

# The TALKING MACHINE WORLD

For dealers  
wholesalers  
& manufacturers  
of phonography  
& radio products

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



## Better than ever now to be a Brunswick Dealer

see pages 5 and 7

# 1928 PRODUCTS



### No. 3

Most beautiful re-  
producer ever  
designed.

FOR the new year, we introduce to our good trade the finest new products ever offered.

See the new Toman No. 3 Reproducer, with its many exclusive features. Note the new beauty in design. The *positive locking back*—no screws to come loose and cause blasting. The triple suspended *duraluminum diaphragm* 10/1000 thick—four times as substantial as the ordinary 2½/1000 diaphragm, and hand lacquered to protect it against climatic changes. The special *double grip* screws, securely holding reproducer to tone arm always in proper position. Hear now the excellent volume and full deep rich tone quality of this remarkable reproducer.



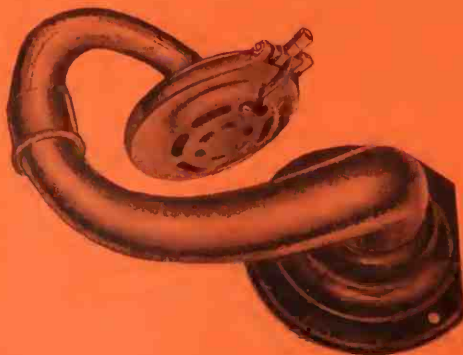
Duraluminum di-  
aphragm — four  
times as thick as  
the ordinary  
metal diaphragm.

See the new Model E Tone Arm, embodying all the best features of the famous Toman Helical Arm. A full exponential taper plus a full S curve. This arm does not infringe upon any existing patent. Its features are individual and complete.

*These excellent new products are most favorably priced. Toman guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers and Dealers. Samples sent promptly upon request!*

### Toman "Helical"

This illustration shows Toman Reproducer No. 1. The Helical tonearm can be supplied with either reproducer, as desired.



All Products Fully Guaranteed

## E. TOMAN & CO.

Sales Distributor  
Wondertone Phonograph Company  
216 No. Michigan Avenue  
Chicago, Illinois

2621 W. 21st PLACE  
Chicago

Export Office  
189 W. Madison Street  
Chicago, Ill.  
Cable—S I V A D

TS 2301  
P3A6

# The Talking Machine World

Vol. 24. No. 1

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Price Twenty-five Cents

*Clarence H. Mansfield, the author of this article, is manager of the phonograph-radio division of the Fitzgerald Music Co., Los Angeles, Cal., and he writes with authority on merchandising*

## Building a Profit-Producing Sales Organization

**T**HE first thing to be considered in any specialty merchandising business such as the phonograph and radio business is the sales organization—for upon the ability and success of the sales organization depends the success of the business as a whole. Therefore, much care should be taken in its selection.

I believe that there are few sales managers who can look at and talk to a man and tell whether or not he will make a successful salesman—I know I certainly cannot, and I have interviewed hundreds and employed scores. There are, of course, certain qualifications—basic ones—that are essential to successful salesmanship and should be looked for, but sometimes some man will come along apparently utterly devoid of most of these qualifications and upset the rule by making an outstanding success. In selecting new men I have found that the following characteristics are highly desirable and should be looked for—placed in the order of their importance:

1. Personality
2. Enthusiasm
3. Intelligence
4. Ambition
5. Appearance
6. Desire to work
7. Specialty Selling Experience

There are also drawbacks which are just as important to look for which I will list here:

1. Laziness
2. Crudeness of Manner
3. Slovenly Appearance
4. Lack of Intelligence
5. Lack of Specialty Selling Experience

It is very hard to find any man who possesses most of the good characteristics without some of the undesirable ones—but when you find a man who measures minus on the five undesirable points then the chances are that you have a man worth trying. In this connection I find it safer and easier to measure his drawbacks first, rather than his good qualifications. Often if the drawbacks are not too great, then you may take a chance on the good qualifications of the applicant for the position.

### Process of Elimination

In building up a sales organization the sales manager must always bear in mind that, as a rule, he must try out thoroughly three or four men to get one or two good men—and as every promising man should have a trial of at least one month, it can readily be seen that it is a slow, tedious process of elimination. Some of the best salesmen I have known were complete failures their first month or two of service.

One qualification, the value of which is often over-exaggerated, is phonograph selling experience. Many organizations do not grow very rapidly because the sales manager is loath

to hire anyone without experience. As the applicants with experience are few, consequently he has few men from whom to pick. It is part of the sales manager's job to teach and train inexperienced salesmen and thus build up the organization.

It is interesting to note that some of the most



C. H. Mansfield

successful phonograph and radio salesmen I have ever known never had previous selling experience of any kind. One was even a professional prize fighter—some were bookkeepers—others were actors—some bank clerks—and still others newspaper reporters. Yet these particular men—who had no previous selling experience, all made outstanding successes selling phonographs and radios.

In analyzing them, however, I find they all possess one outstanding attribute—personality—hence, I rate this as the most desirable qualification.

Now I do not want to minimize the importance of previous selling experience. If I had my choice between two men—one without experience, but who had all the good qualifications, and a man who had had considerable experience, but lacked some of the good qualifications, I'd choose the man with experience. But I have always made it a rule to take both men when I have the two to choose between, and after a try-out period select the best man of the two.

### Getting in Touch With the Right Men

The question that seems to bother many sales managers is how to get in touch with these prospective salesmen. That is simple enough and can be answered in one word—advertise.

Advertise in the employment want columns of the newspapers as well as in display space and word your ad in such a dignified manner as to attract the type of men you wish. Here is the type of advertisement that I have found effective:

"WANTED: By a high class music store—Salesman to sell Radios and the new type Phonographs. (Orthophonic Victrolas and Brunswick Panatropes). A permanent position with excellent opportunity for advancement in a business that is growing phenomenally. The work is pleasant—educational—interesting—and highly remunerative to the successful salesman. No previous experience necessary. We will give complete sales training to man of right calibre. Apply in person between 8 and 10 A. M. to Mr. Blank, Blank Music Co., 727-729 South Hill Street."

Another effective means of getting in touch with the right sort of young men is to send a letter, such as you will find reproduced herewith, to prominent business and professional men, college professors and high school principals. The results from this letter will surprise you, and you will also note that we have not forgotten to incorporate a little selling point in this letter about the new phonographs for the benefit of the recipient:

"Dear Sir:

"Possibly you know of some bright young man—someone whom you think possesses fundamental qualifications of a good salesman—who would like to become connected with our organization, selling Radios and the new Orthophonic Victrolas and Brunswick Panatropes.

"To such a young man we offer a permanent connection with excellent opportunities for advancement in a business that is growing phenomenally.

"Particularly do these new musical instruments, developed by both the Brunswick and Victor companies, offer a fertile field for the salesman. These marvelous new instruments are taking the country by storm. They reproduce music from both records and radio with realism that is positively astounding. You can readily understand what a tremendous field there is for such sensational instruments.

"The young man you refer to us need have no previous experience, for we offer an intensive sales training that will soon put him in a position—if he is diligent, applies himself, and possesses ability—to earn an income much in excess of what might be his possibilities elsewhere. The work is pleasant—educational and interesting.

"Any such man whom you may refer to us will receive our earnest consideration and in doing so you will not only do us a great favor, but undoubtedly you will be instrumental in giving some young man an opportunity for which he will ever be grateful.

"Sincerely yours,"

When your applicants come in, remember that if they possess good qualifications—and have had no experience in the phonograph and radio business, then it is up to you to sell them on the opportunity that this business offers. Never adopt the gruff "take it or leave it" attitude. If the applicant is desirable, the chances are that some other sales manager in some other line of business may be trying to "sell" him a job also. Remember that while you are

(Continued on page 11)

# February Holidays

## Afford Opportunities for Tie-ups

**C**O-OPERATIVE advertising is becoming more popular each year, and when a group of merchants in either similar or diverse lines join to get their goods before the public the big splash they are able to make will naturally draw more attention than individual advertising—at a far less cost per capita. One of the best methods of calling attention to their lines in February was adopted by a group of eight of the leading merchants of Council Bluffs, Ia. They took an entire page in the paper, across the top of which they printed, in letters an inch high, "February Is Short on Days." Beneath this was the outline drawing of a short, fat man walking between two tall, stunning-looking girls. On the man's vest was printed the word "February" while on the skirts of the girls were the words "January" and "March" respectively, thus carrying out in an amusing fashion the idea of a short month between two long ones. Beneath the figures was printed: "What Are You Short On? If short on any of the articles advertised on this page, these concerns will supply you." The balance of the page was divided into eight squares in each of which was a clever drawing and the advertisement of one of the merchants. All of them played up the word "short" by substituting "February" for it. For example, one said, "Are you February on new records? If so, March right in and inspect our latest arrivals."

### A "Lincoln" Sales Drive

Strain Bros., Great Falls, Mont., had a special Lincoln Sale running for twelve days and terminating on February 12, Lincoln's Birthday, when small red, white and blue souvenirs were distributed. They used a big double-page spread to announce their sale, which included many slow sellers they desired to move before the new Spring stocks were received. A large number of extras were struck off and used as circulars, being sent to patrons in the country and adjoining towns. One of the features of the sale which made it talked about all over town was the impersonation of Abraham Lincoln by

### Lincoln's and Washington's Birthdays and the Celebration of Valentine's Day Should Mean Profits to Dealers—W. Bliss Stoddard Cites Ways

a moving picture actor. One of the windows was fitted up as a reproduction of the living room of Lincoln's home in Springfield, Ill., and twice a day, morning and afternoon, the actor appeared in the window and gave a short talk which was conveyed to the crowd outside by means of a loud speaker.

#### Tie-Up With Washington's Birthday

When it comes to Washington's Birthday, the famous hatchet is always recalled, and this was made the basis of a special advertisement by Montgomery Bros. It was embellished with an outline drawing of the bust of Washington, and suggested:

George Washington Could Not Tell a Lie  
We Can, But Won't

It is not difficult to stick to the truth when you have such good merchandise to talk about as we have. Handling only the very best in all our lines, we are safe in extolling their merits. The truth about our musical instruments and phonographs is sufficient.

Realizing that Washington's Birthday is a time for much entertaining, they arranged a window featuring their patriotic records. It was backed with a large flag, while at either end were tall silver vases holding sprays of fruit blossoms. On a mound in the center was a picture of Washington, and in front of it a number of patriotic records. Arranged amid billows of red, white and blue silk at either end were a number of the latest releases with a card saying: "Lay in a stock of new records for the Washington's Birthday Party." A row of phonograph needles, on the white silk-covered floor formed the words "February 22nd."

#### A Valentine Campaign

"Say It With Music," one of the popular songs of the past season, suggested to the Rudolph Wurlitzer Co., St. Louis, Mo., the idea for a Valentine music campaign. They announced through the papers a special Valentine concert, and to all their patrons who had pur-

chased records or phonographs from them the past year special heart-shaped invitations were extended. The invitation in gold letters was printed on the red cover and inside was the very carefully planned program reproduced below:

Roses of Picardy, McCormack; A Dream, Caruso; Call Me Thine Own, Garrison; Kiss Me Again, Garrison; For You Alone, Caruso; Little Grey Home in the West, Gluck; Last Rose of Summer, Tetrizzini; Mighty Lak' a Rose, Farrar; Sunshine of Your Smile, McCormack; When You Look in the Heart of a Rose.

The newspaper invitation took the form of a big lace paper valentine, and after extending an invitation the balance of the ad read:

#### Real Love Messages of all Sweethearts

Victor Love Records in Valentine Envelopes  
Come hear these tender songs by the world's greatest artists and then pick out one or more of them and let it be your Valentine.

#### Say It With Music

The concert lasted for an hour, with an intermission of fifteen minutes, during which time special demonstrations were given and any questions about the records answered. No one was asked or expected to buy, but many availed themselves of the opportunity nevertheless.

Special interest centered about the Valentine records, which were displayed on a table where all could see them. All of the records played at the concert and fully a hundred more of the sweetest ballads, ancient and modern, were included in the list. Each was enclosed in a strong manila envelope, with a little verse in the corner:

I wish you'd be my Valentine, but haven't words to say it.  
So I'm sending you this record—please put it on and play it.

Praegers, San Antonio, featured Radiolas as Valentine gifts. The window was gaily trimmed with red crepe paper, which fell in waterfalls in the rear, while big stone urns held clusters of crimson paper roses. On a stand in the center was a Radiola, while lower stands at each side held other sets. A card of gold, bordered with red and lettered in black, suggested "A Radio Makes a Splendid Valentine for the Home."

## "NYACCO" Manufactured Products



NYACCO Record Albums  
NYACCO Radio Sets  
NYACCO Portable Phonographs  
NYACCO Photograph Albums  
NYACCO Autograph Albums

Twenty years' manufacturing experience enables us to offer the trade a line that is tried and proven.  
Jobbers and Dealers: Write us for full information.

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address . . . . . 64-68 Wooster Street, New York

# You Asked for it . . . Here it is!

## A lower-priced full electrical type Brunswick Panatrope with Radiola

Model PR 17-8 · To list at \$550 · Light socket operation—no batteries  
Cone reproducer combined with special reflector

**A**GAIN Brunswick has succeeded where success seemed impossible. Fully aware of the tremendous demand for an electrical type Brunswick Panatrope combination that would sell at a low price, our laboratories have for months put all their energies into perfecting such an instrument.

Now we have it. Here, combined so compactly that the instrument is a marvel of ingenuity, is the Brunswick Panatrope—electrical type—and the newest model Radiola known to everybody as No. 17.

A model which increases the field of your sales many times. It will appeal at once to the great middle class.

Its remarkable features include equal excellency in recorded and broadcast music over entire audible frequency range; compact and convenient assembly; beautiful design; superior construction; minimum space requirement and lid concealing all operating parts.

The appeal of this newest Brunswick combination is irresistible. Its profit-making opportunity enormous. Make the most of it!



*Brunswick Panatrope with Radiola Model PR 17-8.  
Equipment: Electrical type Panatrope with Radiola  
No. 17. One dial control. Light socket operation. Uses  
latest A. C. tubes.*

# Brunswick

### Carl J. Miller Accepts Post With Sherman, Clay & Co.

SEATTLE, WASH., January 5.—Carl J. Miller, formerly manager of the phonograph and radio departments of the Standard Furniture Co., recently accepted a position with Sherman, Clay & Co., in the Tacoma store. Mr. Miller is well known in the trade and has been active in the affairs of the Radio and Music Trades Association, for the past year acting as director of the Phonograph Group. He is succeeded in the Standard establishment by Lloyd Chase, who has been with the company for a long time, is well known in this section, and is thoroughly familiar with the work.

The Dragner Music Shoppe, Inc., Palisades Park, N. J., was recently incorporated to deal in musical instruments with an authorized capital of \$25,000. Henry Dragner, Philip A. Dragner and May V. Dragner are the incorporators.

### Vic Meyers and Orchestra Recording for Columbia Co.

SEATTLE, WASH., January 5.—Vic Meyers and His Orchestra, of this city, recently signed a long-time contract to record for the Columbia Phonograph Co. catalog. The first release couplets: "Now That You're Gone" and "Whether It Rains—Whether It Shines."

Vic Meyers and His Orchestra have long been favorites with Seattle dance lovers, and for the past two years they have been featured in the Rose Room of the Butler Hotel. Radio fans have also enjoyed the programs broadcast nightly over station KJR.

Immediately following the release of the record several prominent music houses arranged to have the orchestra give concerts in their record departments. The University Music Stores, Inc., and the Remick Song Shop were two houses reporting successful results from this method of effecting a tie-up with record artists.

### O. P. Harris of Brunswick Co. Addresses Seattle Trade

SEATTLE, WASH., January 4.—A meeting of all the Brunswick phonograph dealers in this territory was recently held at the New Washington Hotel. O. P. Harris, special traveling representative of the Brunswick Co., addressed the dealers and gave a forceful talk on the development of the new Panatropes and outlined the modern methods of recording, stating that with the new processes it is possible to capture musical vibrations so slow that they can almost be counted.

The Rosso Music Shop recently held its formal opening in new quarters at 53 North Walnut street, Mt. Clemens, Mich., having discontinued its former quarters at 10 Walnut street. The new location affords far more display space for the Victor and Columbia lines which are carried and plans are under way for an aggressive sales promotion drive.

# Peerless Introduces the Extraordinary Portable for 1928

**The Ultimate in Portables  
at \$25.00 List**

- A 4-foot concealed tone chamber**
- Serpentine tone-arm**
- Special matched reproducer**
- Covered with genuine DuPont Fabrikoid of the heaviest quality**
- Elaborately decorated in multi-color effects**
- Genuine Heinemann motor**



**Appearance — Quality — Tone**

Samples and attractive discounts submitted on request.

Our complete line of Portables lists from \$12 to \$30.

*Two Sales Winning Styles of Record Albums*

### Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

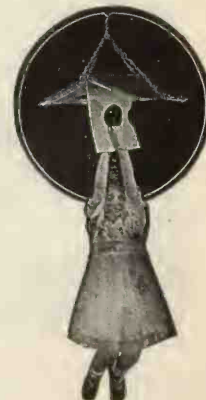
### Peerless Loose Leaf Album

Removable Pockets for Records

**PEERLESS ALBUM CO.**

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



# Brunswick Scores Again With New Record Policy



## Symphonies — Operas — Ballads

By the World's Greatest Artists

**\$1.00**

All gold, purple and black label 12-inch Brunswick Records formerly \$2, \$1.75, \$1.50 and \$1.25, now \$1.

All gold, purple and black label 10-inch Brunswick Records formerly \$1.50 \$1.25 and \$1, now 75c.

**75¢**



## Again Brunswick Leadership is Demonstrated

**B**RUNSWICK is known in the industry for the many new policies and improvements that it has inaugurated. Some of these have changed the whole trend of the music business. To mention just a few:—

- Brunswick was first to offer double-faced classical records.
- Brunswick was first to adopt the present popular console type of cabinet.

—Brunswick was first to offer a combined radio receiving set and phonograph in one cabinet.

—Brunswick was first to offer a purely electrical reproducing musical instrument, the Brunswick Panatrope.

And now Brunswick again leads—being first to offer symphonic, operatic and standard music at popular prices.

“**W**ONDERFUL! A master stroke of merchandising,” is the way a leading executive in the industry greeted Brunswick’s recent announcement of new record prices.

From all parts of the country have come comments equally favorable from the trade and from leaders in musical circles. Apparently no announcement to the music trades in years has made more of a sensation. And from the public, whose verdict is the final one, there has already come a remarkable volume of business to justify our judgment in making this move.

### Brunswick’s New Policy— Briefly Stated

**B**RUNSWICK will no longer penalize the public’s musical taste by charging more for great symphonic, operatic, and other standard recordings by world-famous artists and musical organizations.

We therefore have inaugurated a one-price-for-all policy covering every record in our catalog. From now on, all 10-inch Brunswick Records, formerly \$1.50, \$1.25 and \$1, will be 75c. All 12-inch Brunswick Records, formerly \$2, \$1.75, \$1.50 and \$1.25, will be \$1.

Enduring music—the beautiful ballads, inspiring symphonies and operas—is growing tremendously in public demand, and to foster this growth in musical appreciation we take this action.

# Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO -- NEW YORK -- IN CANADA: TORONTO

Branches in All Principal Cities



# Store-Door Playing Built this Business

W. C. Morrison, of Morrison Radiophone, Inc., Traces 85% of All Sales to Policy of Broadcasting Programs From Store Door

**T**HIS is the era of publicity. The more publicity the better, and the more you get the more prominent you become. It's the age of advertising. Not necessarily paid advertising, or newspaper advertising, or billboard advertising, but advertising that keeps men and affairs—and their products and personalities—constantly before the public eye.

