melody Sheiks 10
- Idolizing (Messenheimer-Abrahamson-West)—Fox-trot, with Chorus by Paul Hagan, The Melody Sheiks 10
- 40745 When I'm In Your Arms (Davis-Burke-Ash)—Fox-trot, The Happy Hour Orchestra One Alone (From the Romantic Operetta "The Desert Song") (Harbach-Hammerstein 2nd-Romberg)—Fox-trot, with Chorus by Paul Hagan, The Melody Sheiks 10
- VOCAL RECORDS
- 40746 I'm Tellin' The Birds—Tellin' the Bees How I Love You (Brown-Friend)—Contralto, with Piano Accomp., Vaughn de Leath I Gotta Get Myself Somebody to Love (Lewis-Young-Handman)—Contralto, with Piano Accomp., Vaughn de Leath 10
- 40747 In a Little Spanish Town ('Twas On a Night Like This) (Lewis-Young-Wayne)—Tenor, Accomp. by Piano and Guitar, Russell Douglas (I've Grown So Lonesome) Thinking of You (Donaldson-Ash)—Tenor, Accomp. by Piano and Guitar, Russell Douglas 10
- OLD TIME TUNE RECORDS
- 45077 When We Meet On That Beautiful Shore—Singing and Playing, Fiddlin' John Carson and His Virginia Reelers Long Way to Tipperary—Singing and Playing, Fiddlin' John Carson and His Virginia Reelers 10
- 45078 Soldier's Joy—Fiddle, Guitar and Harmonica, Zeb Harrelson and M. B. Padgett 10
- Finger Ring—Singing, with Fiddle, Guitar and Harmonica, Zeb Harrelson and M. B. Padgett 10
- 45079 Since You Called Me Sweetheart (Klickman)—Mandolin, Saxophone, Guitar and Banjo, Elkins Stringed Steppers Speed (Elkins)—Mandolin, Saxophone, Guitar and Banjo, Elkins Stringed Steppers 10
- RACE RECORDS
- 8430 Paul and Silas in Jail—Spiritual, Sermon with Singing, Rev. J. M. Gates Judgment Day Is Coming—Spiritual, Sermon with Singing, Rev. J. M. Gates 10
- 8431 Dusty Bottom Blues (Jones)—Fox-trot (Talking by Richard M. Jones), Richard M. Jones Jazz Wizards 10
- Scagmore Green (Jackson)—Fox-trot, Richard M. Jones Jazz Wizards 10
- 8432 Yes, I've Been Cheatin' (Grainger-Whipper)—Contralto and Baritone Duet, with Piano Accomp. by Eddie Heywood, Butterbeans and Susie 10
- Hard Luck Blues (Butterbeans-Pichon)—Contralto and Baritone Duet, with Piano Accomp. by Eddie Heywood, Butterbeans and Susie 10
- 8433 Swing Low Sweet Chariot (Smith)—Spiritual, Piano Accomp., Mount Vernon Choir When Jesus Comes (Gaines)—Spiritual, Piano Accomp., Mount Vernon Choir 10
- 8434 Boo Hoo Blues (McDaniel)—Contralto, Accomp. by Lovie Austin's Serenaders, Hattie McDaniel 10
- I Wish I Had Somebody (McDaniel)—Contralto,

LATEST RECORD BULLETINS—(Continued from page 142)

- Accomp. by Lovie Austin's Serenaders.
Hattie McDaniel 10
FEBRUARY 15 RELEASE
DANCE RECORDS
40748 High-High-High Up In The Hills (Watching
The Clouds Roll By (Lewis-Young-Abra-
hams)—Fox-trot, Chorus by Russell Douglas,
Bar Harbor Society Orchestra 10
Here or There (As Long As I'm With You)—
(Davis-Greer)—Fox-trot, Chorus by Vaughn
De Leath Bar Harbor Society Orchestra 10
40749 If All The Stars Were Pretty Babies (And I
Was The Man In The Moon) (Rose-Fisher)
—Fox-trot, Vocal Refrain.
Ted Wallace and His Orchestra 10
E-ne Me-ne Mi-ne Mo When I First Met Mary
(Little-Verges-Shay)—Fox-trot, Chorus by Ted
Wallace Ted Wallace and His Orchestra 10
40751 Usen't You Used To Be My Sweetie? (Bryan-
Wendling)—Fox-trot, Vocal Refrain.
Ted Wallace and His Orchestra 10
Since I Found You (Clare-Woods)—Fox-trot,
with Chorus by Tom Stacks.
Harry Reser's Jazz Pilots 10
40753 If I Didn't Know Your Husband And You
Didn't Know My Wife (Gilbert-Baer)—Fox-
trot, Vocal Refrain.
Bar Harbor Society Orchestra 10
Sam, The Accordion Man (Donaldson)—Fox-
trot, Vocal Refrain.
Bar Harbor Society Orchestra 10
VOCAL RECORDS
40750 Blue Skies (Berlin)—Contralto with Orch.
Vaughn De Leath 10
There Ain't No Maybe in My Baby's Eyes
(Kahn-Egan-Donaldson)—Contralto with Orch.
Vaughn De Leath 10
40752 Where Do You Work-a John? (Push-a Push-a
Push) (Weinberg-Marks-Warren)—Tenor and
Baritone Duet with Piano. . . . Okeh-Kut-Ups 10
Bridget O'Flynn (Where've Ya Been) (Sterling-
King)—Tenor and Baritone Duet with Piano.
Okeh-Kut-Ups 10
OLD TIME TUNES
45080 What About You? (Jenkins)—Sacred, Singing
with Organ Jenkins Family 10
Drive Away Your Troubles With a Song (Jen-
kins)—Sacred, Singing with Organ.
Jenkins Family 10
45081 The Broken Engagement (Whitter)—Singing
with Guitar and Harmonica. . . . Henry Whitter 10
George Collins (Whitter)—Singing with Guitar
and Harmonica Henry Whitter 10
RACE RECORDS
8435 Sweet Woman, See For Yourself (Johnson)—
Singing with Guitar. Lonnie Johnson 10
Ball and Chain Blues (Johnson)—Singing with
Piano and Fiddle. Lonnie Johnson 10
8436 Skid-Dat-De-Dat (Hardin)—Fox-trot, Scat Chorus
by Louis Armstrong.
Louis Armstrong and His Hot Five 10
Jazz Lips (Hardin)—Fox-trot.
Louis Armstrong and His Hot Five 10
8437 Mess Katie Mess (Kapp-Eller)—Contralto with
Piano and Trumpet. . . . Bertha "Chippie" Hill 10
Street Walker Blues—Contralto and Baritone
Duet, with Richard M. Jones' Jazz Wizards,
Bertha "Chippie" Hill and Richard M. Jones 10

Regal Records

- DANCE RECORDS
8221 Sam, the Old Accordion Man—Fox-trot,
Sam Lanin's Dance Orch.
St. Louis Shuffle—Fox-trot,
Jack Pettis and His Band
8222 When I First Met Mary—Fox-trot,
Sam Lanin's Dance Orch.
Since I Found You—Fox-trot,
Sam Lanin's Dance Orch.
8223 Blue Skies—Fox-trot Hollywood Dance Orch.
Why Should You Cry Over Me?—Fox-trot,
Hollywood Dance Orch.
8224 To-night You Belong to Me—Waltz,
Adrian Schubert's Salon Orch.
That Certain One—Waltz,
Adrian Schubert's Salon Orch.
8225 I Love the College Girls—Fox-trot,
Bill Perry's Entertainers
He's the Last Word—Fox-trot,
Jack Pettis and His Band
8226 Where Do You Work-a, John?—Fox-trot,
Bill Perry's Entertainers
Underneath the Moon—Fox-trot,
Imperial Dance Orch.
8227 I Never See Maggie Alone—Fox-trot,
Bill Perry's Entertainers
I Love You, But I Don't Know Why—Fox-trot,
Willie Creager's Dance Orch.
8228 I Know That You Know (From "Oh, Please!")
—Fox-trot Sam Lanin's Dance Orch.
One Alone (From "The Desert Song")—Fox-
trot Sam Lanin's Dance Orch.
8229 Yankee Rose—Fox-trot,
Willie Creager's Dance Orch.
Stockholm Stomp—Fox-trot,
Jack Pettis and His Band
VOCAL RECORDS
8230 Thinking of You—Tenor Solo, with Orch.
Accomp. Irving Kaufman
Yesterday—Male Duet, with Piano Accomp.
The Radio Imps
8231 In a Little Spanish Town—Male Duet, with
Piano Accomp. The Radio Imps
I Still Remember—Tenor Solo, with Orch. Ac-
comp. Charles Harrison
8232 Take in the Sun, Hang Out the Moon—Tenor
Solo, with Orch. Accomp. Irving Kaufman
Put Your Arms Where They Belong—Tenor
Solo, with Orch. Accomp. Irving Kaufman
8233 Hello! Swanee, Hello!—Male Duet, with Piano
Accomp. The Radio Imps
'Deed I Do—Male Duet, with Piano Accomp.,
The Radio Imps
8234 Do-Do-Do (From "Oh, Kay!")—Contralto Solo,
with Piano Accomp. Evelyn Preer
He's the Last Word—Contralto Solo, with Piano
Accomp. Evelyn Preer
8235 My Sweetheart, My Mother and Home—Tenor
Solo, with Novelty Accomp. Vernon Dalhart
There's a Spark of Love Still Burning—Tenor
Solo, with Novelty Accomp. Vernon Dalhart
HAWAIIAN RECORD
8236 Hawaiian Nights—Hawaiian Guitar Duet, with
Vocal Refrain Ferera-Paaluhi
Honolulu Honeymoon—Hawaiian Guitar Duet,
with Vocal Refrain Ferera-Paaluhi
IRISH RECORD
8237 Green Meadows Reel—Instrumental Trio, with
Irish Reel Flanagan Brothers
Irish Fair Day—Instrumental Trio, with Irish
Reel Flanagan Brothers