## 85 Per Cent of Sales From Simple Plan

All last Summer and Fall W. C. Morrison, owner of the Morrison Radiophone Co., Inc., of Bridgeport, Conn., made his storefront broadcasting pay and pay until 85 per cent of the seasons' sales were actually traced to this simple advertising method. He didn't, however, just turn on his sidewalk loudspeaker and trust to luck in getting business. Instead, he studied the demands of his radio fans and paved the way for a big attendance with advance newspaper announcements.

## What Programs Are Favored?

Despite the fact that he is located on a busy traffic thoroughfare, Mr. Morrison managed to draw a couple of hundred residents and pedes-

By Clarence J. O'Neil

trians regularly by tuning in on popular programs. By personal investigation and observation he soon learned that his patrons preferred programs as follows, and in their order of preference: (1) Fight announcements, (2) Football games, (3) Baseball returns, (4) Popular musical programs.

With this tabulation of the most popular prospective programs Mr. Morrison was guided accordingly in his newspaper appropriations. Coming prize fights got the most newspaper advertising space. Other programs were allotted advertising space according to their demand rating.

## Tie-up With Window

A fresh window setting was always made the day before an advertised program was to be broadcast over the sidewalk. Several attractive posters announcing a variety of sets and parts were conspicuously displayed in the store window. By far the most attractive

poster was always hung directly above the heads of the spectators and in direct view of the loudspeaker. It read: "It pays to buy the better radio. This is the best you can buy. Radiola 104."

Mr. Morrison claims he is satisfied if his sidewalk broadcasting puts over just this one message. So far it has given him ample sales results. It is interesting to note that his sales of loudspeakers, tubes and batteries, via the sidewalk audience, have equaled the total sales of complete sets.

## Pulling Power of Publicity

With the closing of his outdoor broadcasting accommodation, Mr. Morrison says that results have shown that his entire volume of sales for the past six months, ending November 15, were traced directly to the following sources:

- 85 per cent Sidewalk Broadcasting.
- 10 per cent Through Old Customers.
- 5 per cent Newspaper Advertising.

It may be the simplest, cheapest and oldest way of advertising, yet this dealer finds the front door still has pulling power as a most effective publicity stunt.

## Broadcasters' Association Issues the NAB News

Official Publication of the National Association of Broadcasters, Inc., Contains Much Interesting and Informative Material

The NAB News, the official publication of the National Association of Broadcasters, Inc., made its initial bow last month and contained a wealth of interesting and informative material pertaining to broadcasting and kindred matters. Among the articles featured in the issue were "Win Friends and Sell Time by Truth and Frankness," by Gordon Lathrop; a report of the progress being made in the Association's program of expansion, and a listing of the various committees appointed by Earl C. Anthony, of station KFI, president of the Association.

A brief résumé of the work done in behalf of radio by Admiral Bullard and the loss felt by the industry in his sudden passing was also featured. The NAB News will be issued regularly and will contain items of interest to broadcasting stations and to the radio industry in general.

Cornelius N. Bliss was recently elected a member of the board of directors of the Radio Corp. of America.

# Dulce-Tone

## Radio Talking Machine Speaker

**Get In On These  
RADIO PROFITS**

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

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

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



**\$10, Retail**

Fully guaranteed  
Fits any radio





THE STROMBERG-CARLSON HOUR, TUESDAY EVENINGS, 8 TO 9 EASTERN STANDARD TIME THROUGH THE NBC AND ASSOCIATED STATIONS WJZ, WBZ-WBZA, KDKA, KYW, WJR, WBAL, KFVE AND WHAM.

## Superb Receivers for Your Discriminating Trade

PEOPLE of culture—people who love fine things—people whose patronage a dealer encourages—are attracted by Stromberg-Carlson A.C. Receivers.

The tone quality of these magnificent instruments is unsurpassed—the result of scientific shielding and superlative design of audio system and Cone Speaker. Operation is simplicity itself—all power being taken direct from the A.C. house lighting circuit; without the use of batteries or liquids, and tuning being with a single dial.

Their cabinetry is exquisite—Console models in American Walnut, some with panels of inverse French marquetry; Table models in mahogany.

*A.C. Stromberg-Carlsons range in price as follows: East of Rockies, Radio Sets equipped with phonograph input jack, \$295 to \$755; Radio and Phonograph Combined \$1245—Rockies and West, \$315 to \$1299—Canada, \$390 to \$1650.*

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



NO. 734 A.C. RECEIVER  
Price with Socket-Power Unit and 12 R.C.A. Tubes—but not including Cone Speaker or Envelope Loop; East of Rockies, \$755; Rockies and West, \$795; Canada, \$1000.

# Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years

# Minimize Repossessions by Remediating the Causes

An Analysis of the Repossession Problem Will Determine Causes and Pave Way for Solution

By R. J. Cassell

R. J. Cassell, formerly collection manager of Grinnell Bros., Detroit, the author of this interesting article on repossessions and their causes, is the author of "The Art of Collecting". Other articles by him on various phases of the music business will appear in forthcoming issues of *The Talking Machine World*.—*Editor*.)

**N**OW I don't guarantee to solve this problem of doing away with repossessions; in fact if I could do so the radio and talking machine industry could and would pay me a fabulous compensation, but I do believe that if we analyze the subject carefully we can get at the cause and then it is up to each one of you to apply the remedy. If we can do this we have at least made a step in the right direction, for this is truly the big leak in the business, and one that should be held down to a minimum.

This problem involves every department of the business to a greater or less extent, so I believe it is logical to take it up from the standpoint of departments. The prime offender we will take first, the sales department.

The salesman, in his great desire to make the sale, may think only of closing the deal when it might have been better to have kept the goods in the store. Why? The customer may be a crook or some other undesirable character, but the salesman overlooks this phase of the matter and thinks only of getting the name on the dotted line. Such sales are repossessions in their inception.

Then, too, does the salesman know anything about the customer's financial ability to pay for the goods purchased? I believe that the radio and talking machine business take longer chances in this direction than most other lines of business. The more knowledge the salesman has and the better the class of customers to whom he sells will surely cut down his repossessions. This has at least been my observation in studying the work of a large number of salesmen.

## Effect of Side Promises

Another fault of some salesmen is to make side promises, which cannot be kept by the house. I have in mind one where the customer was told he would be given an unlimited guarantee. This sale stood at a stand-still for months until a special adjuster with tact and salesmanship resold it. This was in reality a repossession, as it cost the firm time and money to resell the goods.

I could illustrate at greater length, but space will not permit. Don't make side promises and don't let your salesmen do so if you want to avoid repossessions.

Then there is the customer who is not properly sold in the first place. We might call it a forced sale. The salesman is too anxious to close without creating sufficient desire in the customer's mind for the goods. The customer may not fully realize that he has bought something until the collection department begins to insist on payment.

I have known customers to say they never signed a contract. They didn't know that they had purchased an instrument, as they thought they were only renting. This leads to the remedy of explaining your contract fully before you have completed your sale. Do so and avoid repossessions. You have all had experience with the interest clause. Don't be afraid to give the customer a clear understanding of

this part of the contract. It means thousands of dollars to the house, and if the customer is not properly sold on the interest and discovers the fact in the early stage of the sale it may lead to repossession.

Then there is the direct misrepresentation by the salesman with the intent to deceive. This is fraud and acts like a boomerang when the customer discovers that he has been deceived. He loses confidence in the house and lets the instrument come back. Yes, and not only is it a repossession, but he tells his friends not to deal with such a house. The loss cannot be estimated. While no reputable house would intentionally do this they must see that none of their salesmen do so, to prevent repossessions.

## False Financial Reports

Then there are false financial reports sent in by some salesmen who try to put it over on the house. A merchant may turn out to be a peanut vendor or a street musician. A farmer may be a day laborer, and I have known of cases where the customer was actually on the town and yet expected to pay for an instrument. This kind of business is sure to result in repossessions.

In most localities musical instruments are sold to foreigners. There are some foreigners who are all right and pay without any trouble, but there are a large number who do not know their own names in English and when they move they change their names or spell them differently so that it is very difficult to locate them. You should have a pretty good knowledge of who they are before you sell them. Some go back to their native land and they will take radios, or talking machines, and such accounts must be charged to profit and loss. Know the foreigner to whom you sell and his ability to pay before you make the sale.

## The Collector's Job

So much for the sales department. Now let us take a survey of the collection department and its effect on repossessions.

I have demonstrated that business houses that keep up their collections according to the terms of contract have the smallest number of repossessions. Therefore, the manager and collector should see that the customers pay exactly according to the contract. The old idea that it is best to coax them along does not prove to save sales, but results in repossessions.

The manager must co-operate with his collector and not take collection cards from him and lay them on his desk and say he will attend to that account and then let it go from day to day without attention. If the manager takes collection cards out of the collector's hands he will do more harm than good and the sale may be a repossession. Co-operate with your collector and encourage him in his arduous duty to stop repossessions. The collector must use tact and judgment in getting the money or he will antagonize the customer, who may not say anything but will let the instrument come back.

There is a custom of some houses to sell almost any one who can make a down-payment without regard to who the person is. This practice prevails to some extent in every business. Then is it any wonder that quite a percentage of instruments are repossessed?

You cannot blame the firm entirely, although they are very lenient, for they rely on the manager and salesmen to get a good class of busi-



R. J. Cassell

ness, and the directors cannot see the customer or his home, but have to rely on the report of the salesman. It is to the best interests of the house and the salesman himself that he tell the truth about his customer—to the end of a less number of repossessions.

Overselling and overterms cause the customer to get discouraged, as he cannot keep up the contract, and unless a new contract is taken the instrument is repossessed, after having been used for several months, and the manager is thoroughly convinced by his own collector that the goods should be brought in or payment made immediately.

Faulty merchandise may cause dissatisfaction in the mind of the customer and he will judge the house from the experience he has had with it. I recall one instance where it was necessary to give the customer a large discount and also an agreement to put the instrument in good condition. Be careful that the goods are in good condition before delivery, if you want the sale to remain sold.

The accounting department can keep customers satisfied by avoiding errors in accounts, statements and notices.

The death of the customer, over which we of course have no control, may cause a repossession. In such cases investigate at once the heir's circumstances, and by prompt action the estate may be able to pay out on the account or pay cash and prevent a repossession.

Divorces frequently cause repossessions. A good plan is not to act too hastily, as often the parties become reconciled and will continue. So make haste slowly in such cases, but keep in touch with conditions, and avoid repossessions.

The problem of service is a big one and many lines of merchandise nowadays are sold largely on the service the house gives. This is one of the leading sales arguments of the Ford Automobile Company. In your business see that the customer gets all that is promised him. These small matters may lead to dissatisfaction, and this is the mother of repossessions.

To sum up, as the lawyers say: All departments have a duty to perform to prevent repossessions. Service and courteous treatment by all employes will go a long way towards keeping the goods sold. A sale well sold to a reliable customer with a good down payment and followed closely by the collection department in a tactful way is pretty sure to pay out.

All salesmen and business owners are with me in a desire to cut down repossessions. They spoil your good work and lessen your showing, tie up merchandise in poor sales, and are a continual source of worry to every one.

**A Radiotron  
for every purpose**

- RADIOTRON UX-201-A**  
*Detector Amplifier*
- RADIOTRON UX-199**  
*Detector Amplifier*
- RADIOTRON UX-199**  
*Detector Amplifier*
- RADIOTRON WD-11**  
*Detector Amplifier*
- RADIOTRON WX-12**  
*Detector Amplifier*
- RADIOTRON UX-200-A**  
*Detector Only*
- RADIOTRON UX-120**  
*Power Amplifier Last  
Audio Stage Only*
- RADIOTRON UX-222**  
*Screen Grid Radio  
Frequency Amplifier*
- RADIOTRON UX-112-A**  
*Power Amplifier*
- RADIOTRON UX-171**  
*Power Amplifier Last  
Audio Stage Only*
- RADIOTRON UX-210**  
*Power Amplifier Oscillator*
- RADIOTRON UX-240**  
*Detector Amplifier for  
Resistance-coupled  
Amplification*
- RADIOTRON UX-213**  
*Full-Wave Rectifier*
- RADIOTRON UX-226**  
*A.C. Filament*
- RADIOTRON UX-227**  
*A.C. Heater*
- RADIOTRON UX-280**  
*Full-Wave Rectifier*
- RADIOTRON UX-281**  
*Half-Wave Rectifier*
- RADIOTRON UX-874**  
*Voltage Regulator Tube*
- RADIOTRON UX-876**  
*Ballast Tube*
- RADIOTRON UX-886**  
*Ballast Tube*

The standard by  
which other vacuum  
tubes are rated



**A Radiotron  
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*Detector Amplifier*

**RADIOTRON UX-199**  
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*A.C. Heater*

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

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

**RADIOTRON UX-874**  
*Voltage Regulator Tube*

**RADIOTRON UX-876**  
*Ballast Tube*

**RADIOTRON UX-886**  
*Ballast Tube*

Make sure that your new radio set is equipped with RCA Radiotrons throughout. Manufacturers of quality receiving sets specify RCA Radiotrons for testing, for initial equipment and for replacement. They are recognized by experts as the standard of performance.

RCA Radiotrons are the joint product of RCA, Westinghouse and General Electric, developed and perfected by the radio engineers who designed and built the leading broadcasting stations. Never use new tubes with old ones that have been in use a year or more. See that your set is completely reequipped with RCA Radiotrons once a year at least.

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

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

You make every one of these advertisements a crackerjack salesman for you when you display RCA Radiotrons and recommend them to your customers. RCA offers you powerful selling helps, counter and window displays in addition to newspaper and magazine and broadcast publicity that is heavier than that behind any other vacuum tube.



Public approval has put the stamp of preference on RCA Radiotrons. Their quality is evidenced by the fact that they lead all other tubes in volume of sales. That is because they are the perfected product of the expert engineers of RCA—the same skilled scientists who designed and built the country's leading broadcasting stations. There is a Radiotron for every purpose. It will pay you to carry the complete line.

RADIO CORPORATION OF AMERICA  
NEW YORK CHICAGO SAN FRANCISCO

# RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

RCA newspaper and magazine advertising in 1928 will be the most extensive ever undertaken. Saturday Evening Post, Liberty, Colliers, Literary Digest, and other magazines will be used throughout the year. Leading newspapers throughout the country will give RCA Dealers effective local support. And there will be more and better Sales Helps, Window Displays and other business getters. The Saturday night RCA Hour will be another big advertising feature in 1928.

### Here is the greatest advance in radio since the beginning of broadcasting



*The simplified socket-power Radiola that electrical engineers dreamed of has now been achieved*

The new Radiola 17—from the laboratories of RCA, General Electric and Westinghouse—has rightly been called a "wonder box."

By means of the remarkable new alternating current Radiotron, it takes all its power from your electric light circuit. No batteries or liquid-containing devices. Just plug it in and turn the single knob to select your programs.

So simple that a child can operate it in a dark room—but so finely designed and constructed that it reproduces with amazing fidelity the fine programs from the broadcasting stations.

Radiola 17 is the culmination of years of research by the great corps of electrical and acoustical engineers, in the service of the Radio Corporation of America, who are making the "impossible" of yesterday the commonplace of tomorrow.



A Radiola 17 takes its power from your electric light circuit—no batteries or liquid-containing devices. It reproduces with amazing fidelity the fine programs from the broadcasting stations.

The new Radiola 17, shown in the photo, stands at 18 1/2 inches high. It weighs 25 lbs. and is completely portable. Price, \$249.50.

**RCA Radiola**

MADE BY THE MAKERS OF THE RADIOTRON

### RCA, General Electric and Westinghouse have designed these perfected Radiolas



**RCA RADIOLA 11**  
Custom-built. The rarest and finest of the famous Super-Heterodyne and the incomparable Loudspeaker. Has the new feature, achievement in multi-Socket power operation, A.C. or D.C. Complete with Radiotron. \$495



**RCA RADIOLA 14**  
Custom-built. The finest cabinet set, with concealed loudspeaker. Employing the famous RCA Super-Heterodyne, it operates directly from the electric light circuit—no batteries or liquid-containing devices. Complete with Radiotron. \$495

Radiolas and RCA Loudspeakers, the product of the same engineers who built the high-power broadcasting stations, set the standard in the radio art.

Exclusively chosen by Victor and Brunswick for use in their finest instruments, these receiving sets embody the world's knowledge of radio design.

If you are about to buy your first radio, or if you are going to select a new set to replace your old one, ask an RCA Authorized Dealer to demonstrate these wonderful instruments for you.

Be sure that you listen to an RCA Loudspeaker. The performance of the finest receiver can be spoiled by an antiquated reproducer.

All Radiolas are equipped throughout with RCA Radiotrons—the heart of the receiving set.



**RCA LOUDSPEAKER 100-A**  
Built for long life. Rich, mellowness. Amazing capacity and musical range. Equally efficient work history in speaker horns or sets. \$35



**RCA RADIOLA 18**  
The Super-Heterodyne, extreme achievement in receiver design. In the popular table model. Ideal in combination with RCA Loudspeaker 100. Radiola 18, with Radiotron. \$260  
A.C. Package for adapting Radiola 18 for A.C. operation with RCA Loudspeaker 100. \$35

#### RCA HOUR Every Saturday Night

Through the following stations associated with the National Broadcasting Company

8 to 9 p.m. Eastern Time	Northeast—St. Paul	W270
New York	W270	W270
Boston	W270	W270
Philadelphia	W270	W270
Washington	W270	W270
Pittsburgh	W270	W270
Cleveland	W270	W270
Chicago	W270	W270
St. Louis	W270	W270
San Francisco	W270	W270
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## NEW SETS FOR OLD

More old radio sets will be replaced  
by new and better sets in 1928  
than ever before

Most radio buyers want simplified lighting circuit operation, and most of them want one of the new RCA RADIOLAS.

And a great number of people will come into the market as first buyers, who have been holding off buying a radio set until they could get one that would run off the light circuit as simply as an electric fan.

By carrying the RCA complete line RCA Authorized Dealers will be able to meet the public demand.

RCA Dealers will get the cream of the replacement business, as well as the cream of the big, new business this year.

RADIO CORPORATION OF AMERICA  
New York Chicago San Francisco

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON



## RCA-LOUDSPEAKER 100-A

Unrivalled in tone quality among loudspeakers in its price range, the "100A" is the easiest selling radio instrument ever put on the market. It's bread-and-butter merchandise for RCA Authorized Dealers.



*This sign marks the leading dealer in every community.*

RCA  
Loudspeaker 100 A  
\$35

RADIO CORPORATION OF AMERICA    NEW YORK    CHICAGO    SAN FRANCISCO

# RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

## Building a Profit-Producing Sales Organization

(Continued from page 3)

sizing up an applicant he, too, is sizing you up, as well as the business, and it is just as essential that you sell him your business as it is that he sell you himself.

Do not become discouraged when you find that a large percentage of the men you employ do not "stick" or make good. Just figure that the law of average will give you about one good man out of every two or three.

### Size of the Organization

How large should your sales organization be? That depends somewhat on the population of the territory you serve—up to a certain point. Of course, a town of two or three thousand people could hardly support a large sales organization, but when a city reaches a population of 100,000 or over, a radio and phonograph sales organization need be limited only by the sales promotion work of the dealer.

Do not think that simply by putting on a large force of men you are going to increase business. The business territory must be cultivated by the sales manager, and the men must be properly trained to successfully reap the harvest.

Remember, too, that the building of a large sales organization is a slow, continuous process. Your work is never finished, for while your "turnover" of salesmen may be small, in a large organization it is certain and continuous, and the sales manager must be always adding new material, so that they will be filling the gaps left by those who leave. You should add new material whenever possible. In no department of business is there such a large turnover of employes at the present time as in the sales end, particularly where men are employed on a straight commission basis. Straight commission men are naturally more apt to become discouraged quickly—and quit—oftimes before they have actually proved that they are failures. But at any rate, the turnover of salesmen is not as serious as might be imagined, for the large part of the turnover comes in the unproved men or failures, and very seldom among the better salesmen.