- RACE RECORDS
8238 I Wants a Real Man—Comedienne, with Piano
and Guitar Accomp. Helen Baxter
Harlem Blues—Comedienne, with Piano and
Guitar Accomp. Mandy Lee
8239 I'm Going If It Takes My Life—Sermon, with
Choir Rev. J. M. Gates
Waiting at the Beautiful Gate—Sermon, with
Choir Rev. J. M. Gates

Vocalion Records

- LIST FOR FEBRUARY 17
15495 Moonlight on the Ganges (Wallace-Meyers)—
Fox-trot, for Dancing; with Vocal Chorus,
Al Goering's Collegians
Hello! Swanee, Hello! (Coslow-Britt)—Fox-trot,
for Dancing; with Vocal Duet,
Al Goering's Collegians
15503 Snag It (Oliver)—Fox-trot, for Dancing,
King Oliver and His Dixie Syncopators
Sugar Foot Stomp (Oliver)—Shimmy One-step,
for Dancing,
King Oliver and His Dixie Syncopators
5120 My Carolina Home—Vocal Duet, with Mandolin
and Guitar. . . . Lester McFarland-Robert A. Gardner
Old Black Sheep—Vocal Duet, with Mandolin
and Guitar. . . . Lester McFarland-Robert A. Gardner
8006 El Faisan (The Pheasant) (Nunez)—Dominguez
Muguel Lerdo de Tejada—Baritone, with
Orch.; in Spanish.
Juan Pulido, with The Castilians
Galleguita (Little Galician)—Baritone, with
Orch.; in Spanish,
Juan Pulido, with The Castilians

- 1063 I'll Be Satisfied—Vocal Duet, with Guitar,
Blind Joe Taggart-Emma Taggart
I Wish My Mother Was on That Train—Vocal
Duet, with Guitar,
Blind Joe Taggart-Emma Taggart
LIST FOR FEBRUARY 24
15494 Sunday (Miller-Cohen-Stein-Krueger) — Fox-
trot, for Dancing; with Vocal Chorus,
Vanderbilt Orch.
Sweet Thing (Williams-Kahn-Verges)—Fox-trot,
for Dancing; with Vocal Chorus. Vanderbilt Orch.
15497 Clarinet Marmalade (Shields-Ragas)—One-step,
for Dancing. . . . Fletcher Henderson and His Orch.
Hot Mustard (Henderson)—Fox-trot, for Danc-
ing Fletcher Henderson and His Orch.
5011 Uncle Ned—Voice and Banjo. . . . Uncle Dave Macon
Braying Mule—Voice and Banjo. Uncle Dave Macon
5023 Buck-eyed Rabbits—Instrumental; Al. Hopkins,
Vocalist The Hill Billies
Round-Town Gals—Instrumental; Fiddle and
Guitar by Roe Brothers. The Hill Billies
8095 El Novillo Despuntado (The Bull With Blunted
Horns) (Moreno)—Danzon, for Dancing,
The Castilians
Barcelona (Kahn-Evans)—Fox-trot, for Dancing,
The Castilians
1075 Someday Sweetheart (Spikes Brothers)—
Comedienne, with Violin, Guitar and Piano,
Evelyn Thompson
I Got a Papa Down in New Orleans, Another
Papa Up in Maine (Culley-McHugh-Mills)—
Comedienne, with Violin, Guitar and Piano,
Evelyn Thompson
1067 Noah Building the Ark—Sermon, with Singing,
Rev. S. J. Worell (Steamboat Bill), Assisted
(Continued on page 144)



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LATEST RECORD BULLETINS—(Continued from page 143)

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Rev. S. J. Worell (Steamboat Bill), Assisted
by Rev. Sister Worell and Sister McBride

Harmony Records

- DANCE SELECTIONS**
- 337-H Blue Skies—Fox-trot, with Vocal Chorus by Tom Martin The Astorites 10
 - Moonbeam! Kiss Her for Me—Fox-trot, with Vocal Chorus by Murry Amster, Lou Gold and His Orch. 10
 - 328-H My Little Bunch of Happiness—Fox-trot, with Vocal Chorus by Irving Kaufman, Lou Gold and His Orch. 10
 - I Gotta Get Myself Somebody to Love—Fox-trot, with Vocal Chorus by Irving Kaufman, Lou Gold and His Orch. 10
 - 338-H If You See Sally—Fox-trot, with Vocal Chorus by Tom Frawley, Broadway Bell Hops Collette—Fox-trot, with Vocal Chorus by Tom Frawley Broadway Bell Hops 10
 - 336 H I Love the College Girls—Fox-trot, with Vocal Chorus by Joe Collegiate, WMCA Broadcasters 10
 - I Never See Maggie Alone—Fox-trot, with Vocal Chorus by Tom Martin, The Astorites 10
 - 330-H If I Didn't Know Your Husband and You Didn't Know My Wife—Fox-trot, with Vocal Chorus by Art Barnett, Tommy Christian and His Orch. 10
 - Sam, the Old Accordion Man—Fox-trot, Tommy Christian and His Orch. 10
 - 339-H Yankee Rose—Fox-trot, WMCA Broadcasters All I Want Is You—Fox-trot, WMCA Broadcasters 10
 - 325-H Song of Shanghai—Fox-trot, WMCA Broadcasters High, High, High Up in the Hills—Fox-trot, WMCA Broadcasters 10
 - 333-H Schultz Is Back Again—Fox-trot, with Vocal Chorus by Gus Guderian, Frank Cornwell and His Orch. 10
 - If My Baby Cooks (As Good as She Looks)—Fox-trot, with Vocal Chorus by Art Barnett Tommy Christian and His Orch. 10
 - 340-H When I First Met Mary—Fox-trot, with Vocal Chorus by Jimmy Flynn, Manhattan Dance Makers You Went Away Too Far—Fox-trot, with Vocal Chorus by Jimmy Flynn, Manhattan Dance Makers 10
 - 327-H Delilah—Fox-trot, with Vocal Chorus by Tony Pace Original Indiana Five He's the Last Word—Fox-trot, with Vocal Chorus by Tom Frawley, Broadway Bell Hops 10
 - 342-H Half a Moon—Fox-trot, with Vocal Chorus by Tom Martin The Astorites Who'll Be the One—Fox-trot, with Vocal Chorus by Murray Amster, Lou Gold and His Orch. 10
 - 341-H Crazy Words—Crazy Tune (Vo-do-de-o)—Fox-trot, with Vocal Chorus by Gus and Fuzzy Frank Cornwell and His Orch. 10
 - Voom Voom (Moaden on the Gayden)—Fox-trot, with Vocal Chorus by the Orchestra, Frank Cornwell and His Orch. 10
 - 332-H Washboard Blues—Fox-trot, The Arkansas Travelers Boneyard Shuffle—Fox-trot, The Arkansas Travelers 10

VOCAL SELECTIONS

 - 334-H Blue Skies—Vocal Irving Kaufman 10
 - Forgive Me—Vocal Irving Kaufman 10
 - 326-H Since I Found You—Vocal, Honey Duke and His Uke 10
 - Angel Eyes—Vocal Honey Duke and His Uke 10
 - 335-H Sunday—Novelty Singing Quartet, The Harmonizers The Dixie Vagabond—Novelty Singing Quartet, The Harmonizers 10
 - 343-H Moonbeam! Kiss Her for Me—Vocal, Irving Kaufman 10
 - The Little White House (From "Honeymoon Lane")—Vocal Charles Harrison 10
 - 324-H My Little Bunch of Happiness—Vocal Duet, Tom and Jerry High, High, High Up in the Hills—Vocal Duet Tom and Jerry 10
 - 329-H There Ain't No Maybe in My Baby's Eyes—Vocal Jane Gray He's the Last Word—Vocal Jane Gray 10
 - 344-H Crazy Words—Crazy Tune (Vo-do-de-o)—Vocal Duet, Gertrude Dwyer-Arthur Fields I Gotta Get Myself Somebody to Love—Vocal Duet, Gertrude Dwyer-Arthur Fields 10
 - 331-H Cock-a-Doodle, I'm Off My Noodle, My Baby's Back—Vocal Jack Kaufman If I Didn't Know Your Husband and You Didn't Know My Wife—Vocal, Jack Kaufman 10