### New Blood Needed

But the point I wish to make is this, there are not enough salesmen in the business of selling phonographs. We in the industry must realize that, and begin to take on inexperienced men from outside our industry and train them. Until we do this we will not begin to even scratch the surface of the possible volume. New men will serve as new blood—and give new inspiration and new enthusiasm to your present organization.

## Frank Dorian of Columbia Phonograph Co. in Accident

Assistant to the President of Columbia Organization Suffers Rare and Painful Accident in Form of a Fractured Heel—Back at Desk

Frank Dorian, assistant to the president of the Columbia Phonograph Co., and one of Columbia's most widely known executives, recently sustained a fractured heel, a rare and painful accident, while stepping from a bus in New York. At the Roosevelt Hospital, where Mr. Dorian was treated, the doctor said that this type of fracture happened so infrequently that he was going to look up the records to see the date when the last one occurred.

Mr. Dorian, after but two days at home, returned to his office on crutches. This devotion to the interests of Columbia is typical of Mr. Dorian's long record of distinguished and untiring service for Columbia. He became associated with the Columbia Co. as the private secretary to Columbia's first president, E. D. Easton.

It was Mr. Dorian who wrote Columbia's first advertisement, one which appeared in a Washington paper. In those early days he was Columbia's first branch manager, at the Washington branch, the first to be established. This position carried with it the duties of sales manager. After this came yet greater achievement, when, as Columbia's first European general manager, he established the company's European branches, living abroad for a number of years at all the chief Continental music capitals.

Mr. Dorian's many friends in the industry and the trade, both in America and abroad, wish him a speedy recovery.

## L. A. Nixon Now Eastern Secretary of the R. P. A.

L. A. Nixon, widely known in the music-radio industry, was elected Eastern secretary of the Radio Protective Association at a recent meeting of the board of directors held in New York, according to an announcement by Oswald F. Schuette, executive secretary. Mr. Nixon was formerly secretary of the National Radio Trade Association and has been affiliated with other radio trade bodies for a number of years. He will take up his new duties at once, maintaining offices in New York City.

## Shirley Walker Is Making Series of Radio Addresses

SAN FRANCISCO, CAL., January 5.—Thousands of prospective musical instrument buyers are being reached through the medium of a series of radio talks being given over station KGO by Shirley Walker, of Sherman, Clay & Co., president of the Music Trades Association of Northern California. Each talk lasts six minutes. Thus far the talks have been on "Music in the Home," "Teaching the School Children to Play Musical Instruments" and "Music Contests in the Public Schools."

## New Store Opened

A new music store, the Radiola-Brunswick Shop, was recently opened at 364 Central avenue, Highland Park, Ill., by Alex Smith and Robert U. Slayback.

The Bent Music Store, 633 Second street, La Salle, Ill., is now operated by Arthur Groves.

## Buys Brunswick Products by the Truckloads

Live Retail Merchant of Coffeyville, Kans., Is Doing an Excellent Business—Volume Is Reflected in the Large Orders Placed

That Brunswick business is very good in Coffeyville, Kans., is demonstrated by the fact that the Ross-Workman Music Co., of that city, is ordering truckloads of Brunswick mer-



A Large Brunswick Delivery

chandise. The accompanying photograph shows a truck, loaded with new Brunswick instruments, just about to be unloaded at the Ross-Workman warehouse, after having paraded through the streets of Coffeyville; the sign on the truck tells the populace of that city where Brunswick merchandise is obtainable.

## Schubert Contest Prize Moneys Placed in Escrow

As a guarantee of good faith to composers who are competing in the International Schubert Centennial Contest the Columbia Phonograph Co. has deposited with J. P. Morgan & Co. the sum of \$20,000 in escrow. This is the total amount of the prize moneys.

## New Music Store Opens

Formal opening of the Hazard Radio & Music Co., Hazard, Ky., was held last month with an appropriate program. The Kentucky Ramblers Orchestra furnished the music, entertaining a large crowd of visitors. Victor Orthophonic talking machines and records and the Crosley radio line are carried by this enterprising concern, and plans are being formulated for an extensive sales drive.



# ALLEN PORTABLES

Complete dealer protection is just part of our plan. We offer helpful selling suggestions, favorable terms, and fully guaranteed products only. Actually aiding the dealer in making his full legitimate profit, and giving him complete protection.

Write today for samples, and catalog of Allen Portables—the finest line ever presented to the trade, and nationally advertised.

**ALUMINUM SPECIALTY COMPANY**  
168 Trinity Ave., S. W.  
Atlanta - Georgia



Artistic  
Display of  
J. K. Gill Co.,  
Portland,  
Ore.

# Windows That "Sell"

## *Pointers on Window Displays— Profiting Through Plate Glass*

IT is generally conceded that the music merchants, or merchants who successfully sell radio, phonographs, pianos and other musical merchandise, are what the "Babbits" would term "Go-getters," but it is the writer's experience that these same merchants, as a class, have consistently neglected over a long period one of the most important "come hither" gestures in selling—window displays that sell.



P. A. Ware

Even the progressive butcher, not to stress the alert druggist and able grocery man, is invariably more of an artist in window-selling appeal than is the average merchant who handles musical instruments.

Cast your memory back to the window with rows of paper-frilled lamb chops surrounded with decorative parsley and appropriate vegetables, and in memory compare that window with the pineboard-backed display of a few musical instruments in a dusty window as shown by some otherwise successful music man you know.

At a recent convention of window-display

By P. A. Ware

*Merchandising and Sales Promotion Manager, Atwater Kent Mfg. Co.*

advocates from all lines of selling the writer heard discussed window-display lore from men representing the drug trade, the grocery trade, the furniture trade and the general department store, but regardless of the fact that this country has some wonderful retail music selling organizations, it was not on record that a music retail representative was in attendance at this important event.

The consequence is that while nearly every specialized branch of selling is giving thought to "selling windows" many music men are, to use a hackneyed phrase, following the line of least resistance.

Just how they are doing this can be best summed up by what the legal fraternity calls a "hypothetical question." Assuming that the reader is a dealer, may I ask that if you were to sell some product bought by a purchasing agent and that agent advised you to attend his office next morning when he would hear the sales talks of all the men selling a varied assortment of goods who had approached him that week, all at once: that is, "in concert," would you join the Tower of Babel conclave?

All right! pass the answer, but now look around your town or neighborhood and see if some music merchant is not by "window appeal" trying to sell a phonograph, a radio, a

piano, an assortment of brass instruments, some banjos and "ukes" and a saxophone or two to every passing pedestrian's single pair of eyes.

If there is not a lesson in the above for many music men a great deal of thought and work on the part of myself and my business associates has gone to waste.

However, it would be unfair if the reader accepted this indictment against the music man's lack of window-display knowledge as relating to the trade as a whole. It does not.



Display by Atwater Kent Window Decorating Staff

The Lyon & Healy windows at Chicago, the Jenkins Music Co. windows at Kansas City and elsewhere, the Grinnell Bros. windows in De-

(Continued on page 14)

STARR PIANOS STARR PHONOGRAPHS  
GENNETT RECORDS

*Represent the Highest Attainment in Musical Worth*

The STARR PIANO COMPANY

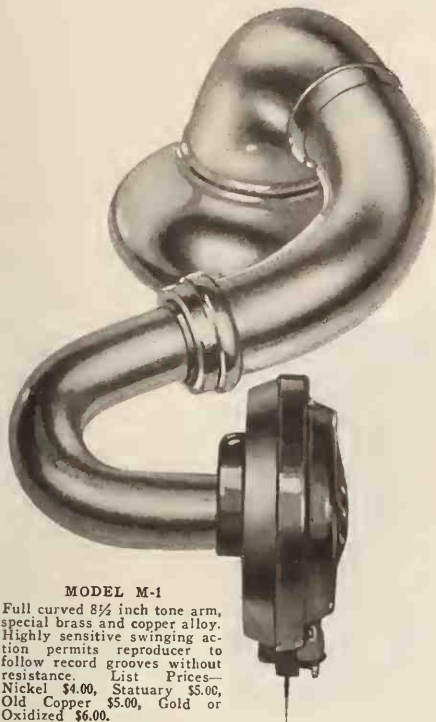
Established 1872

Richmond, Indiana



WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

# STARTLING NEW PRODUCTS FOR - YOUR - 1928 - PROFITS



MODEL M-1

Full curved 8 1/2 inch tone arm, special brass and copper alloy. Highly sensitive swinging action permits reproducer to follow record grooves without resistance. List Prices—Nickel \$4.00, Statuary \$5.00, Old Copper \$5.00, Gold or Oxidized \$6.00.

**R**IGHT now! As the new year opens! Comes your big opportunity to set your lines for sure profit during 1928.

New reproducers, with startling ability in tone-definition-volume. New tone-arms, which scientifically develop the sound waves to broadest limits. New products—perfected for your profit.

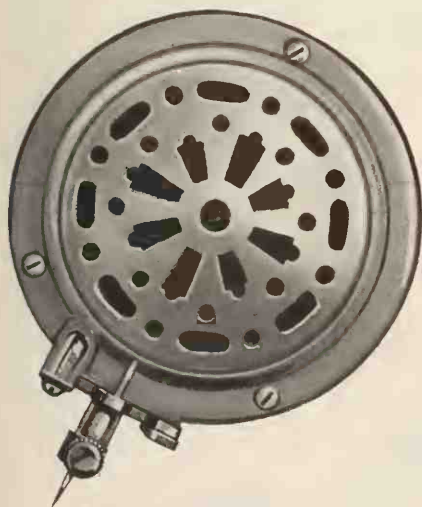
Manufactured completely in one factory, largest of its kind in the entire world, offering you natural price advantages, and better product. Write today for samples and illustrated catalog!

We cheerfully cater to Manufacturers, Jobbers, and selected Dealers. Send now for complete free catalog.



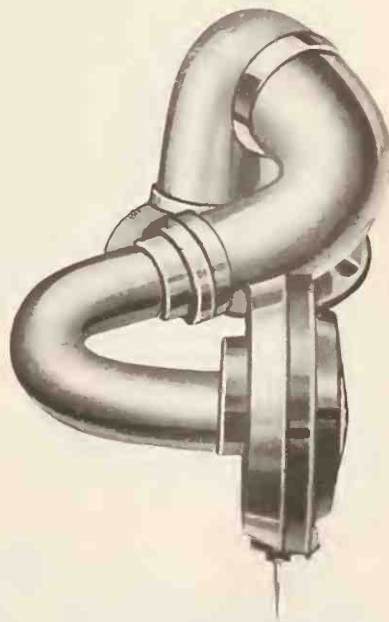
MODEL 101

Our newest reproducer, with all brass face guard, diaphragm of Duro-Aluminum specially processed. The Model 101 renders excellent volume and finest tone quality. List Prices—Nickel \$3.50, Statuary \$4.00, Old Copper \$4.00, Gold or Oxidized \$4.50.



MODEL 102

Another 1928 Oro-Tone product. Similar design to the Model 101, with a flat special metal alloy diaphragm. List Prices—Nickel \$3.00, Statuary \$3.50, Old Copper \$3.50, Gold or Oxidized \$4.00.



MODEL J-1

Identical to M-1 except that it is 7 1/2 inches and with a slightly smaller base. List Prices—Nickel \$3.75, Statuary \$4.75, Old Copper \$4.75, Gold or Oxidized \$5.75.

# The Oro-Tone Co.

QUALITY FIRST

1000-1010 GEORGE ST. CHICAGO, ILLINOIS

## Windows That "Sell"—Creating Sales Through More Effective Display Methods

(Continued from page 12)

troit, De Moll at Washington, Hardman-Peck on Fifth avenue, New York, and the establishment of the astute Chester Abelowitz on the

sibilities of intelligently arranged windows.

Since then the department I conduct has carried out in New York and in Chicago demonstrations of one hundred dealers' windows in a given week; a rather unusual accomplishment for a musical specialty line and excelled, perhaps, only by drug store or grocery-store package demonstrations conducted by manufacturers of nationally distributed products.

The company I represent now has on the road crews of expert window decorators who are spreading the gospel of good windows chiefly among the dealers



same great thoroughfare, are only a few houses where artistry in window decorating is combined with the selling appeal.

But, oh, the horrible examples; not only in the provinces but within a stone's throw of every house mentioned above.

There's no doubt that a musical saw, or any other jazz band adjunct, belongs in a complete musical store, but surely its place is on display with a company of its mates rather than leaning against a truly great grand piano of national fame. And yet I have seen just that sort of a display, as I have also seen all the appurtenances of the trap drummer's art backed by a great internationally known phonograph, which was surrounded by pictures of great operatic singers.

And yet when put to the test the average music man can produce windows with a selling appeal, but for some occult reason it seems that he must be "spurred" to that business-building and business-bringing action.

My first real interest in good windows from a crusader's point of view occurred about two years ago when I helped promote a window display contest among Atwater Kent dealers in Philadelphia.

Cups were offered as trophies, and there resulted sixty-three windows which competent merchandising authorities said were perhaps the greatest concerted display of a specialty product ever shown in an American city.

Moreover, many of the windows were pictured in trade journals as unusual examples of "selling windows." The chief prizes were won by neighborhood music stores not previously interested to a great extent in the selling pos-



Two Fine Examples of Artistic Atwater Kent Window Displays

who think that expensive plush drapings and artistic special settings are necessary to make an effective selling window.

In behalf of the merchandise I represent, I frequently tell dealers that I would rather see, for good results, an exclusive display of our product once a week than a two-weeks' showing surrounded by merchandise with a diversified appeal.

Crepe paper has been extensively used in the drug store and grocery store trade in a manner that would offend the eye of the average music lover or music prospect. The use of varied strips of yellow and red crepe paper in the window, drawn fan-wise to a common center where a tube of tooth paste or a can of beans is on display, is appropriate perhaps for selling merchandise costing a quarter or less.

However, any shop selling crepe paper can produce samples of soft-toned decorative paper, which is quite appropriate to the average music window. Moreover, the manufacturers of this decorative paper hand out, for the asking, booklets explaining its use and in the absence of more expensive draping good crepe paper properly used forms a most effective trim.

Our window trimmers have proved this by making use of crepe paper in some of the most exclusive music stores in the country, although I will admit that in such windows the use of crepe paper was somewhat restrained and was supplemented by window cards and our own effective dealer helps.

To the merchant who has paid no attention whatever to his window, however, this form of decoration can be recommended as "better than nothing," and even that merchant should take heed of the much-needed reform in the music trade, which is that of using some one piece of merchandise in an effective setting.

### Radio Table of Spanish Design Introduced to Trade

A new radio table of Spanish design, finished in mahogany to match the model 17 RCA Radiola, and equipped with model 100A RCA

speaker, has been announced to the trade by the Stettner Phonograph Corp., New York, one of the pioneer manufacturers of radio cabinets. A unique feature of this new product is the slope of the cabinet, which permits the sound to be thrown upward from the speaker. An attractive grille covers the speaker, which is insulated with rubber to prevent distortion. The "Stenola" trade-

mark of the Stettner Phonograph Corp., under which the new Radiola table will be marketed, is well-known throughout the music-radio industry.

### H. C. Phillips in New Post

H. C. Phillips, formerly with the Radio Sales Corp., Seattle, Wash., is now a member of the sales staff of the Spokane, Wash., branch of Sherman, Clay & Co. Mr. Phillips has been identified with the Seattle trade for a number of years and has been active in association activities.

The M. & M. Music Shop, Durango, Colo., recently moved to new and larger quarters in the Maytag building on Main street.

## Welcome to Our New York Office and Display Room

It is with pleasure we announce the opening, early in December, of a New York City office and display room—Suite 607, Brunswick Building, 225 Fifth Avenue—in charge of Mr. James H. Wilcox, widely known in the Record Album field.

A new patented type of Record Album will be on display in attractive bindings.

Write for a 1928 National Record Album price list—it will pay you.

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

# for 1928 a new

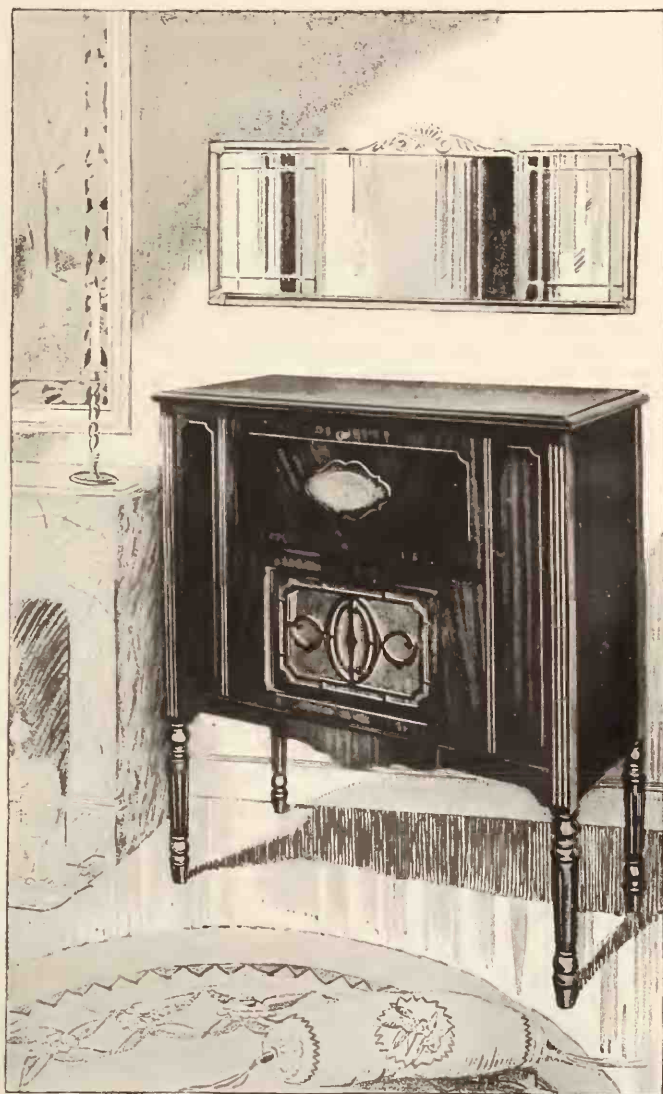
# FRESHMAN EQUAPHASE

## ELECTRIC RADIO

The cabinet of Model G-10, illustrated, is designed in such proportions that it conforms with the furniture in the average home. The panels are of genuine mahogany, attractively inlaid.

A large cone speaker of great volume and superb tone—screened attractively with silk—is built right in the cabinet. A desk-type drop lid encloses the panel of the set when not in use.

Freshman Electric Radios are free from bother—there are no batteries to replace or to charge. Not even an eliminator that needs watering or that requires periodic changes of acid. The power is supplied direct from the light socket. Every Freshman Equaphase is mechanically and electrically right—and embodies refinements which are not found in sets selling at much higher prices.



MODEL G-10, Illustrated



# \$195

COMPLETE

*Ready to operate*

The entire line of Freshman battery and electric radios are sold only to Authorized Freshman Dealers. They range in price from \$54.50 to \$500.00

*Complete Information On Request*

## CHAS. FRESHMAN CO., Inc.

Freshman Building, New York, N. Y.

2626 W. Washington Blvd., Chicago, Ill.



## Atmosphere in the Store

People Like to Visit Fox Music Store  
Because of the Homelike Surroundings

By L. C. Smith

**H**OW it is possible to combine the advantages of a "homelike" atmosphere in a phonograph shop and yet not permit the customers to forget what they come for is well illustrated in the furnishings and equipment of the Alfred Fox Music Store in Bridgeport, Conn.