Banner Records

- DANCE RECORDS**
- 1905 Blue Skies—Fox-trot Imperial Dance Orch. Why Should You Cry Over Me?—Fox-trot, Imperial Dance Orch. 10
 - 1906 Where Do You Work-a John?—Fox-trot, Bill Perry's Entertainers Underneath the Moon—Fox-trot, Missouri Jazz Band 10
 - 1907 Sam, the Old Accordion Man—Fox-trot, Sam Lanin's Dance Orch. Stockholm Stomp—Fox-trot, Jack Pettis and His Band 10
 - 1908 Yankee Rose—Fox-trot, Willie Creager's Dance Orch. St. Louis Shuffle—Fox-trot, Jack Pettis and His Band 10
 - 1909 To-night You Belong to Me—Waltz, Adrian Schubert's Salon Orch. That Certain One—Waltz, Adrian Schubert's Salon Orch. 10
 - 1910 I Love the College Girls—Fox-trot, Bill Perry's Entertainers Since I Found You—Fox-trot, Sam Lanin's Dance Orch. 10
 - 1911 I Never See Maggie Alone—Fox-trot, Bill Perry's Entertainers He's the Last Word—Fox-trot, Jack Pettis and His Band 10
 - 1912 When I First Met Mary—Fox-trot, Sam Lanin's Dance Orch. I Love You, But I Don't Know Why—Fox-trot, Willie Creager's Dance Orch. 10
 - 1913 I Know That You Know (From "Oh, Please")—Fox-trot Sam Lanin's Dance Orch. 10

One Alone (From "The Desert Song")—Fox-trot Sam Lanin's Dance Orch.

- VOCAL RECORDS**
- 1914 In a Little Spanish Town—Male Duet, with Piano Accomp. The Radio Imps Yesterday—Male Duet, with Piano Accomp., The Radio Imps. 10
 - 1915 Take in the Sun, Hang Out the Moon—Tenor Solo, with Orch. Accomp. Irving Kaufman I Still Remember—Tenor Solo, with Orch. Accomp. Charles Harrison 10
 - 1916 Do-Do-Do (From "Oh, Kay")—Contralto Solo, with Piano Accomp. Evelyn Preer He's the Last Word—Contralto Solo, with Piano Accomp. Evelyn Preer 10
 - 1917 Hello! Swanee, Hello!—Male Duet, with Piano Accomp. The Radio Imps 'Deed I Do—Male Duet, with Piano Accomp., The Radio Imps 10
 - 1918 Put Your Arms Where They Belong—Tenor Solo, with Orch. Accomp. Irving Kaufman Thinking of You—Tenor Solo, with Orch. Accomp. Irving Kaufman 10
 - 1919 There's a Spark of Love Still Burning—Tenor Solo, with Novelty Accomp. Vernon Dalhart My Sweetheart, My Mother and Home—Tenor Solo, with Novelty Accomp. Vernon Dalhart 10

IRISH RECORD

 - 2140 Irish Fair Day—Instrumental Trio, with Vocal Accomp. Flanagan Brothers Green Meadows Reel—Instrumental Trio, with Irish Reel Flanagan Brothers 10

HAWAIIAN RECORD

 - 2141 Honolulu Honeymoon—Hawaiian Guitar Duet, with Vocal Refrain Ferera-Paaluhii Hawaiian Nights—Hawaiian Guitar Duet, with Vocal Refrain Ferera-Paaluhii 10

RACE RECORDS

 - 1920 Harlem Blues—Comedienne, with Piano and Guitar Accomp. Mandy Lee I Wants a Real Man—Comedienne, with Piano and Guitar Accomp. Helen Baxter 10
 - 1921 Waiting at the Beautiful Gate—Sermon, with Choir Rev. J. M. Gates I'm Going If It Takes My Life—Sermon, with Choir Rev. J. M. Gates 10

Emerson Records

- VOCAL RECORDS**
- 3101 Delilah—Fox-trot, with Vocal Chorus, Fred Hall and His Orch. The Riff Song—Fox-trot, with Vocal Chorus, Fred Hall and His Orch. 10
 - 3102 Lonely Eyes—Fox-trot, with Vocal Chorus, Bert Kaplan and His Orch. I Love the Moonlight—Fox-trot, with Vocal Chorus Marlborough Dance Orch. 10
 - 3103 Do-Do-Do—Fox-trot, with Vocal Chorus, Bert Kaplan and His Orch. High, High, High Up in the Hills—Fox-trot, with Vocal Chorus Jack Stillman's Orch. 10
 - 3104 If All the Stars Were Pretty Babies—Fox-trot, with Vocal Chorus Bert Kaplan and His Orch. It's Up to You—Fox-trot, with Vocal Chorus, Pennsylvania Syncopators 10
 - 3105 Moonbeam Kiss Her For Me—Fox-trot, with Vocal Chorus Fred Hall and His Orch. Good-bye, Aloha—Fox-trot, with Vocal Chorus, Marlborough Dance Orch. 10
 - 3106 My Little Bunch of Happiness—Fox-trot, with Vocal Chorus Jack Stillman's Orch. Stop Your Crying—Fox-trot, with Vocal Chorus, Marlborough Dance Orch. 10
 - 3107 I'd Love to Call You My Sweetheart—Quartet, Original Criterion Male Quartet Let's Forgive and Forget—Quartet, Original Criterion Male Quartet 10
 - 3108 I Never See Maggie Alone—Novelty Solo, Honey Duke and His Uke I Gotta Get Myself Somebody to Love—Novelty Duet Fields-Dwyer 10
 - 3109 He's the Last Word—Novelty Solo, Gertrude Dwyer She Keeps Me in the Dark—Novelty Solo, Honey Duke and His Uke 10
 - 3110 Blue Skies—Tenor Solo Arthur Fields That's What I Call a Pal—Tenor Solo, Arthur Fields 10
 - 3111 Where Do You Work-a John?—Novelty Duet, The Topnotchers What's the Use of Trying to Make You Love Me—Tenor Solo Arthur Fields 10

STANDARD RECORDS

 - 7112 Roll on Silver Moon—Yodel Song, Frank Kamplain Sleep, Baby, Sleep—Yodel Song, Frank Kamplain 10
 - 7113 Aloha Oe—Hawaiian Guitars and Tenor Solo, Vernon Dalhart Wailana Waltz—Hawaiian Guitars, Ferera-Franchini 10
 - 7116 Silver Threads Among the Gold—Quartet, Criterion Male Quartet Love's Old Sweet Song—Quartet, Stellar Male Quartet 10
 - 7117 When You and I Were Young, Maggie, Howard Shelley Comin' Through the Rye Nevada Vanderveer Sleep, Kentucky Bahe Florida Four Old Black Joe Elizabeth Spencer-Stellar Quartet 10
 - 7137 Dreamy Hawaii—Hawaiian Guitars, Ferera-Franchini Kawaha Waltz—Hawaiian Guitars, Ferera-Franchini 10
 - 7141 Isabella Waltzer—Waltz Swiss Novelty Four Kuckuck—Waltz Swiss Novelty Four 10
 - 7152 La Golondrina—Duet, with Hawaiian Guitars, Ferera-Franchini Cielito Lindo—Duet, with Hawaiian Guitars, Ferera-Franchini 10
 - 7154 The Old Rugged Cross—Baritone Solo, Ernest Hare Onward, Christian Soldiers, Emerson Male Quartet 10

Domino Records

- DANCE RECORDS**
- 3878 Blue Skies—Fox-trot Imperial Dance Orch. Why Should You Cry Over Me?—Fox-trot, Imperial Dance Orch. 10
 - 3876 Where Do You Work-a, John?—Fox-trot, Bill Perry's Entertainers Underneath the Moon—Fox-trot, Missouri Jazz Band 10
 - 3883 Sam, the Old Accordion Man—Fox-trot, Sam Lanin's Dance Orch. Stockholm Stomp—Fox-trot, Jack Pettis and His Band 10
 - 3884 Yankee Rose—Fox-trot, Willie Creager's Dance Orch. St. Louis Shuffle—Fox-trot, Jack Pettis and His Band 10
 - 3879 To-night You Belong to Me—Waltz, Adrian Schubert's Salon Orch. 10