When a customer enters the richly appointed salesroom of the Alfred Fox Music Store he is immediately impressed with the roomy floor space inviting him to promenade the full 100 feet length of the store. His interest is doubly held by the elaborate assortment of talking machines on both sides of the store. One of the first objects he sees is a businesslike, flat-top desk placed in the center of a group of comfortable-looking wicker chairs. This desk is located directly in the path of a niche in the wall housing six listening booths. Several flower plants and a small but beautiful soft carpet occupy the center of this valuable space.

"But will the 'homelike' atmosphere detract from the business angle when it comes time to 'close'?" we asked Alfred Fox, the owner.

"That's just the reason I put the desk where it is," Mr. Fox replied. "I want the public to feel that this is a business institution, and that we are here to sell talking machines and to get the 'signature on the dotted line.' I have often observed," Mr. Fox continued, "that it is much easier to persuade a prospect to 'sign up' if this prospect sees someone else signing for a set right under his eyes. That is why we believe in transacting the final step in the sale right out in front for the whole world to see."

In addition to the psychological effect of having a business desk in the reception space, this location also permits the salesman to be in a definite place to answer all the inquiries

regarding talking machines and recordings.

Needless to say, Mr. Fox has the usual counter and cash register combination in the front of his store, but when it comes to closing the talking machine sale he prefers to divert from the strictly commercial surroundings and make the sale more inviting with a little "homelike" atmosphere.

### Music Merchants' President Addresses RMA Luncheon

C. J. Roberts, President of National Association of Music Merchants, Tells of Advantages of Selling Radio in Music Stores

New York and other members of the radio and music trades met recently at the Hotel Commodore, New York City, at the monthly membership luncheon of the Radio Manufacturers' Association and heard C. J. Roberts of Baltimore, president of the National Association of Music Merchants, on the advantages and also the difficulties of selling radio through the music merchants. To-day the music dealer, Mr. Roberts told his audience, is the natural distributor of radio and he predicted that the music merchant would become the predominant factor in the retailing of radio.

"In the public consciousness," said Mr. Roberts, "radio is music. About ninety-five per cent of broadcasting programs consist of music and if it wasn't for the music on the air the interest in radio would be comparatively small. The price range of radio makes it possible for every home to have a receiving set and there should be one in every home in the country.

"Radio is doing more to establish the Ameri-

can home and build up home life than possibly any other commercial influence. And the sale of pianos and radio goes together. The radio stimulates the desire for the use of all other forms of musical instruments."

The troubles of the music merchant in handling radio in the early years of the industry were detailed by Mr. Roberts, who said that many music dealers had been "stung" in handling radio because of many factors attendant upon the development of a new industry. Sets became obsolescent quickly, trade discounts were not stabilized, and there were many other unfortunate trade practices which had operated to the discouragement of the music merchant in the handling of radio some years ago. But to-day, according to Mr. Roberts, virtually all of these early major difficulties have passed with the improvements in the radio industry, the reliability of the modern receiving set and apparatus making less demands for service. Mr. Roberts stated that while trade discounts still caused some hesitancy and complaints on the part of music merchants, the question of servicing radio to-day was "almost non-existent."

"The music merchant is the natural outlet for radio," continued Mr. Roberts. "When people think of radio they think of music, and when they think of music they think of their music merchant. The latter is an experienced installment collector and has an experienced sales force, together with surroundings equipped for the demonstration of the beautiful modern receiving set. Radio is so greatly improved that service is no longer the problem it once was."

Mr. Roberts also suggested that piano tuners, including high-grade men for the most part, presented a field of recruits for radio service work. An invitation to radio dealers to join the National Association of Music Merchants was presented by Mr. Roberts, who outlined plans for the June National Convention of his Association in which radio will have a prominent part.

Major H. H. Frost, first vice-president of the RMA, presided at the luncheon and among the guests were Edward Ingraham, a director of the Federated Radio Trade Association, Irwin Kurtz, another director of that Association and also president of the Talking Machine and Radio Men, Inc., of New York City, and Delbert L. Loomis, executive secretary of the National Association of Music Merchants.

### Udell Line to Be Shown in New York April 5 to 17

INDIANAPOLIS, IND., January 4.—The Udell Works, of this city, makers of cabinets, including a complete line for radio sets, will exhibit at the New York Furniture Exchange, space 314, 206 Lexington avenue, New York, from April 5 to April 17. The Udell organization has not shown its line in New York for several years, but repeated requests from Eastern salesmen and dealers brought about a decision to do so.

### Radiotron Prices Reduced

Reductions in list price of several standard types of Radiotron tubes have been announced by the Radio Corp. of America. These new prices, which were effective on December 17, are as follows: UX-201-A, reduced to \$1.50; UX-112 and 112-A, to \$3.50; UX-171 and 171-A, to \$3.50; UX-240, to \$2, and UX-874, to \$4.75.

### G. M. Reese, Jr., in New Post

George M. Reese, Jr., formerly with the Gewehr Piano Co., Wilmington, Del., is now connected with the Robelen Piano Co. of the same city. Mr. Reese was with the Victor Talking Machine Co. for a number of years and has a thorough understanding of merchandising problems of music retailing.

## Another AUDAK Achievement

The complete story of the new Audak Reproducer is told a bit further on in this issue. See 2-page insert in colors

Between Pages 34 and 34a

Easier Sales—Big Profits—More Turnover

# NEW ELECTROPHONIC PHONOGRAPH NEEDLES

Made Especially for Playing Electrically Recorded Records

These needles are made by a new process of special tempered steel to play the new electric records without blasting or vibration. These needles will bring out perfectly the bass notes as well as the high notes.

This is the finest needle display stand on the market. Made of attractively colored heavy metal, very compact and revolves. All tones on the stand.

Needles packed perfectly. The needles are packed in envelopes (50 needles to an envelope) and the envelopes are inserted in small packages. Each package is a different color for different tones.

This is the fastest selling needle on the market.

## Each Needle Plays 10 Records

### No. 1 COMPLETE OUTFIT

1 Metal revolving stand, 100 packages of needles (50 loud, 25 X loud, 25 medium).

Retail Value \$15.00

Dealers' Price Complete **\$6.00**

## Refill Cartons

Loud, extra loud and medium, 100 packages of a tone to a carton.

Retail Value \$15.00

Dealers' Price Per Carton **\$5.00**



## Metal Revolving Stand

Takes only 5 inches of Counter Space

RED AND WHITE

Size: 16 $\frac{3}{4}$  inches high  
4 $\frac{3}{4}$  inches wide  
4 $\frac{3}{4}$  inches deep

Jobbers—Write today for Free Examination Offer

# ELECTRO-PHONIC NEEDLE COMPANY

506 SOUTH WABASH AVENUE

CHICAGO, ILLINOIS

# Dealer Education Program Responsible for the Success of Farrand Methods

David F. Goldman, Sales Manager of North American Radio Corp., Tells How Farrand Co. Protects Dealers and Has Maintained Products as One-Priced Merchandise

A PROGRAM of education to dealers selling radio apparatus is the main reason of our success in distributing Farrand speakers in the Greater New York market. Three years ago, when we were appointed to distribute Farrand products, the dealers had created an "upset market." Prices were being cut galore, whether or not apparatus was new or old, good or bad, advertised or unadvertised.

## Invading "Cut-Price" District

With the Farrand speaker, a new type of speaker at that time, theoretically and practically correct, and with a fine program of sensible advertising, we set out to show radio dealers that here was an item that was going to show a clean profit at the end of the year. Our biggest problem was convincing dealers that

the only profitable manner in which they could expect to remain in business for a period of time was to quit cutting prices and make the substantial legitimate profit allowed by the manufacturer. And as was to be expected, we met our strongest opposition in Cortlandt street, noted then more than now for its cut prices. We were very anxious to break into this market, with its enormous sales for such a small, restricted area. But, nevertheless, we were not going to change our policy of price maintenance, nor would we go back on our words to other Farrand dealers in the city.

In the Cortlandt street section we originally opened up with but one retailer, knowing that he would permit no price-cutting on Farrand speakers. At first the neighboring dealers were

skeptical about this retailer's success in selling a radio accessory at full list price where the practice is just the opposite. The answer to the skepticism of these dealers at that time is found in the fact that at the present time there are about fifteen dealers in the Cortlandt street section selling Farrand apparatus and none of them advertising their Farrand speakers or eliminators at prices lower than those advertised by the Farrand Mfg. Co.

## Getting Away From Price Appeal

Another phase of our educational campaign to dealers in proper merchandising was in the manner of advertising nationally known apparatus. The main appeal in the retailers' advertisements at that time was price. The various other sales appeals were hardly ever used. Neither were art work, fine engravings, real sales slogans, etc. Moreover, we realized that dealers would be anxious for a departure from the conventional price-cutting advertisements of three years ago. To meet this desire we furnished our Farrand dealers with mats of varying sizes, advertising the Farrand speakers with a quality appeal in a different and attractive manner. The result has been that retailers have never advertised Farrand speakers at prices lower than the nationally advertised list price.

## No Dumping Policy

Another reason that Farrand products have never been cut is that the Farrand policy has never permitted "close-cuts" or dumping. When a new model is decided upon, dealers are notified approximately one month ahead. They are advised to buy only what they could immediately sell within the notified time. In fact, during this notification period we have sometimes run low on our merchandise in our own warehouse and have shipped Farrand apparatus from one dealer to another. The result has been that when Farrand announced its models no dealers found themselves with an appreciable stock of the older models. Hence no reason at all for price-cutting.

## Dealers Protected From Loss

One of the best policies ever adopted by any radio manufacturer, in our opinion, has been that of the Farrand Mfg. Co., which protects dealers from loss through price reductions. Although Farrand never has and still has no intention of reducing its prices, the dealer is assured that should prices be reduced at any time he will be rebated on any stock he has on hand, whether it be 15, 30, 60, 90 days or more. With this guarantee and the assurance of a month's notice before the introduction of new Farrand models, retailers are safe in stocking Farrand merchandise. If other radio manufacturers were to adopt similar policies we would see cleaner and more profitable merchandising in the radio business.

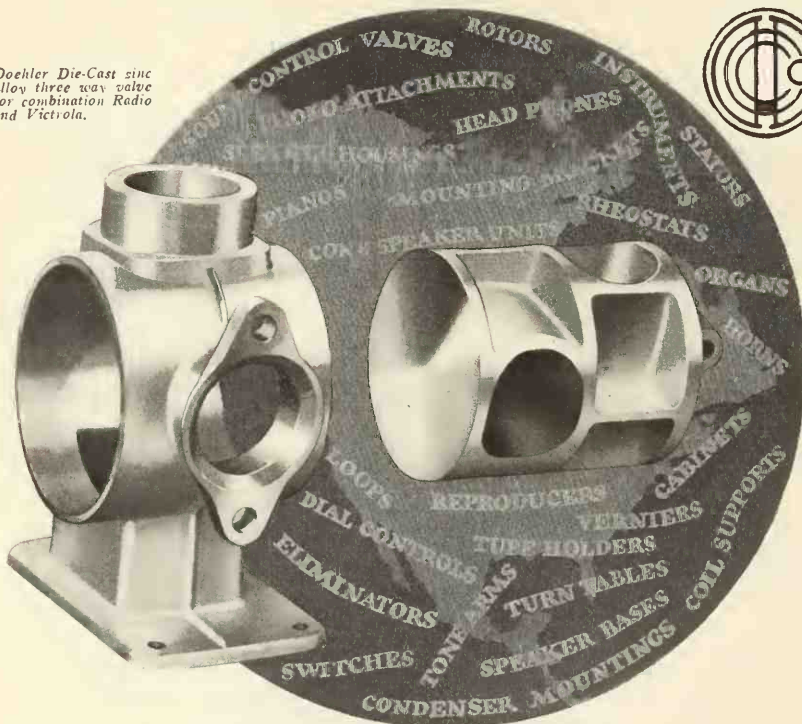
## Kolster Radio Selected by Blindfolded Committee

A novel test for selecting a radio receiving set was used by the Amesbury, Mass., Radio Club in choosing the equipment which the club is giving to the Amesbury Hospital as a means of entertaining convalescent patients. A committee of nine club members were blindfolded and several sets were tested, on the basis of quality of reception, volume and selectivity. The unanimous choice of the committee proved to be a Kolster receiver. Each room in the hospital is equipped with radio outlets and a set of earphones will be installed at every bed, so that each patient will have an opportunity to listen in.

Immediately upon the announcement of the release of parts 5 and 6 of "Two Black Crows," by the Columbia Phonograph Co., William Hicks, of the Melody Shoppe, Elmira, N. Y., dispatched an aviator to Binghamton to pick up a shipment in that city and rush the records back to the store.

# THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS

Doehler Die-Cast zinc alloy three way valve for combination Radio and Victrola.



IF you could see the multitudinous sizes and forms of Die Castings produced in our four great plants each day... **C**, If you could see the engineering and metallurgical problems involved in their production... **C**, If you could see how our organization meets unusual demands with a willing readiness... **C**, That would quickly convince you of Doehler capability for producing YOUR die castings—with certain satisfaction. **C**, Our booklet is interesting and informative. Your copy is free.

# 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. Plants at

You can  
measure the  
quality of all

# Columbia

Records

by the  
outstanding  
Columbia  
Successes



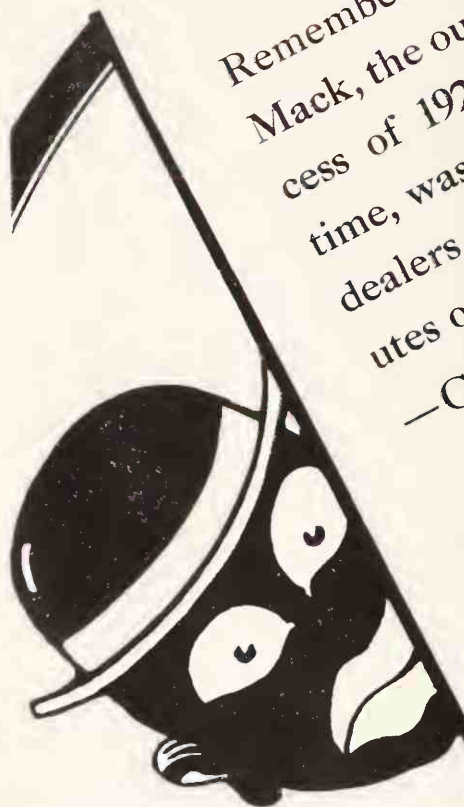
**"TWO  
BLACK  
CROWS"**

# MORAN & MACK

Remember this—that Moran and Mack, the outstanding record success of 1927, and, in fact, of all time, was Columbia's. Columbia dealers cashed in on three attributes of their company:

- Columbia's sense of sale values in knowing what to record.
  - Columbia's skill in recording perfectly every slightest inflexion, even of the speaking voice.
  - Columbia's consumer acceptance up through steady and consistent advertising.
- Watch Columbia in 1928 for the same hitherto undreamed of opportunities for profit.

Columbia Phonograph Company, 1819 B'way, New York City  
Canada: Columbia Phonograph Company, Ltd., Toronto





# MORAN & MACK



"I can't pronounce territories."  
"But you did pronounce it."  
"Yes, but I didn't mean to."

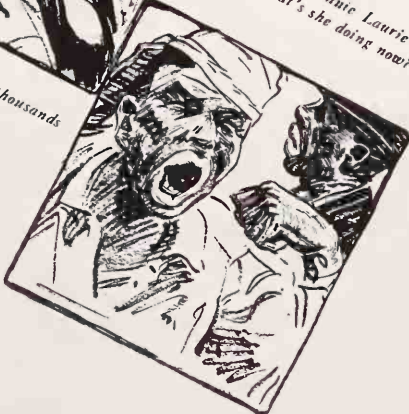
"We've got a black pig and we  
call him 'Ink' because he runs  
out of the pen."



"Do you know Annie Laurie?"  
"Yes? What's she doing now?"



"We got thousands and thousands  
of lions."  
"What kind of lions?"  
"Dandelions!"



## "Two Black Crows"

BOY BEHAVE YOURSELF



# Columbia

## Viva-tonal Records

Masterworks Album  
Sets of Great Com-  
posers

Celebrity Series

Dance Records

Vocal Records

Southern Series

Race Records

Foreign Language  
Records

Columbia Phonograph Company, 1819 Broadway,  
New York City

Canada: Columbia Phonograph Company, Ltd., Toronto



All Trade Marks Reg. U. S. Pat. Off.  
W. H. Miller, N.Y. 1927. 1928. 1929. 1930. 1931. 1932. 1933. 1934. 1935. 1936. 1937. 1938. 1939. 1940. 1941. 1942. 1943. 1944. 1945. 1946. 1947. 1948. 1949. 1950. 1951. 1952. 1953. 1954. 1955. 1956. 1957. 1958. 1959. 1960. 1961. 1962. 1963. 1964. 1965. 1966. 1967. 1968. 1969. 1970. 1971. 1972.

## W. F. Wirges Appointed to Important Brunswick Post

Is Now Recording Director of the Brunswick Laboratories in New York—Musical and Practical Knowledge Fit Him for Work

Wm. F. Wirges (popularly known as Bill) has recently been appointed as recording director of the Brunswick Laboratories in New



W. F. Wirges

York, and is the unusual combination of a real musician and a man who can thoroughly appreciate the practical or sales angles of records.

Mr. Wirges operates between New York and Chicago, directing the recording of the Brunswick artists, and in the comparatively short time in which he has been at the post has shown an exceptional aptitude to appreciate

the needs of the music dealers and the desires of the public. He tempers his musical knowledge with the realization that he must appeal to an audience of many and varied tastes.

He is enthusiasm personified, and has the ability to radiate and convey that same enthusiasm to the artists when they are recording, and in that way he can bring out the best qualities in those artists. He also has the tact and discernment of character necessary in the intelligent handling of stars, a trait most necessary to one in this important post.

## G. R. Nennstiel Opens New Phonograph and Radio Shop

KNOXVILLE, TENN., January 5.—The formal opening of Gus's Phonograph & Radio Shop, 618 South Gay street, owned and operated by G. R. Nennstiel, took place last month with a large attendance. Included in the merchandise carried are the complete Zenith and Atwater Kent radio lines, Victor Orthophonic talking machines and records, Brunswick Panatropes and records and Columbia records.

Mr. Nennstiel is well known in Knoxville and has had wide experience in the retail music field, and for the past few years has been manager of the phonograph and radio departments of Sterchi Bros.

## Appointed Distributor of the Allen Portable Line

The Allen-Hough Mfg. Co., Milwaukee, reports the appointment of J. W. Jenkins Sons Music Co. as exclusive distributor of Allen portables, in the territory covered by this famous house.

The Bayonne Maennerchor Singing Society recently made two recordings for the Victor Talking Machine Co. catalog.

## Ed Lowry Now Exclusive Columbia Record Artist

Master of Ceremonies at Ambassador Theatre, St. Louis, Repeated American Successes in England a Year Ago—Is Radio Favorite

Ed Lowry, new and exclusive Columbia artist, is master of ceremonies at the Ambassador Theatre, St. Louis, Mo., where he fills that post in a manner that is keeping the house playing to capacity.

Mr. Lowry has long been a favorite with American theatregoers, and a year ago he went



Ed Lowry

to England, where he scored an outstanding hit. He was in vaudeville there in the London production, "Whitebirds," sang frequently on the radio and also recorded for Columbia. At one time he was playing in five different places.

His latest releases for Columbia are "She Don't Wanna" and "I Can't Believe That You're in Love With Me."



# Helycon Tone Arm No. 509

THE continuous taper of Helycon Tone Arm No. 509 is acoustically correct. It is particularly adapted to phonographs equipped with new type reproducers and new long air column amplifiers with enlarged bell-opening.

Made of heavy seamless drawn brass, nickel plated; black enamelled bracket, that ensures free sensitive swing and prevents tipping or binding; all joints air-tight, felt-bushed to prevent metallic vibration.