That Certain One—Waltz, Adrian Schubert's Salon Orch.
 3880 I Love the College Girls—Fox trot, Bill Perry's Entertainers
 Since I Found You—Fox-trot, Sam Lanin's Dance Orch.
 3882 I Never See Maggie Alone—Fox-trot, Bill Perry's Entertainers
 He's the Last Word—Fox-trot, Jack Pettis and His Band
 3877 When I First Met Mary—Fox-trot, Sam Lanin's Dance Orch.
 I Love You, But I Don't Know Why—Fox-trot, Willie Creager's Dance Orch.
 3881 I Know That You Know (From "Oh, Please")—Fox-trot, Sam Lanin's Dance Orch.
 One Alone (From "The Desert Song")—Fox-trot, Sam Lanin's Dance Orch.

VOCAL RECORDS
 3888 In a Little Spanish Town—Male Duet, with Piano Accomp., The Radio Imps
 Yesterday—Male Duet, with Piano Accomp., The Radio Imps.
 3889 Take in the Sun, Hang Out the Moon—Tenor Solo, with Orch. Accomp., Irving Kaufman
 I Still Remember—Tenor Solo, with Orch. Accomp., Charles Harrison
 3885 Do-Do-Do (From "Oh, Kay!")—Contralto Solo, with Piano Accomp., Evelyn Preer
 He's the Last Word—Contralto Solo, with Piano Accomp., Evelyn Preer
 3886 Hello! Swanee, Hello!—Male Duet, with Piano Accomp., The Radio Imps
 Deed I Do—Male Duet, with Piano Accomp., The Radio Imps
 3887 Put Your Arms Where They Belong—Tenor Solo, with Orch. Accomp., Irving Kaufman
 Thinking of You—Tenor Solo, with Orch. Accomp., Irving Kaufman
 3890 There's a Spark of Love Still Burning—Tenor Solo, with Novelty Accomp., Vernon Dalhart
 My Sweetheart, My Mother and Home—Tenor Solo, with Novelty Accomp., Vernon Dalhart

IRISH RECORD
 0169 Irish Fair Day—Instrumental Trio, with Vocal Accomp., Flanagan Brothers
 Green Meadows Reel—Instrumental Trio, with Irish Reel, Flanagan Brothers

HAWAIIAN RECORD
 0168 Honolulu Honeymoon—Hawaiian Guitar Duet, with Vocal Refrain, Ferera-Paaluhi
 Hawaiian Nights—Hawaiian Guitar Duet, with Vocal Refrain, Ferera-Paaluhi

RACE RECORDS
 3892 Harlem Blues—Comedienne, with Piano and Guitar Accomp., Mandy Lee
 I Wants a Real Man—Comedienne, with Piano and Guitar Accomp., Helen Baxter
 3891 Waiting at the Beautiful Gate—Sermon, with Choir, Rev. J. M. Gates
 I'm Going If It Takes My Life—Sermon, with Choir, Rev. J. M. Gates

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for December—General Increase Over Year Previous

WASHINGTON, D. C., February 7.—In the summary of exports and imports of the commerce of the United States for the month of December, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during December, 1926, amount in value to \$44,184, as compared with \$40,160 worth which were imported during the same period of 1925. The twelve months' total ended December, 1926, showed importations valued at \$640,915; in the same period of 1925, \$393,645.

Talking machines to the number of 10,937, valued at \$416,648, were exported in December, 1926, as compared with 7,978 talking machines, valued at \$208,864, sent abroad in the same period of 1925. The twelve months' total showed that we exported 103,759 talking machines, valued at \$3,280,632, as against 81,079 talking machines, valued at \$2,270,637, in 1925.

The total exports of records and supplies for December, 1926, were valued at \$230,440, as compared with \$165,244 in December, 1925. The twelve months ending December, 1926, show records and accessories exported valued at \$2,222,890, as compared with \$1,720,623 in 1925.

The countries to which these instruments were sent during December and their values were as follows: United Kingdom, \$2,126; other Europe, \$13,234; Canada, \$7,449; Central America, \$20,148; Mexico, \$50,652; Cuba, \$34,702; Argentina, \$37,703; Chile, \$49,914; Colombia, \$26,242; Peru, \$7,664; other South America, \$61,375; China, \$2,268; Japan, \$335; Philippine Islands, \$19,656; Australia, \$44,499; New Zealand, \$14,330; other countries, \$24,351.

Constance Mering, who is known throughout the country as a concert pianist and who is at present appearing in the Ziegfeld musical show, "Rio Rita," is a new Columbia recording artist.