Helycon Tone Arm No. 509 is the outcome of unceasing research, plus precision manufacturing, a worthy representative of the Pollock-Welker line of Helycon precision-built phonograph equipment.

## Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's





# Here are

# 3

THESE three new models have been created to fill a definite niche in the great Victor line of instruments.

In the new Ten-seventy, the Automatic feature and the recently developed cone-type Electrola have been housed in a cabinet of exquisite classic Renaissance design. It is intended for those who want an instrument that takes care of its own records and, at the same time, permits the user to regulate volume to suit particular occasions. A twenty-piece orchestra for the house-dance, or the faintest thread of melody as background for dinner-conversation.



MODEL TWELVE-FIFTEEN  
ELECTROLA



MODEL EIGHT-TWELVE  
ORTHOPHONIC VICTROLA



VICTOR TALKING MACHINE COMPANY



# new models *to fit particular markets*

---

The Twelve-fifteen is, likewise, a new cone-type Electrola, with the special Victor acoustic stabilizer . . . smooth reproduction at every volume. The instrument is also a remarkable loud-speaker for an independent radio set—switch provided for

changing from record to radio. Its cabinet, representative of the charming Georgian period, is particularly attractive to customers whose homes are furnished in Colonial style.

In size, reproduction and list-price, the new Eight-twelve comes between the standard Credenza and the smaller console model, the Four-forty. In quality of music, the new model offers the nearest approach to the full-toned Credenza reproduction. Its cabinet, in French Renaissance style, is striking proof that an impressive appearance is a matter of proportion rather than size alone.

There is evidence that these three new models will satisfy a very real need, fitting particular markets that are *particular* in their choice.

Order at least one of each for demonstration purposes. As new Victor models, they have strong window display value. Push their sales. You will find they open up a new field that, with careful cultivation, can be turned into a rich harvest of profit.

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MODEL TEN-SEVENTY  
AUTOMATIC ELECTROLA

---

C A M D E N , N E W J E R S E Y , U . S . A .

---

# Sales Possibilities in the Finest Records

Phonograph Record Dealers Not Keeping Pace With Manufacturers  
in Their Efforts to Bring the Music of the Masters to the Masses

By W. Braid White

THE ending of another year sees the talking machine trade in a condition which the most pessimistic would be obliged to call healthy. No one will think of denying that the phonograph staged a complete comeback two years since, nor that the wise, farsighted and courageous policy of the manufacturers has been thoroughly justified. Retail merchants—or such of them as think beyond the needs or the exigencies of the moment—are quite commonly willing to admit all this; and to that extent it may be said that all parties are in agreement. When, however, we come to deal with the big questions of salesmanship we are obliged to say that the practice of retailing still lags far behind the principles on which the manufacturers acted when they scrapped the old machines and the old methods of reording, adopted revolutionary new methods, and set out to conquer their territories afresh.

For, strange as it may seem to the outsider, there is every good reason for saying that many retail merchants in the phonograph trade have as yet shown little sign that they understand the principles on which rests their future prosperity. When the manufacturers acted so drastically and courageously three years ago, this was because they realized clearly what had happened. The merchants in their turn must come to this realization and then acquire the courage to act upon it.

#### What They Learned

What was it that the manufacturers realized? Why, simply that the talking machine as an individual piece of salable material could only withstand competition by giving something that other instruments could not give, and giving it actually in a more satisfactory way. In other words, if the phonograph could be made to excel in the matter of reproduction, while preserving its unique ability to record the finest of performances and store them up for use whenever and wherever wanted, then the phonograph could continue to exist, and even to become

steadily a greater factor in the entertainment of the nation. Failing this, the phonograph was doomed.

Now the phonograph has been brought to the point where its reproduction is evidently perfect. This has been accomplished mainly through the development of electrical recording systems which have by now become universal, for the reproducing mechanism contained in the machine needed only incidental and not fundamental alteration. Even the electrical pick-up is of far less importance than the electrical record. It is this latter which to-day actually dominates the phonograph situation. The wise merchant will be he who can see this, and act accordingly.

#### The Deliberate Policy

The manufacturers indeed have seen this. They have seen clearly that no development of reproducing machinery would be worth talking about so long as the recording was not brought up to date. While recognizing the demand for dance and popular music generally, it is clear that manufacturers have deliberately begun a policy of building up a library of high-class recordings so splendid in choice of title and in reproduction as to bring the phonograph, in the ears of music lovers everywhere, to a position of exaltation which five years ago could never have been anticipated. In a word, the record rules the roost; and the manufacturers know it.

For that very reason it is absolutely necessary that phonograph merchants should make up their minds to take the high-class electrically-recorded record, study its possibilities of sale in the community, and develop those possibilities up to a point of profitability. All this is neither difficult nor unpractical. It is merely a matter of recognizing that the high-class record is to-day the basis on which phonograph recording willy-nilly must stand.

#### The Stock Objection

I am well acquainted with the stock answer to any such statement. It will be said that the

record buyer who wants a piece of dance music will come in, say what he wants, pay for his purchase and leave within ten minutes; whereas the prospective buyer of a high-class record demands attention, personal time of a salesman for demonstrating, and the trying of half a dozen pieces. The objection is sound enough so far as it goes, but it does not alter the facts of the situation. If buyers of high-class records do not know what they want and must be attended to assiduously and at much expenditure of valuable time, that is because the phonograph merchants are not yet reaching those who do know what they want. And that is the only rebuttal needed.

#### Many Lovers of Music

At least it is the only one needed if and when its implications are grasped. For the fact is that the music-loving population of this country is already very large, if we include within the classification all those men and women who are interested directly and indirectly in good music, who go to concerts, who play some musical instrument or who sing. There are some millions of these people; yet one would make not the least mistake in saying that the vastly greater number of them are simply not aware that modern phonograph recording is able to give the very best of orchestral, ensemble and solo music, vocal and instrumental, into their possession, at very low cost, and that the modern machine reproduces this music with all the beauty and power of the original. I wonder how many of the music lovers of this country know that the nine symphonies of Beethoven are available in the new recording or the piano quintet of Brahms, the B flat piano trio of Schubert, and a whole stack of string quartets, piano and violin sonatas, piano and violin concertos with orchestra, and even specimens of out-of-the-way delightful music hardly ever performed in public? How many know that it is possible to have at home enough music of every kind to provide a musical atmosphere such as hardly a professional musician can dream of enjoying?

In fact, how many dealers know anything about these things? And if dealers don't know, how can it be expected that they shall sell good high-class records in large quantities? If the blind lead the blind . . .

#### A Program

It is quite evident to me that a lot of work needs to be done to bring before the dealers the existing facts, especially in the way of removing the absurd notion that there is something exotic, hard to understand, indeed almost foreign (hateful thought) and un-American about trying to become interested in pushing good music? It is evident that the phonograph dealers have a lot to learn about high-class records, and especially have to be taught to overcome their apparent reluctance to make themselves personally acquainted with these things. And to these ends I propose to go forward during 1928 with considerably more emphasis than ever before, in the work of bringing before dealers month by month all that I can find out about the best classes of record, about how to handle them, how to demonstrate them, how to sell them at a profit and how to build a business in them. If I can succeed to any extent in building up dealer interest in these matters, I shall be doing the best service I can do for all concerned.

The 1928 program, so far as I am concerned, then, is to run along these lines. And I think that some good for all concerned is likely to be accomplished.



## ALLEN PORTABLES

Dealers find our service profitable. For the products we represent are fully guaranteed. Our terms are right. And we offer helpful selling suggestions plus merchandising aid. Write today for catalog showing Allen Portables—the finest complete line ever presented to the trade, and nationally advertised.

**SOUTHERN  
ALUMINUM  
COMPANY**  
513 Conti Street  
New Orleans, La.



Sounding as it does the very depths of the sublime, reception with the Utah Speaker brings into being those mystic qualities of reproduction for which so many strive but so few ever attain.

*The most complete line—ranging from \$10 to \$100*  
UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago

**UTAH**

# Dramatizing Radio Through the Medium of Displays

It is hardly proper that the merchandising of radio should be considered more difficult than the average product, but I am inclined to believe many dealers consider it such, thinking that because it is comparatively a new industry time has not allowed principles of selling to become thoroughly developed. In the main, I personally believe that radio should be one of the most interesting products to merchandise and yet from general observation its presentation to the public has been abused. Ask the average retailer—"what's wrong with

There's a "Window Way" to Sales, Says W. L. Stensgaard, Director of the Display Division of Stewart-Warner Speedometer Corp. and President of International Association of Displaymen

Fun—all regardless of distance. Then, too, at such little cost, and in the very comforts of your own home, in fact there is no end to the points of interest about radio that may be dramatized so as to produce radio sales. The five points listed above become minor difficulties. Present radio to the public, as one of the

reasonable charge—not as a mechanical perfection that can resist all wear and all abuse; as an instrument suited to local conditions—and by study and radio engineering experience you are qualified to meet them—not as a delicate instrument only intended for use under favorable conditions and circumstances.

The American public are great believers of what they read and see—they have been taught to believe by "truth in advertising" and "seeing is believing." Knowing this let us begin planning how to present radio to the public.

Advertising in the newspapers is essential and should be carefully executed by those experienced so as to bring back the best results possible on the investment made. On advertising you expect to draw business to your store, but are you prepared to "follow through?" When the customer reaches your store does the picture you painted in his mind by words remain the same? Is the radio itself shown in the proper surroundings—does it picture "entertainment" or does it just appear as a piece of furniture, and does it look as though it was worth the price? Unless you have prepared to more vividly portray that picture, which was painted in words in your ad—the customer reaches your store and the enthusiasm is dampened, a greater resistance is set up for the salesman to meet, and this is one of the greatest reasons for "cut-prices." If it looked the value and the initial enthusiasm was followed through—it would also be worth the price—provided of course that the performance was as described.

Your window displays are important, and I will venture to say that 85 per cent of the merchants selling radio have not yet capitalized



the radio business?" and the chances are he will reply with one or all of the following five points as the major reasons:

- 1—The public continues to look for "something new," feeling sure radio is yet undeveloped.
- 2—There is a belief among people that radio is something to be enjoyed only a very few months of the year.
- 3—The market is flooded with "Cut-Price" radio merchandise.
- 4—And the cost of rendering service is too great to allow a reasonable profit on the sale.
- 5—Or the radio manufacturer has not produced the set to meet requirements of this locality. (Never assuming that his installation could be anything but correct.)

And yet how many dealers assume that they are responsible to a great extent for the condition which may exist—usually the buck is passed to where it is thought it would meet the least resistance. Would it not seem wise as dealers to study the why of such a condition—is it local—is it individual—what is the cure? If it is decided that the condition does lie within the province of the music-radio dealer, how best can it be remedied?

That's the first question to answer—when you have done this to your satisfaction, then decide for yourself if such points of interest are properly conveyed to your public. Radio can never be sold merely as "radio"—it must be sold for just what it gives to the listener-in. In brief—Entertainment, Education, News, Sports, Music,

Above: "The Air Theatre" is a display suitable for the average small window, and was done in colorful poster effects with flasher-lighting equipment in the center unit.



Right: "The Children's Hour" is dramatically portrayed to the interest of the kiddies in this colorful display.



greatest engineering achievements—not as an experiment; as a year 'round source of enjoyment—not as a comfort for winter months; as a standard product of standard price—not as a piece of merchandise of fluctuating value; as a mechanical device that requires service such as does the automobile, for which there is a rea-

by dramatizing radio to the thousands who pass their windows. It is a fact that display window circulation is the least expensive advertising medium the average merchant has. Display window advertising is likened unto the national or newspaper advertising—it is not the

(Continued on page 27)

## VAN VEEN SOUNDPROOF BOOTHS

The standard for successful Talking Machine demonstration for years. Radio dealers are losing sales without them.

Write for particulars and catalogue.

**VAN VEEN & COMPANY, Inc.,**

313-315 East 31st Street, N. Y. City  
PHONE LEXINGTON 9956-2163



# Here's Why the Junior Makes Any Portable Better—

THE new improved Junior Motor is the smaller edition of the famous Flyer Motor. It is the ideal motor for smaller, lighter portable phonographs because—

## Made Like a Watch

Every part is made of the finest materials, as precisely made and as carefully inspected as though it were for a fine watch. Gears are cut on special gear-hobbing machines. These machines make gears so much better, so much more true than has ever before been possible that large concerns in many lines are asking us to cut gears for them. This is cited only as an example—every part of the Junior is made with the same unusual care and precision.

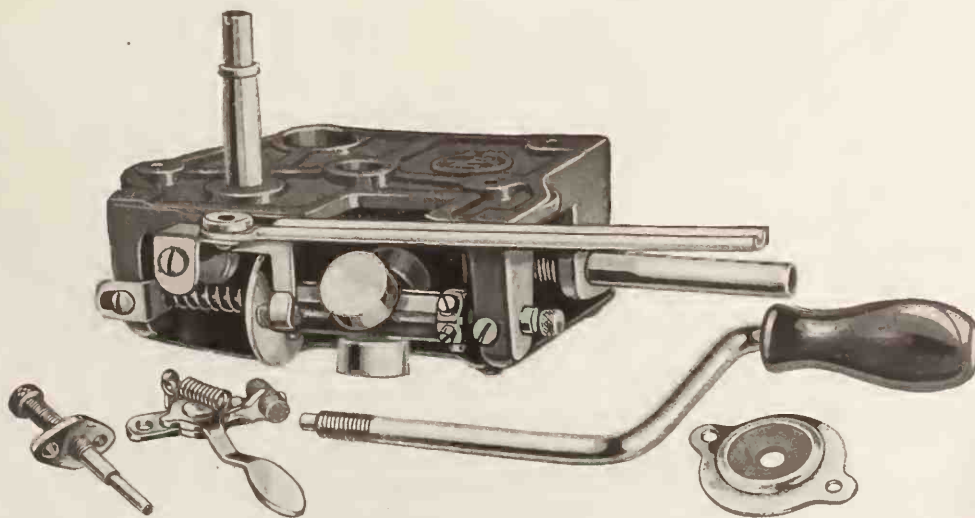
## Noiseless

Before it can come to you in a portable, a Junior must pass the Listening Test. It is run without a record, on a special sound box which magnifies any sound many times. If either of two experts can notice the slightest sound, the entire motor is rejected.

## Exclusive Design

The Junior is the result of 12 years' experience in motor design and manufacture. Only the Junior (and its bigger brother, the Flyer) can offer the sturdy construction, the freedom from vibration and noise, the long life which these motors assure.

No wonder the great majority of all portables sold are equipped with Junior or Flyer Motors. Dealers know that these motors mean easier sales, more satisfied customers and no returns.



The **G**ENERAL INDUSTRIES CO.  
ELYRIA, OHIO  
Formerly named The General Phonograph Mfg. Co.  
Makers of Precision Products for a Quarter of a Century

# Profit Winning Sales Wrinkles

United Music Co. in Ad. Lists Satisfied Customers—Plan Your Promotion Campaign Now for Coming Year—Photographs of Recording Artists Used in Display—Personal Touch Used in Announcing Record Releases—Include Quality of Radio Talent in Sales Talk

Nearly every dealer will admit that one of the most satisfactory means of increasing business is through the recommendations of satisfied customers. This word-of-mouth advertising counts for far more than does the printed word, and there are many music stores which give a major share of the reasons for success to this method. Another method of utilizing the good will which your customers bear toward you was recently illustrated by the United Music Co., of Brockton, Mass., and other cities in New England. This company used a two-page advertisement in the Brockton leading newspaper to tell the merits of the Stromberg-Carlson line of radio receivers. One page of the advertisement was given over to illustrating and describing the complete new line of Stromberg-Carlson A. C. receivers; the second page read: "Over \$200,000 worth of Stromberg-Carlsons in Brockton and vicinity purchased from the United Music Co. Through the kind permission of these happy friends we list their names as members of the great Stromberg-Carlson family." Then followed a list of between 375 and 400 owners of Stromberg-Carlson sets. Publishing names in this manner is certain to secure attention. The readers of the newspapers, with average human curiosity, will look to see if any of their friends are listed, and a certain amount of human interest appeal is engendered.

## Plan Now for 1928

Now that the holiday season is past and the new year is well under way the time is ripe for the dealer to get busy on some follow-up sales promotion. Those people who purchased talking machines of various kinds just preceding the holidays are excellent prospects for records. This is the kind of repeat business that spells prosperity for the merchant. It keeps the cash rolling in, and what dealer cannot make use of ready cash. Then, too, there are the prospects developed during the holiday shopping period. Intensive cultivation at this time should

prove resultful in making the early months of the present year very satisfactory from a business standpoint. Advertise, circularize and get your men out in the field to make the most of every sales possibility. There is no sound reason why the retail merchant should sit back simply because the holiday period—the peak of business during the year—is past. Because there is a natural tendency on the part of the public to refrain from making purchases immediately after Christmas the need for increased aggressiveness by the dealer becomes more imperative.

## Photos for Display

The advantage of having photographs of recording artists is demonstrated by the Tolzier Music Store, of Amarilla, Tex. The ac-



Unusual Brunswick Window

company illustration shows how effectively this aggressive music dealer has used artists' photographs to make a most attractive window display. His order of arrangement is well balanced, as he shows almost every class of artist, from the dance orchestra to the concert violinist. Then, too, his display of the Panatrope is attractive. The stage of display with the artist, the finished record and then the Panatrope for reproduction, is very complete. The

Tolzier Music Store reports a large increase in its record and instrument sales, due to this attractive display.

## Re: Record Releases

In announcing the latest releases to your customers do you simply send them the booklet provided by the manufacturers, or do you send a personal or semi-personal letter suggesting that several of the selections are particularly desirable? A suggested record or two might help quicken the interest of the customer and result in sales which might not materialize from the mere reading of a printed list. The following letter sent out to the mailing list of the Eberhardt Music Co., of Wichita, Kans., by Jane Barth, of the record department, is an excellent example of this point. It reads:

Dear Customer:

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

We are listing a few other new Columbia records that we would like to have you hear:

- No. 1099-D, "When Day Is Done," pipe organ, by Milton Charles.
- No. 1107-D, "You Went Away Too Far," by the Sunflower Girl of WBAP—she's fine.
- No. 1109-D, "Ooh, Maybe It's You" (Ah, Peude Que Seas Tu), (Ziegfeld Follies of 1927), by Harry Reser and His Syncopators.
- No. 1090-D, "Just Once Again," by Paul Ash and His Orchestra.
- No. 1101-D, "Dearer Than All" by Rodeheaver and Doe. This is a beautiful sacred duet.

No. 140-M, "For Thee," soprano solo, by Barbara Maurel.

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

You are welcome at Eberhardt's. Just a few steps north of the Lassen Hotel.

## Sell Entertainment

During the past few months the broadcast programs from practically every station have shown continued improvement. Great corporations such as General Motors, Standard Oil and a host of others have added radio broadcasting to their mediums of advertising and publicity, and they are sponsoring programs of internationally known artists. How many dealers have incorporated into their selling talks reference to the new arrivals on the air? When you are selling a prospect do you merely refer vaguely to the great entertainment features, or can you mention several of the artists who are being heard? Also remember that the two conventions to select candidates for the presidency of the United States will be held within the next five months and both promise to be exciting and of interest to radio listeners everywhere. Use foresight, prepare a direct-mail communication telling of the good things in store during 1928, and see if selling entertainment will not prove a better argument than merely selling a radio receiver without visualizing its capabilities.

## Plan Store Concerts

During this month talking machines and radio dealers should plan a definite program of exploitation and promotion for the coming year. The mediums which have proved most effective in stimulating business during the past should be given greater attention, and means not yet tried should be given an opportunity of proving their worth. Store concerts of record releases, a method which in the past proved profitable for dealers all over the country, should be given a trial. At intervals of between two or three weeks invite a number of your customers to the store for a record concert. Select the program carefully, varying the types of music so that the entertainment will be neither too heavy nor too light, and see if the increase in record sales does not more than offset the time, trouble and money expended.