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Canadian and British Radio Markets Promise Big Year

Officials of English and Canadian Brandes Organizations Make Optimistic Predictions Concerning Coming Year

The radio markets of Canada and England are healthy and promise a marked growth in volume of sales during 1927, in the opinion of British and Canadian executives of Federal Brandes, Inc., who recently concluded a conference in the merchandising headquarters of Kolster-Brandes products in New York. Among those attending the conference were Wallace A. Bartlett, managing director, and G. E. J. Oakley, chief engineer of Brandes, Ltd., London, and J. B. Byers, manager of the London concern, and C. R. Frazier, sales manager

of Canadian Brandes, Ltd., of Toronto, Canada.

"The market for sets using from one to six tubes is expected to grow rapidly during the next few years for two reasons," said Mr. Bartlett. "The industrial situation is improving and the recent reallocation of wave lengths made at the Geneva conference has prevented chaos. The two-tube set will bring in twenty stations very nicely in most instances and the six-tube set can get 230 stations. Good reception is general throughout the country."

Regenerative sets are no longer being made in Canada, according to Mr. Byers, who stated that this has improved reception there. He stated that the value of sets sold this Winter exceeds that of last year, but the number is smaller, showing that more costly sets are in demand. There has been very little price-cutting in Canada, Mr. Byers said, adding that the market is on a firm basis.

A C B I A C O F H K L N P O S U V X V B D F G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M O N
 G E F Y
 H J K W
 M O N
 P Q R
 S R P O M K V H F E C V B C E F H J K W O P R T U V W Y Z B D E G I K M J O Q S T V M Y A B D B A D
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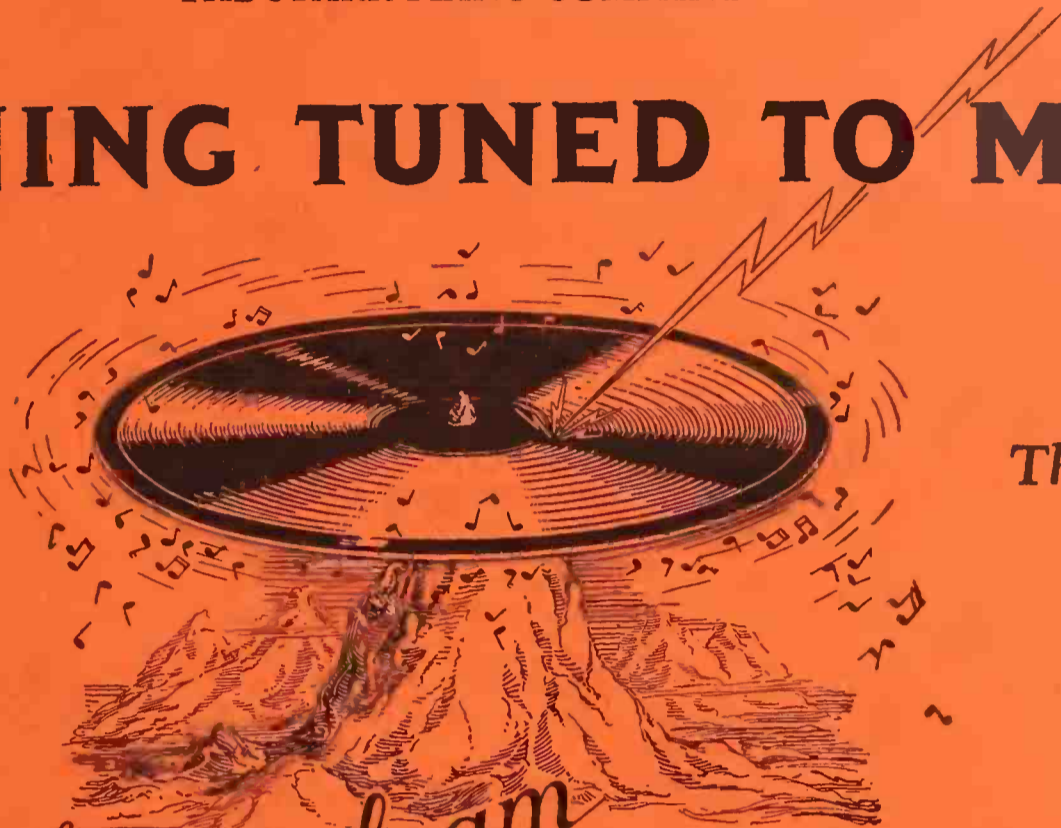


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