## DEALERS—

All the signs point to a **BIG SALE** of radio instruments in 1928

RE-ALLOCATION of wavelengths, synchronization of stations and clearing of broadcasting channels forecast a banner sales year for reliable radio instruments.

The rapidly increasing sale of Weston instruments over all other makes indicates a wider extension of radio knowledge and the recognized need for instruments of the highest quality and most dependable performance. Professional and home set builders, service experts, manufacturing and laboratory engineers and amateur station operators know by experience that "Westons" give the best service. Inferior substitutes, at whatever price, are

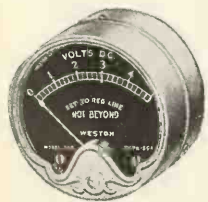


Model 519  
Radio Set Tester

generally unreliable and useless.

Tie in with Weston Service and enjoy the profit-making, quick turn-over advantages of handling the Weston line—for forty years the world's precision standards. We suggest your consideration of the models shown here. Dealers everywhere find they meet an exact need. Your jobber will supply you and help you select the most popular ranges.

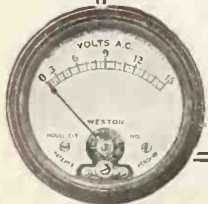
WESTON ELECTRICAL INSTRUMENT CORPORATION  
190 Frelinghuysen Ave., Newark, N. J.



Pin-Jack  
Voltmeter



Models  
489  
and 528



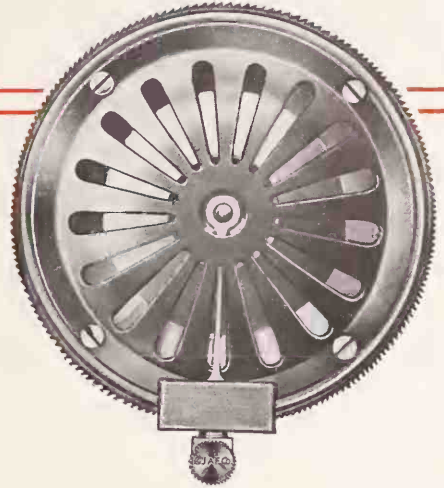
A.C. and D.C. 2" and  
3 1/4" Panel Instruments



A  
Fast  
Seller



## The Improved Val-Phonic Reproducer



THIS reproducer was and is offered to merchants who know good products, and who could be convinced only by distinctly superior performance, quality of materials used, and workmanship. Our master Val-Phonic meets the most exacting taste, and the more fastidious choosers become enthusiastic boosters, broadcasting its merits everywhere. There must be a reason why it has gone over the top in such a sweeping fashion, and it is only because we never cease our efforts to improve this already perfect Val-Phonic reproducer.

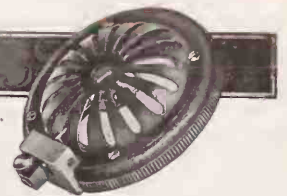
The Val-Phonic has made good! It will do good for you! Try it out. You have all to gain, in offering merchandise that will withstand the iron test, and bring satisfied trade back to you.


Another item you cannot afford to slight. VALLEY FORGE non-jump main springs. Each spring individually wrapped in Mocolene, a special wrapper which protects it from foreign elements, and double polished and sprayed with lubrill to prevent rust and corrosion. Each spring comes to you in a separate carton, clearly labeled with its number, dimensions and resale price. Our reputation was made on the VALLEY FORGE main springs. Here's a chance to share it with us.



**J.A.FISCHER COMPANY**

PHILADELPHIA · U·S·A·





*The PAL Family*  
Nationally Recognized as  
the Industry's Greatest  
**PORTABLE  
PHONOGRAPH  
LINE!**

**PLAZA MUSIC COMPANY**



**10 WEST 20<sup>TH</sup> STREET ~ ~ NEW YORK**



Model 100-40  
34" high—33" wide  
20" deep

# The Player-Tone

IT'S SIMPLY GREAT

**Our Tremendous  
Coast to Coast Outlets**



Model 100-50  
34" high—33" wide  
20" deep

**Guarantee Greatest Phonograph Values**

*An Instrument of Distinction*  
**The SONNET**  
Model 200  
43" HIGH 30" WIDE 21" DEEP

*An Instrument of Individuality*  
**SAXOPHONIC**  
Model 90  
41" HIGH 21" WIDE 21" DEEP

*A Popular Instrument*  
**SAXOPHONIC**  
Model 75  
36" HIGH 20" WIDE 21" DEEP

*An Instrument of Artistic Beauty*  
**GRAND**  
Model 175  
42½" HIGH 30" WIDE 21" DEEP

*Marvelous Tone Reproduction when played with the Audak Reproducer*

*With The Audak Reproducer Our Tone Quality Is Complete*



Model 175-B  
34" high—33" wide  
22" deep

**Fifteen New Models. Consoles, Uprights and Consolettes. Here's the phonograph, artistically designed, with new tone quality. And is specially low-priced, quality considered. Write us today for booklet and prices.**

**SOME TERRITORY OPEN FOR LIVE,  
WIDE-AWAKE, EXPERIENCED SALESMEN**

**Player-Tone Talking Machine Company**

Office and Sales Rooms: 632 Grant St.  
PITTSBURGH, PA.



Model 90-5  
34" high—36" wide  
21" deep

## Dramatize Radio Through Better Window Displays

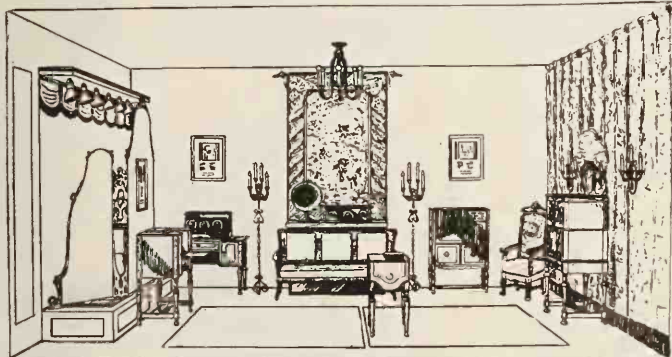
(Continued from page 24)

space alone, but what enters into it that decides the sales-producing power. The mere placing of merchandise behind the glass is not sufficient, but it seems to satisfy too many.

Mr. Radio Dealer, I cannot too strongly emphasize the importance of your making a reasonable investment in your windows. Show radio in a setting that tells the passers-by in picture form of "entertainment, enjoyment, sports, news"—there's no limit. When you sell these you sell radio. Just as you expect the manufacturer to develop a radio that you can sell so does the public expect you to create within them a desire for the radio. Dramatize, change your windows often, let each display be good—don't be satisfied with hit and miss. The larger the retail institutions, the more

A cat chasing a mouse through a grocery store window will attract, but those who watch will hardly be impressed to point of purchase of any grocery shown. A fan blowing paper strips or ribbons may attract, but it certainly denotes only motion, it has not created a desire to possess for "comfort" sake such as would be the case were the fan shown in use with a painted cut-out picturing a man seated at his desk in comfort, and on the other side a cut-out of a messenger just entering wiping the sweat from his face. Again I say, dramatize—so as to create a desire so strong it is hard to resist. Good windows will cost you some money, and they will pay you dividends, a liberal one if properly invested.

I have seen radio shown on a tile floor, a dirty floor, a crepe paper floor—in each case the value of the product shown was easily decreased 10 per cent to 20 per cent. Would you expect the radio to be used on a tile floor? If it were placed in the bathroom it might be, but



An Attractive Showroom

can be made of most any room, and this sketch illustrates one for a small dealer. At the right was an ugly partition, so we placed a damask curtain in that end of the room and a tapestry on the opposite wall. On top of the radiator was placed a slab on which was displayed a set and receiver. In front of this was placed a settee. A platform was built on back of the window on which an attractive screen was placed and modern lighting installed. This being a cement floor we laid an attractive linoleum and then placed two rugs in the center of the room. A marked increase in sales was made after the changes had been made.

important are their display windows—they know their value, and make an investment in equal proportion to their value. In speaking of display to none other than D. F. Kelly, general manager of The Fair, one of America's largest department stores, located in Chicago, he said: "The eye of the passer-by is focused on the show windows, and they should be made as attractive as possible. We consider the show windows the most important feature of our store." The secretary of the Davenport, Iowa, Retail Merchants' Association, and, by the way, one of the most successful music dealers of that state, wrote me: "In my opinion, to neglect one's window display, if not commercial suicide, means at the very least the establishing of a handicap which it will take many times the required window investment to attempt to counteract through print publicity or other mediums."

I could go on quoting hundreds of such interesting remarks on the value of a store's display, but the important thing for the retailer to remember—regardless of size—is that his display windows are just as valuable to him as they are to the greatest store of the world.

Too often have I noticed hundreds of radio displays that were very injurious to the dealer even though it appeared as if considerable time and thought, but little money had entered into it. Remember, it is easier to detract than attract; also that just to attract is not sufficient, the display must

First—attract the passer-by to stop

Second—create within the party who stopped a desire to possess

Third—bring him into the store, where the display and contact should be on a par with that seen outside.

A display to be good must express the character of the store, be alive with human interest appeal, exert utmost sales influence through silent salesmanship, and be a builder of good will.

it is not a bathroom article. An investment in small rugs, to set the radio on, would help increase its appearance or "value apparent," we might say, eye value.

I have seen bright-colored crepe paper used to form a background for a beautiful walnut cabinet. Why? I don't think the dealer who used it even knew; perhaps he thought the colors were bright and pretty. That's why I say it is easier to detract from the radio than attract to it. The colorings of the paper were so bright the radio

was secondary—anyway can crepe paper increase the beauty of walnut? Would not a tapestry, a wall paper panel, a window effect or curtain make the radio appear of greater value? Do you associate any value with crepe paper? Everybody knows it is ten cents the roll. Did you ever see crepe paper used about the radio in the home? These are all small details, I know, but they are what go to make a productive or non-productive display, and when we try to analyze why we are not producing sales we must analyze it in detail. The fact of the matter is that it is just as easy to put in a good display as a poor one, if we understand the ingredients. A good display may require slightly more on the initial expenditure, but has always proved to be cheaper than a poor display by reason of the fact that the good display produces and the poor display continues to be an expense, not an investment. If you are a small dealer and do not have in your service an experienced displayman, go to one of the better non-competitive stores and endeavor to have that displayman install a display for you some evening—prove it to yourself. Just as a highly trained advertising man makes your copy productive, so can a seasoned display executive transform your "non-stop" displays to sales producers.

Now suppose that you have created the desire through your newspaper and the customer has come to your store, the window display has created a further interest and the customer is ready to go inside. But first also remember that hundreds or thousands pass your store front each day, you consider it the most valuable space of your store—a large percentage of these may not see your newspaper ads so as a tie-up for those who do, and for all those who pass your store front, good window displays play a big part in your merchandising picture. The greater percentage of customers come into

(Continued on page 28)

Distributors of



## Sonora Selective Radio and the Tonic Sonora Phonograph

### Sonora Distributors

- J. H. Burke Company,**  
221 Columbus Ave.,  
Boston, Mass.
- Belmont Corporation,**  
316 South Third St.,  
Minneapolis, Minn.  
and  
1210 University Ave.,  
St. Paul, Minn.
- Gibson-Snow Co., Inc.,**  
312 West Willow St.,  
Syracuse, N. Y.
- Greater City Phonograph Co.,**  
76 Fifth Avenue,  
New York City.
- Hassler Texas Co.,**  
2216 Commerce St.,  
Dallas, Texas.
- Kohler Distributing Co.,**  
63-67 Minna Street,  
San Francisco, Cal.
- Mayer & Company,**  
2820 Locust St.,  
St. Louis, Mo.
- Moore-Bird & Co.,**  
1720 Wazee St.,  
Denver, Colo.
- Peiree-Phelps, Inc.,**  
224 North 13th St.,  
Philadelphia, Penn.
- James K. Polk, Inc.,**  
217 Whitehall St.,  
Atlanta, Ga.  
and  
811 West Broad St.,  
Richmond, Va.
- Reliance Battery Products Co.,**  
2211 South Eighth Street,  
Council Bluffs, Ia.
- H. C. Schultz, Inc.,**  
442-448 E. Lafayette Blvd.,  
Detroit, Mich.  
and  
1743 Chester Ave.,  
Cleveland, Ohio.
- Sterling Roll & Record Co.,**  
137 West Fourth Street,  
Cincinnati, Ohio.
- Strevell-Paterson Hardware Co.,**  
Salt Lake City, Utah.
- Tay Sales Company,**  
231 North Wells St.,  
Chicago, Ill.  
and  
465 Milwaukee St.,  
Milwaukee, Wis.
- Twentieth Century Radio Corp.,**  
104 Flatbush Avenue,  
Brooklyn, N. Y.
- Western Radio, Inc.,**  
1224 Wall Street,  
Los Angeles, Cal.
- C. A. Richards, Inc.,**  
100 East 45th Street,  
New York City,  
Canadian & Export Distributors.

## Dale Wimbrow Records Novelty Songs for Columbia

Singing Comedian Tells of "Oshkosh" and of Golfing Troubles in "Roll Right Offa My Green" in Recent Columbia Release

Dale Wimbrow, ukulele artist and singer of original comedy songs, recently recorded two numbers for the Columbia Phonograph Co.'s catalog which are scheduled for quick release.



Dale Wimbrow

They are "Oshkosh" and "Roll Right Offa My Green," two highly novel songs.

"Oshkosh" celebrates the Wisconsin City of that name instead of the well-known Southern localities. "Roll Right Offa My Green" is about Anastasia Brown, a golf club assistant, and her boy friend, whose hazard was great. Addicts of "the green" will get a kick out of this record.

## Book on "The Romance of the Gramophone"

"The Romance of the Gramophone" is the title of a book just published in Wellington, N. Z. The book, which was written by T. Lindsay Buick, is extremely interesting and entertaining, tracing the earliest attempts to reproduce the voice of man and going into considerable detail regarding the actual invention of the phonograph by Thos. A. Edison, as well as the development of public interest in the instrument. Space is given to the work of other men in the development of the phonograph, notably

that of Emile Berliner. The history of the large companies who entered the field in the early days is also briefly recorded and the book concludes with a description of the improved models that during the past year or so have superseded the old style instruments and the new electric recordings. The volume is a valuable contribution to the literature on the gramophone.

## Permanent Injunction Is Granted Zenith Radio Corp.

The Hon. Charles C. Simonds, judge of the Federal District Court of Detroit, has granted the Zenith Radio Corp. a permanent injunction against Mark's Auto Accessories, Inc., Dave's Auto Accessories and the John Ross Sales Co. and each of them, and their representatives, agents, servants and employes are perpetually enjoined and restrained from directly or indirectly representing, claiming, stating or implying, either verbally or in writing, or by published advertisements, or by any other manner whatsoever, that the radio apparatus known as "MacMillan," sold and offered for sale by them, or either of them, is the radio apparatus used by Lieutenant-Commander Donald B. MacMillan on any of his Arctic expeditions, or that he took said apparatus with him to the North Pole, or into the Arctic regions, or that "MacMillan" apparatus was ever used by any explorer named "MacMillan" or "McMillan" in the Arctic regions, or by any member of any Arctic expeditions, or commanded by any person named "MacMillan" or "McMillan," or from designating the said radio apparatus sold or offered for sale by them or either of them as North Pole MacMillan, or by any other designation having a tendency to create the impression that said apparatus was used by any person named "MacMillan" or "McMillan" at or near the North Pole or in the Arctic regions. Commander MacMillan used Zenith Radio in the Arctic, exclusively.

In addition to the permanent injunction the Zenith Radio Corp. of Chicago was granted the damages it claimed against the plaintiffs. It will be recalled that on November 21 a preliminary injunction was granted Zenith against the above defendants.

Leaders in all branches of the industry are optimistic over the outlook for business.

## Dramatize Radio Through Better Window Displays

(Continued from page 27)

the store by interest either from newspaper or window, or both. Now, as well as before, radio must have even more interest—remember "that follow through" of your program.

When the customer comes to inspect the radio closely, it should be presented under the most favorable conditions. In the department especially it should be presented in as near the atmosphere in which the average home would use it as possible. That home-like appearance should prevail. Let me suggest, just as an experiment, in some part of your radio department, that you put up a window effect, with near drapes, or hang a velour drape about eight feet high, five feet wide. Set a console in front of the drape, set a good-looking torchière on each side, a rug on the floor, a chair or bench by the radio that invites the customer to sit right down and imagine herself at home with this radio. Then turn on the radio and you have immediately overcome a great resistance otherwise to be done by talk and talk—too often not effective. The customer sells herself. Also leave the other part of your department as it is, sets here and there, no thought to arrangement or eye value or comfort—now with the setting in one end of your department as described above, watch it act like a magnet, draw your customers from the other parts of the department.

I have enjoyed fifteen years with retailers and manufacturers in just such work, and it is surprising why and how they can remain so ignorant on details such as these. Once they are demonstrated they can hardly imagine how they could have overlooked their value for so long, and still be in business. The details are so simple when we actually think of them, yet so neglected. But have you ever wondered why so many sales are lost? Did it ever occur to you that a mental picture had been painted in the customer's mind of what you had to offer, and then when they came to your store they were disappointed, and you are offered some excuse such as "I'll come back" or "We weren't ready to buy." Make your presentation of the merchandise so interesting that there can be no disappointment, and so the product shown looks "worth more" than the price asked. People don't buy an article when they think they are asked to pay more than it looks like it's worth. It's easy to sell if you employ true and tried principles and have that "follow through" in your merchandising program. When you lose a sale try and analyze why; don't always blame the prospective customer, and too, remember that there is no way of knowing how much business you are losing, but that it is easy enough to know what you are getting. Take no chances, go after all of it.

The selling forces that you command are not only the human element, that of the salesman, but the physical presentation of the product, the advertising, the atmosphere, the service—co-ordinate all of these and more, synchronize them to work as one and there will be an increase in your radio sales. But remember dramatize, entertainment, education, sports, news, music, fun, kiddies' hour, those are the reasons for radio, when you sell these you sell radio. This radio business isn't so bad after all—is it? Just the way we go at it.

## Lists Service Equipment

The service department of Fada Radio has prepared a list of items which are classed as standard equipment for every service man. The list was prepared by an expert as a special guide for Fada dealer service departments.

It was recently reported that the phonograph audiometer has been found to be the best medium for use in educating hard-of-hearing pupils.

## The Silver Electro-plated Needle

# THE HUMAN VOICE

Especially adapted for electrically  
recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.

3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone, and Petmecky Phonograph Needles.



In the radically different Eveready Layerbilt the cells are flat, and the battery is assembled under pressure into a solid block, eliminating waste space, packing a maximum of active materials within the battery case, and making those materials more efficient.



# In the EVEREADY LAYERBILT

## we have put the holes to work



### Radio is better with *Battery* Power

*There is a kind of radio reception that is radio at its very best. Clear. Hum-free. True in tone, faithful. Reliable. Reception from a receiver that is working under exactly the conditions for which it was designed. For such reception, use batteries. For batteries provide pure D. C., Direct Current, the only kind of current that is silent and unnoticeable in radio. For utmost delight, undisturbed enjoyment, and unalloyed delight, use Battery Power.*

**T**HE ordinary dry cell "B" battery is full of useless holes—waste space between the cylindrical cells. In a battery using large-size cells the wasted space may amount to as much as 30 per cent of the total.

A number of years ago we set about correcting this state of affairs. Dry battery traditions were dropped. An entirely new kind of dry cell was developed. It was flat and square like a book instead of cylindrical. Such cells were pressed together into a solid battery block with no waste spaces. The new invention was patented, thus making it exclusively Eveready. Such, briefly, is the history of the Eveready Layerbilt "B" Battery that embodies the first radical changes and improvements ever made in the dry cell.

But before this remarkable battery was ever sold, it was tested and retested for several years in the laboratory. Then it was put on trial in home service in all parts of the country. Several remarkable

things were discovered in this way. The battery contains more active materials than a cylindrical cell battery of the same outside dimensions—and it gives over 30 per cent more service! The Layerbilt construction puts the active materials in closer contact with each other, and makes them produce considerably more electricity.

This is why the Eveready Layerbilt "B" Battery No. 486 is the longest lasting of all Evereadys. It is a heavy-duty battery for use on all loud-speaker receivers. Hundreds of thousands of people have found it to be the most economical radio battery they ever used.

You give a new degree of satisfaction to your customers when you sell them the Eveready Layerbilt. Order from your jobber.

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


# EVEREADY

## Radio Batteries

—they sell faster



*Illustrated to the left is the cylindrical cell type of "B" battery construction. Each cell is a unit connected to the others by soldered wires. The space between the cells is wasted, useless.*



# ANNOUNCING A MIGHTY MERGER OF MEN AND RESOURCES

**S**ONORA ANNOUNCES to all Sonora dealers and representatives the merger of four great companies—the Sonora Phonograph Company, the Bidhamson Company, the Premier Laboratories, and the Liberty Electric Company.

With this merger of brains, men, money, resources and experience has been born a new and progressive force in the music industry.

The Bidhamson Company numbers among its officers and organizers those captains of industry, John Hays Hammond, Lewis Kaufman, James J. Burden, E. F. Hutton, Harris Hammond, and Anthony J. Drexel Biddle Jr. It holds valuable patents.

The Premier Laboratories, headed by well-known scientists, holds patents covering loud speakers, electrical recording apparatus and electrical phonographs. These patents have never been divulged to the public or the trade and constitute in themselves new and major advancements in the acoustic field.

The new corporation, incorporated in New York State and entirely financed by its board of directors and present stockholders, has been named the Acoustics Products Company. P. L. Deutsch of Chicago, who developed the phonograph division of the Brunswick-Balke-Collender Company, is president.

Backed by this amalgamation of interests, the Sonora Phonograph Company retains its name and identity as a separate corporate structure, with P. L. Deutsch as its new executive head.

New things are in store for Sonora and Sonora dealers — — new and greater things.

Early in the New Year, Sonora will contribute to the realm of music important new and epochal achievements destined to create world-wide attention.


Watch for further announcements on a matter which may profoundly affect the policies of the music industry and trade. During the intervening months before the appearance of the new Sonora products, distribution and sale of the present popular Sonora line of radios and phonographs will be energetically prosecuted and all Sonora distributors and dealers may remain confident in the assurance of a sustained effort and a constructive policy.

The fact that in 1927 Sonora sales were more than double those of the preceding twelve months, lends stability to the immediate situation.

With this new merger so triumphantly consummated, the year 1928 and those to follow will be known as Sonora years — years in which the high records of 1927 will sink into comparative insignificance. Many of the foresighted are now finding it wise to secure more information about Sonora, its products and its prospects.

## SONORA PHONOGRAPH COMPANY

64 East Jackson Blvd., Chicago, Ill.

**Sonora**   
CLEAR AS A BELL  
RADIOS - PHONOGRAPHS



# Money-Making Suggestions for Ambitious Merchants

Association Activities Merit the Support of Every Dealer—70 Per Cent of Sales Are Emotional Rather Than Logical—Vary the Instrument Which You Are Using in Demonstrations—Do You Tie Up With Local Happenings?—The Personal Touch Is a Big Factor

If there has ever been a time when talking machine and radio dealers should take an active interest in their local associations it is the present. During 1927 the radio trade benefited from the remedying of many undesirable features of merchandising which ate into profits and caused dealers to bemoan the difficult circumstances connected with the selling of a set. The bugaboo of service has to a great extent been cleaned up, due to a number of reasons, mainly the improvement in radio receivers, the education of the public and of the dealer—but there are a number of factors that a group of dealers working as a unit can remedy, where-

as the individual dealer would be unable to help. The Northwest Radio Association has done much to improve listening and selling conditions; the New York Talking Machine and Radio Men, Inc., are at the present time discussing some means of securing better discounts; the Wisconsin Radio Trades Association just last month agreed that the members would not sell on home demonstrations, limiting the time a set will be left in a home on approval to one evening. The activities of these organizations have done much to help radio merchandising conditions. Every dealer in every locality should give his support, attention and efforts to further the work of his association. He benefits from this work whether he is a member or not, so it is only just that he should pay in return for the value received.

## Logic and the Emotions

In addressing Brunswick dealers throughout the country, O. P. Harris, special traveling representative of the Brunswick Co., makes the statement that 70 per cent of all sales are emotional, while only 30 per cent are logical. In other words, the dealer or salesman who is content to sell a customer just what he or she enters the store to buy is getting 30 per cent of what might be sold with proper salesmanship. The average record customer who mentions a record can in ninety-nine cases out of a hundred increase the purchase many times. And so, too, with window displays. Create them with a definite purpose. Bring out some point which will cause a desire for ownership in the minds of the passers-by. If sales generally are but 30 per cent logical and the balance emotional, then with music and things musical, the latter percentage must be even greater, for music is primarily an emotional art. Don't be content with the 30 per cent that logic dictates, appeal to the emotions and see how much you can increase each purchase.

## Feature All in Turn

The days of the exclusive talking machine, piano and radio store are past or are fast passing. With very few exceptions the music store of the present day is a general music store, and not only are kindred musical instruments carried, but in many instances competing lines of merchandise are displayed side by side. It follows, therefore, if many talking machine and phonograph companies and radio manufacturers, making instruments for almost identical prices, are successful, there must be something about the instruments that is different, some individual point which has its own appeal. With this condition prevailing, the policy that has been put into effect by many dealers of featuring a different make or type instrument each week seems to be a good one. If your store is one that follows the practice of playing an instrument at the door, use a different instrument occasionally; if you depend on indoor demonstrations, use different models more frequently. Even though you are sold on a certain type of instrument, give the customer a chance to decide.

## A Successful Display

It is the unusual in merchandising which attracts attention and, consequently, makes for more sales and greater profits. Are you content to go along as you did for the past five, ten or fifteen years, or are you modernized? The instruments you are selling have changed, but how about yourself? The dealer of the present day, to reap the possible profits, must be awake to every opportunity. He must take

advantage of every situation. An instance which might perhaps be illuminating was that of a dealer in Schenectady, N. Y. A new hotel was opened, built on the modern style with stores occupying the street floor. As often happens the hotel was ready to open with the stores still unoccupied. The dealer in question, taking advantage of the situation and with the holiday season at hand, got in touch with the renting agents, and at a price secured the window space of the unoccupied stores for display purposes. Each of the store windows was utilized to present to the public one or more of the latest in musical instruments in appropriate settings. Talking machines, radio receivers and other musical instruments were shown, Yuletide season trimmings bedecked the window. The result, sales far in advance of what would have been made if the dealer depended entirely on his own limited display space. "It pays to advertise" has been said so often that it has become a bromide, yet it is true. Where and how to advertise depends entirely upon circumstances in each community and the ingenuity and foresight of each individual retail music dealer.

## The Personal Touch

The personal touch in salesmanship is undoubtedly the difference between a mediocre salesman and a live wire who sells above the average competitor at all times—good, bad and indifferent. In the December issue of *The Talking Machine World* appeared a story of a salesman who has built up a following of customers, and averages \$30,000 a year in record sales alone. His own explanation was that he treated everyone who entered the store as a friend, and the personal equation has played a major part in his successful career. Another interesting example of the personal touch was that utilized by the salesmen of the Music Rooms of the Lion Store, Toledo, O., who when they sent folders to prospects, illustrating and describing the line of talking machines, wrote on the cover in pen and ink—"there is a model for you pictured here—won't you permit me to show it to you?" Just a few words, but they make all the difference between catching the customer's attention or losing it. It is surprising to anyone who is in close contact with the music and radio retail trade to realize just how often the little things, the insignificant details so liable to be overlooked, are responsible for the building up of successful businesses. Do the little things right, extend yourself to be more friendly to your trade, and the big things will come along of their own volition. No one will attempt to belittle the value of good will, yet it is built up by apparently trifling and unimportant courtesies.

## Advancement of Music

Music dealers, regardless of the instruments they carry, should make it a point to be thoroughly informed of the work being done by the National Bureau for the Advancement of Music. This organization has for many years been active in furthering the cause of music, and it is ready at all times to give of its knowledge and experience to assist dealers in their promotion plans. Among the activities it has sponsored and is sponsoring which make for the betterment of the retail music business are: the organization of school bands and orchestras, the school music memory contests and a host of others equally important. If you have done nothing to encourage the formation of school musical organizations, or if you have failed to co-operate with the educational authorities in their music memory contests, you have overlooked a big opportunity to increase good will and profits. If you are at all hesitant, as to ways of helping to boost musical activities in your community, write to the Bureau for the Advancement of Music, 45 West Forty-fifth street, New York. C. M. Tremaine, director of the organization, is at all times willing and anxious to hear from dealers and to proffer his good advice.



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

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

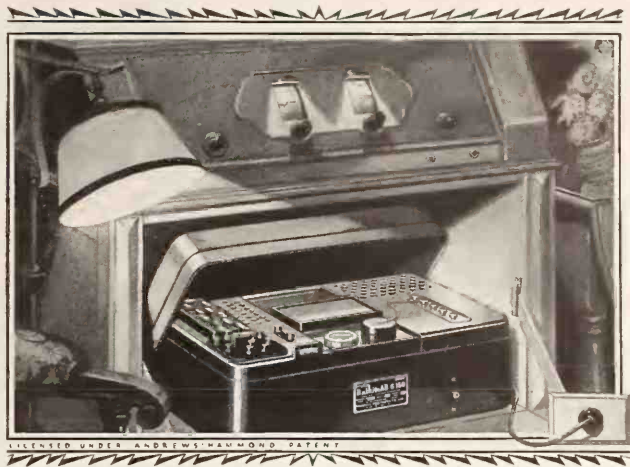
"More dealers than you can count are showing off their receivers to best advantage with this unique aerial, and then selling them at good profit with every set. Others are including the Dubilier Light Socket Aerial in the purchase price of equipped sets as an added inducement. Have you tried out either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

Dubilier Condenser Corp.

4377 Bronx Blvd.

New York

**Dubilier**  
LIGHT-SOCKET AERIAL



# The clearest and truest *Electric Radio*

*Is a standard radio set equipped with Balkite Electric "AB"*



Licensed under Andrew Hammond patent

## Balkite "A"

Like Balkite "AB" but for the "A" circuit only. Enables owners of a "B" eliminator to make an electric installation at very low cost. \$35.



## Balkite "B"

The accepted, tried and proved light socket "B" power supply. Three models: \$22.50, \$35, \$42.50.



## Balkite Chargers

Standard for "A" batteries. Noiseless. Can be used during reception. Trickle or High-Rate, 3 models, \$7.50, \$9.50, \$17.50.

Special models for 25-40 cycles at slightly higher prices. Prices are higher West of the Rockies and in Canada.

Now you can give your customers an AC electric receiver and still keep your sales in tried and proved devices.

Simply by equipping the sets you sell with Balkite *Electric* "AB." Balkite *Electric* "AB" replaces both "A" and "B" batteries and supplies radio power from the light socket. It contains no battery in any form. It operates only during reception. It makes any receiver an electric set.

This method makes possible the use in electric reception of standard sets and standard type tubes. Both are tried and proved, and give by far the clearest and truest reproduction—the same high standard of

reception to which set owners are accustomed.

In this method there is nothing experimental, nothing untried. It consists of two of the most dependable products in radio—a standard set and Balkite.

By all means sell electric operation. As shown by Balkite sales figures, that's where the volume is in radio today. But let the AC sets you sell be standard radio sets

equipped with Balkite *Electric* "AB." Then the profit on each sale will be clean.

Two models—\$64.50 and \$74.50.

Ask your jobber. Fansteel Products Co., Inc.,

North Chicago, Illinois.

*Chicago Civic Opera*  
on the air Thursday Evenings, 10 P. M. and 10:30 P. M. Eastern time over WJZ and fifteen associated stations on the Blue Network of the National Broadcast Chain.  
BALKITE HOUR

# Balkite ELECTRIC AB

← [contains no battery] →





**KLOR STAY-ARM**  
TRADE MARK

# H.K. Lorentzen

Manufacturer of

**PHONOGRAPH AND RADIO CABINET  
HARDWARE AND METAL SPECIALTIES**

155 Leonard St.

NEW YORK, N. Y.

Samples and Prices on Request



**MEMBERS OF A BIG FAMILY—LEADERS IN THEIR LINE**

## Barbara Maurel and Felix Salmond on Columbia Hour

Concert Mezzo-Soprano and Noted 'Cellist  
Featured in Columbia Celebrity Radio Hour  
—Symphony Orchestra Under Bowers Assists

Barbara Maurel, concert mezzo-soprano, and Felix Salmond, noted 'cellist, were the featured artists in the Columbia Phonograph Co. Celeb-



Barbara Maurel

rity Radio Hour on January 4. The programs included selections played by the Columbia Symphony Orchestra, under the direction of Robert Hood Bowers, composer, whose compositions are being included in each celebrity program



Felix Salmond

by popular request. All three artists record exclusively for the Columbia catalog.

Miss Maurel is known as one of the best lieder singers of the day, with a voice marked especially by sympathy and finished phrasing.

Mr. Salmond has a world-wide reputation as a solo 'cellist of the first rank. The number of stellar artists performing on the 'cello who

have won wide following are so few that the playing of Mr. Salmond was an unusual treat, and listeners-in gave full vent to their pleasure by sending in hundreds of letters of commendation to the Columbia Phonograph Co.

## Splitdorf-Bethlehem Elec. Co. Enters Aviation Field

Company Is Sponsoring the Endurance Flight of Bert Acosta in an Attempt to Recapture World Record—Splitdorf Parts to be Used

A dramatic re-entry into the aviation industry is being made by the Splitdorf-Bethlehem Electrical Co., of Newark, N. J., maker of the Splitdorf radio receiving set and radio accessories. The company is sponsoring the endurance flight of Bert Acosta, trans-Atlantic flier, in an attempt to recapture the world record now held in Germany.

Acosta, who has Emile Burgin as co-pilot, will use Splitdorf spark plugs and the new Splitdorf NS-9 lightweight magneto on the Wright whirlwind engine which powers his new single-motor Fokker monoplane. The plane is now being groomed for the flight and has been christened "The Splitdorf." Acosta and Burgin expect to remain in the air sixty hours. The present record is 52 hours, 23 minutes.

The Splitdorf-Bethlehem Electrical Co. is said to be the oldest electrical concern in the country, and was one of the chief suppliers of aircraft magnetos to the Allied forces during the war. While its manufacturing efforts have been concentrated mainly in the radio, electric, and automotive fields during the post-war period, the Splitdorf laboratory staff has continued experimental work on aircraft magnetos.

Robert W. Porter, vice-president of Splitdorf, states that the company will shortly go into active production on the new magneto, in line with the policy of expansion announced a year ago.

## Artistic French Phonograph

From E. Philippeau, 7 Rue de Blois, Chateaudun, France, manufacturer of case work for phonographs, we are in receipt of a photograph of a very artistic phonograph designed and executed by M. Philippeau, who suffered the loss of his two hands during the recent war. This instrument and its creator have been honored at various expositions, and have also won a prize offered by the President of the Republic. This production is in every respect a great honor to M. Philippeau.

Youngjohn's Music Store, 162 West Main street, Norristown, Pa., featured the Stewart-Warner matched-unit radio receivers during the holiday season with much success, a marked gain in sales being noted.

## "La Parisian" Portable Makes Bow to Trade

Latest Product of the Allen-Hough Mfg. Co. Has Several Important Features, Artistic Finish and Is Priced for Mass Trade

The Allen-Hough Mfg. Co., Milwaukee, Wis., has just introduced to the trade a portable named "La Parisian." The instrument is small,



"La Parisian" Portable

compact and most cleverly arranged. Has a sliding tone arm, which is in proper position when the portable is played, and slides quickly into the tone chamber when the top is closed. The tone arm is in attractive color harmony with the Fabrikoid used to cover the entire case.

"La Parisian" is in every way a musical instrument with practical playing value, and not in any sense a toy or novelty.

## Frangipane & Co. Move Offices to Lyndhurst Plant

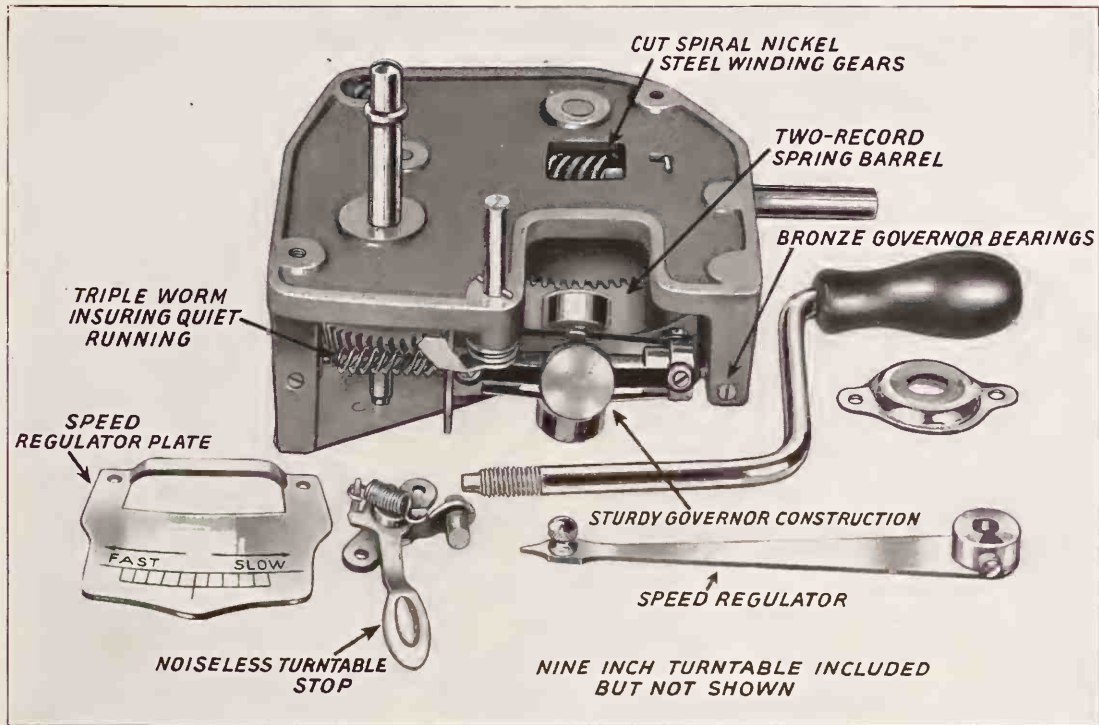
Andrew P. Frangipane & Co., Inc., have moved their offices from 32 Union Square, New York City, to the factory of the company, at 261 Warren street, Lyndhurst, N. J. The recent additions to the Frangipane factory building have provided space for housing the office and manufacturing divisions of the company under one roof.

## Takes Over Victor Stock

Kinney Bros. & Sipprell, of Bellingham, Wash., have sold their stock of Victor merchandise to the Stark Piano Co., Bellingham. Mr. Stark is enthusiastic over the possibilities of the new line.



# Announces



## A New Portable Motor

**The only one with easy, smooth,  
noiseless worm-gear wind**

This new United Portable Motor is worthy of the increasingly popular type of Phonograph in which it will be used. It refines the mechanism of the machine in keeping with the refinement leading portable manufacturers have brought about in their cases. It is "quality throughout." The Worm Gear makes it wind quietly, smoothly, easily. You don't have to "lean on it" to wind it. The winding shaft is at top of motor—hand does not strike table top when winding. It is a smooth-running machine with the same driving mechanism and the same Governor as the famous United No. 5. Bearings are of bronze. It is very sturdy, light and extremely compact.

### A STARTLING VALUE!

The exclusive features and finer construction of this new Motor commend it to your attention. It has been slowly and carefully worked out in every detail and is a worthy companion of the famous United Motor No. 5.

*Order one for testing. See how this New United Portable Motor will improve the performance and increase the worth of your product.*

Phonograph Motor Division  
**UNITED AIR CLEANER CO.**

9702 COTTAGE GROVE AVENUE

CHICAGO, ILL.

# Another *Audak* achievement

**T**HE world moves on. Hand power gives way to motor power. Automobile succeeds pack-mule and aeroplane succeeds automobile. New inventions become obsolete almost before they can be patented. The pace of progress is swift—nowhere more so than in the realm of sound reproducers, where AUDAK has set the pace for more than ten years.

Leaders in their field by sheer merit, AUDAK Reproducers have successively outstripped each other. Each new model has achieved superiority over its older brethren. Comes now the latest AUDAK development—evolution, I would better say. A marvelous new Reproducer that overtops anything heretofore achieved.

*New Heights of Acoustical  
Excellence Attained by Audachrome*

You have heard renditions that gave back the low bass elements. You have heard renditions that gave back the high, shrill notes. But did you ever hear reproduction that was absolutely life-like and devoid of mechanical intrusion at *both* ends of the scale? Did you? That is AUDACHROME'S remarkable triumph.

**To Sell More of the New  
Electrically Cut Records—  
and Eventually to Sell More  
Talking Machines—  
Bring This Startling New  
AUDAK Masterpiece to Your  
Customers' Attention.**

## **AUDACHROME**

*The Chromatic*

*Built on a*

*Reproduces Lowest Notes, Highest Notes  
and Chromatic Shades, However Slight*

Anyone who ever heard mechanically unsatisfactory music played by a talking machine knows that the marring, jarring inaccuracies come at the top and at the bottom of the scale. Thin, strident violin music. Shrilling, trilling soprano notes. Low drum and bullfiddle vibrations. Deep chest tones from the male basso. These are the elements wherein reproduction has hitherto been incomplete. And here is where AUDACHROME gives new meaning to the term "reproduction."

Yes, it is true, as a demonstration will prove. For the first time dealers have now a reproducer that gives back highest and lowest notes as naturally, as humanly, as perfectly as it reproduces the *easier* middle range. Moreover, AUDACHROME reaches a new standard in the important matter of chromatic shadings or color-tones, so impossible for average reproducers to attain. With AUDACHROME you can play the most difficult orchestral or vocal selection from your stock—and invariably the listening customer will be enthralled. Every piece in the





# ovement

## AUDACHROME

Reproducer

Principle



ensemble will be heard. Every note will register. Every syllable and eccentricity of the human voice will be given back with the naturalness of life itself. For AUDACHROME is "FAITHFUL TO THE ECHO."

Whatever Went Into the Record

*Audachrome Reproduces—Exactly!*

It is not claimed that AUDACHROME will do black magic. It cannot give back what never went into the record. But, take my word for this! AUDACHROME *interprets* as never before. Each and every value of voice or instrument which materialized at the original cutting of the record is reproduced perfectly.

That you may realize how faithfully AUDACHROME reproduces—it actually re-incarnates the scene! Acoustical characteristics are reproduced so minutely that I am not exaggerating when I say that AUDACHROME "takes you there." And if the new AUDAK masterpiece is so faithful, so entirely natural and life-like in interpreting the physical properties of the scene, judge for yourself how completely it must reproduce music and voices!

What of it? you ask! Why all this detail? How will the new AUDAK Reproducer help us make more sales and profits? By show-

**DEALERS WILL RECOGNIZE  
IN AUDACHROME A NEW  
STIMULUS TO RECORD  
BUSINESS**

ing your customers a new conception of talking machine realism. By rendering any and all records in so life-like and natural a manner that AUDACHROME will be wanted and more of your records will be wanted—as never before! This is where *you* come in.

Demonstrate with AUDACHROME — for the sake of sales and prestige! Give your trade the best interpretation of the wonderful new electrical records. Tie up with quality and progress! Make the most of AUDACHROME! Communicate with your jobber today.

PRESIDENT

**The AUDAK COMPANY**

**565 Fifth Ave., New York, N. Y.**

*"Makers of Electrical and Acoustical Apparatus  
for More than 10 Years."*

# The VERAPHŌNIC Vincennes Phonographs

¶ There has been added to the Vincennes group of high-grade Phonographs the Automatic, carrying a retail price of only

## \$485<sup>00</sup>

This newly developed instrument operates a battery of ten records, which may be played over and over again—without attention, as long as desired; or, by means of the selector, a predetermined number of records will be played and the machine will automatically cut off.

This automatic record-changing device is incorporated into the Vincennes Veraphōnic.



Veraphōnic Model No. 250-A

FINISH: Mahogany and Walnut  
DIMENSION: Height 46<sup>3</sup>/<sub>8</sub>" ; Width 30 9/16" ; Depth 22<sup>1</sup>/<sub>2</sub>"  
EQUIPMENT: Automatic Record Changing Device



*The phonograph that 9 people out of 10—blindfolded—  
will choose over any other make.*

Other models in the Veraphōnic Line—\$80.00 to \$225.00

Models in the RIVOLI Line—\$65.00 to \$180.00

**Vincennes Phonograph Manufacturing Company**  
Vincennes, Indiana

See our display in the American Furniture Mart, Space 917, January 3-24, 1928

# Last-Minute News of the Trade

## E. E. Shumaker Finds Europe Enthusiastic Over New Type Victrolas and Records

Reception Accorded "His Master's Voice" Instruments and Records Points to 1928 Being the Best Year on Continent, Says President of the Victor Talking Machine Co.

With all of Europe enthusiastic about the new types of "His Master's Voice" instruments and the new "His Master's Voice" electrically recorded records, the talking machine business



Edward E. Shumaker

in the British Isles and on the Continent is certain in the next year to be the largest in the history of the industry, according to E. E. Shumaker, president of the Victor Talking Machine Co., who has just returned from a two months' European trip, during which he studied business conditions abroad and visited the plants of the companies affiliated with Victor.

"The instruments corresponding to the Orthophonic Victrola, the Automatic Victrola and the instruments which reproduce and amplify electrically are just being shown in Europe and the reception they are having is amazing," Mr. Shumaker said on his return. "It is impossible to keep the supply equal to the demand. In every large city the display of any instrument in a shop window, even though it is of a type that has been on the market for some time, causes crowds to gather. On trains people discuss the new records and instruments the way we, a few years ago in America, discussed radio and some outstanding concert which had just been broadcast. In Paris, London, Berlin or Bucharest it is the same. Stores selling records are crowded with lines of people waiting to get into the demonstration booths. Europe has suddenly become awake to recorded music."

During his trip Mr. Shumaker visited the British Isles, France, Italy, Jugo-Slavia, Rumania, Austria, Germany and Belgium and in each country made a careful survey of business conditions, especially as they affected the talking machine and record market. In England, France, Belgium, Italy, Germany and Austria he visited the plants of the companies associated with Victor.

This tremendous interest in recorded music which has sprung up in Europe in the past two years Mr. Shumaker believes is due, in a great measure, to the new and greatly improved instruments and the new method of recording.

"Europeans are born music lovers," he said in discussing his trip. "They are perhaps more exacting in their tastes than we are and I believe that under the old system of recording they were never completely satisfied. Now, when it is possible to reproduce a complete symphony orchestra or a world-famous voice

with perfect realism, they are finding that they can have in their own homes just what they would hear in the concert hall. Where a few years ago people of culture did not consider the talking machine seriously and refused to have them in their houses, to-day they exhibit their new instruments with pride. Conversation constantly turns on the subject of new recordings and people await with interest each announcement of new releases.

"Not only are they interested in music recorded by their own artists and in their own languages. American Jazz and the fame of American orchestras are sweeping the world

through our recordings. I visited a good many cities during my trip and I do not remember one in which I did not hear American music played, both by orchestras and talking machines. There is no question in my mind that the Victor Company and its associated companies have ahead of them the greatest business they have ever experienced."

In addition to his enthusiasm for the foreign market, Mr. Shumaker expressed himself as exceedingly pleased with the results accomplished by the Victor Company during his absence.

"It is most gratifying," he said, "to return to find that our sales of records during the period of my absence have been beyond our expectations. Instruments, too, have had a remarkable sale and we experienced a shortage in most models. Our line of de luxe models and high-priced radio combinations was practically exhausted even before the usual holiday gift buying."

## C. D. MacKinnon and C. T. McKelvy Occupy Important Posts With Sonora Phonograph Co.

Both Executives Have Been Identified With Phonograph Industry for Many Years—Mr. MacKinnon Is Sales Manager of Record Division and Mr. McKelvy Is Sales Promotion Manager

P. L. Deutsch, president of the Acoustic Products Co., Inc., and the Sonora Phonograph Co., which it controls, announced this week the appointment of C. D. MacKinnon as general sales manager of the Sonora record division and C. T. McKelvy as sales promotion manager of the Sonora Co. Both of these popular executives have already assumed their new duties, Mr. MacKinnon making his headquarters at the Sonora Eastern offices in New York and Mr. McKelvy at the Sonora general offices in Chicago.

C. D. MacKinnon and C. T. McKelvy will need no introduction to talking machine dealers

territorial salesman, special representative and sales promotion manager, and more recently general manager of the H. T. Roberts Co. He achieved outstanding success in the preparation of sales promotion campaigns and is generally recognized as one of the most capa-



C. D. MacKinnon

and jobbers throughout the country, for they have both been identified with the phonograph industry for many years and have hosts of friends among retailers and wholesalers from coast to coast. Mr. MacKinnon was for seven years assistant general sales manager of the Vocalion division of the Aeolian Co. and for three years served as manager of record sales for the Brunswick-Balke-Collender Co. More recently he was Eastern sales manager for the H. T. Roberts Co. and he brings to his new post an intimate familiarity with every phase of record merchandising.

C. T. McKelvy was associated with the Brunswick-Balke-Collender Co. for several years, occupying, respectively, the posts of



C. T. McKelvy

ble executives in the development of profitable and productive sales ideas.

## Gold Seal Electrical Co. Takes Over Appliance Firm

The Gold Seal Electrical Co., New York, manufacturer of Gold Seal tubes, has announced the acquisition of the business of the Gold Seal Electric Co., of Cleveland, O., manufacturer of household electrical appliances. This is the first step in an extensive program of expansion. Factories will be maintained at Cleveland, O., and Newark, N. J., with executive and sales offices in New York.



(Registered in the U. S. Patent Office)

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V. E. MOYNAHAN, ROYCE COOY, A. J. NICKLIN

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

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

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Long Distance Telephone—Number 1760 Lexington  
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**NEW YORK, JANUARY, 1928***A Glance Into the Trade Future*

THE year 1928 is now with us, bringing the hopes and expectations of twelve months of business that will prove distinctly satisfying, both to those who manufacture and those who distribute talking machines and radio apparatus, together with their accessories. There is a distinct inclination among the far-seeing members of the industry to play the business cards during the year as they see them, without making any extensive prophecies as to any noteworthy stimulation of activity, nor yet of any noticeable backsliding.

The role of prophet under any conditions is a thankless one, but it does not require a prophetic sense to view conditions as they exist, or consider the happenings of the past year in retrospect, and then gauge with a certain measure of exactness at least what may normally be expected during the months to come. At the present time the past performance chart is of particular value, for it indicates that there have been overcome during the past year or two many annoying problems, the elimination of which will mean clearer sailing in the future.

So far as the talking machine trade is concerned, there are those, and they are in the majority, who believe that the peak of the revival is yet to come, and there is every good reason to believe that this is so. For 1927 saw in many cases a volume of orders that could not be filled and in certain lines and certain products it is likely that a similar condition will exist during a part of 1928 at least.

The public has been going through a period of education as to the actual value of the new instrument. It has been more or less of a slow process, with so many factors to attract attention, but it has been quite evident that a large proportion of the public is constantly becoming better acquainted with what may be properly termed a new medium for musical enjoyment. This process of education has rested largely on the shoulders of dealers, for the widespread printed word of the manufacturer has to be backed up with physical demonstrations to prove finally convincing. That an increasing number of dealers are realizing their obligations

under these conditions is one of the encouraging signs for the future. As one prominent manufacturer put it, the new type of talking machine is "not a lusty infant but a revived giant."

Again it is pertinent to call attention to the increasing sales of records of the better type, an outstanding feature of the 1927 business, and which promises to show stronger advance this year. The production of complete symphonies, operas, choral works and the like, and the ready sale of these record collections at substantial prices, is one of the best evidences that talking machine owners will buy good records if they are properly presented. This fact has been further emphasized by the response to the action of one manufacturer in reducing prices of records by noted artists to a level comparable to prices asked for popular numbers. The rapid increase in sales almost immediately was evidence of the fact that the widespread distribution of good music—the sort that remains interesting—is possible and profitable.

In radio there is every indication that the progress made during the past year will continue during 1928, with a number of disappointments of last year eliminated. The progress of stabilization in the industry has been remarkable, and although there was some upset of schedules during 1927, due chiefly to the introduction and demand for socket power receivers, the situation has been handled apparently as well as possible under the conditions and has been ironed out to a degree where it is not likely to present any serious problem during 1928, particularly as the field for new sets continues active and replacement opportunities continue to increase.

As one prominent radio official puts it, the public has become "radio wise" and inclined to show definite preferences with sufficient strength to offer a distinct guide for manufacturers who are desirous of meeting market demands rather than forcing their own ideas on a resisting market. Certain it is that the public is demanding stability of product, ease of operation, coupled with attractive appearance. Despite the changes that have come into radio during the past couple of years, it is significant that the tendency is toward receivers that are attractively encased, as well as efficient in operation. In other words, radio has progressed to a point where it is accepted as substantial and worth while, and attention is being directed towards general appearance, and at retail prices that are calculated to put real dollars in the dealer's pocket.

A bright spot in radio during 1928 will be the soundness of the broadcasting situation. The activities of the Federal Radio Commission during the past year in clearing up the broadcasting tangle by eliminating numerous stations and dividing the wave lengths of the remainder so that there would be a minimum of interference, has proved a boon to those desirous of receiving only one program at a time. This possibility of clear reception, due not only to the Commission's action but to radical improvements in broadcasting apparatus and procedure, has served to arouse the buying interest of thousands of people who heretofore have been more or less skeptical of radio's value. The increasing number of people who will be convinced during the coming year points to an expanding market of no mean dimensions.

There is to be considered, too, the marked improvement and elaboration of broadcasting programs. Only the other night some 30,000,000 people had an opportunity of listening to an hour's program that cost the sponsors \$67,000 and utilized the services of entertainers and speakers in five widely separated cities, namely, New York, Detroit, Chicago, New Orleans and Los Angeles. We find prominent factors in the motor car field, piano manufacturers, talking machine and record manufacturers, and those interested in the marketing of a variety of products sending out over the air, often through a chain of from twelve to twenty stations, programs that are distinctly meritorious and would not be available to the average listener-in except at a cost far beyond his means. In short, there is no longer any uncertainty regarding radio entertainment, and we enter the new year with this assurance and with the further possibility that there will be still further improvements during the coming twelve months.

As to the trade itself, it is optimistic. There are some things, of course, to be ironed out, but through the medium of associated effort these matters are being taken care of gradually and satisfactorily. Exaggerated claims and cut-throat methods are fast giving place to sensible business policies, which is one of the best

indications of the actual stability of the trade. The only fly in the ointment is the patent situation, which, too, is being cleared up gradually through licensing arrangements and by other methods. There will probably be, of course, certain legal activities in this line, but it must be considered that no industry of the size and scope of radio has ever reached its full growth without such entanglements. It is one of the penalties of success.

### Getting All the Record Business

FOR the dealer who is interested in his business on a permanent basis and who realizes the importance and profit possibilities of record sales, the new year should see a strong concentration on the pushing of records of the sort that may be deemed to hold permanent interest, that is, records of high-class compositions by artists of recognized standing.

For a quarter of a century dealers have been urged to devote efforts to the merchandising of the better class of records, and for a quarter of a century there have been those who have been satisfied to take the easy money that comes with little effort in the selling of popular selections and let the better records remain on the shelves until called for, thus putting a burden on the stock overhead that has not always been appreciated.

However, the advice to give thought to the better-class selections is as pertinent to-day as it was ten, fifteen or twenty years ago, and those who have really given thought to the matter and have put that thought into execution have realized the soundness of the suggestion. Particularly now, with the marked improvement in recording and the notable offerings of symphonies, great orchestral and choral works in album form, there has been made available to the public a tremendous volume of tuneful music that will be just as live in the record library five years from now as it is to-day.

This does not mean that the popular end of the business is to be neglected, for, as a matter of fact, the sales of popular records can generally take care of themselves. That, however, is only part of the business, and the appeal of such records, although wide, is in no sense general. It is by gaining a sound understanding of good music and its possibilities that the dealer can realize 100 per cent on his record market.

During the year it is the intention of The World to present a series of pertinent articles on the selling possibilities of fine records. There is nothing heavy or mysterious about it. It is simply a recognition of opportunities that actually exist but sometimes remain unseen.

### Realizing Two Profits on Music

DESPITE the widespread use of mechanical mediums for the reproduction of music, there still remains and is constantly being developed a desire on the part of a large portion of the public to enjoy music through personal performance. This means that there are some millions of American citizens who gain great satisfaction through their ability to perform on some particular musical instrument, whether it be a grand piano or harmonica.

To consider this portion of the public only from the angle of its interest in talking machine or radio reproduction of music

often means that a substantial opportunity for additional sales is being overlooked. Being able to perform, it is but natural that these people are not only interested in various types of musical instruments, but are likewise interested in sheet music, and there are a substantial number of dealers who have found it distinctly to their advantage to carry stocks of sheet music for the convenience of patrons.

The radio and talking machine have served to make the public distinctly familiar with selections of the better class, as well as those of the popular brand, and a diversified stock of music from which a purchaser may select a desired number, perhaps while he is hearing it reproduced over the air or through the record, means that the dealer is in a position to capture a sale that might ordinarily go to some other store. It is true that the units are small, but they are many and they count.

### Self-Protection in Instalment Selling

IN addressing the American Economic Association in St. Louis recently on the question of instalment selling, John C. Lonsdale, president of the National Bank of Commerce of St. Louis, defended the practice provided it was carried out along the correct lines. He declared that one manner in which the dealer who sold on time could protect himself was to see to it that the unpaid balance on any merchandise at any time should not exceed its reclaim value. In short, what is needed to keep instalment selling on a sound, safe basis is to demand and insist upon larger down payments and shorter terms. It might be well for many retailers of talking machines and radio receivers to give thought to the advice of this particular banker, who appears to be one of the few in financial circles who have not seen fit to attack instalment selling without qualification.

On the basis of cold figuring a \$300 phonograph upon which only 10 per cent payment has been made can not easily be resold for \$270 in case of repossession, but there is a chance that it would bring the \$240 that would remain unpaid after a 20 per cent initial deposit had been made. If the dealer will stop to think just how much he can get for a talking machine or radio should the customer renege on his contract he will be strongly inclined to see that the first payment is sufficiently large to give him a certain amount of protection.

### They Came, Saw and Were Conquered

IN Seattle recently talking machine dealers came to the conclusion that sales were not more active for the reason that the public was not properly acquainted with the new products that were available for its entertainment. The result was that the dealers appointed a committee, and in co-operation held an "open-house week." The occasion was widely advertised, and the public was advised that visitors would be welcome at every talking machine store where they might inspect and listen to the new instruments without obligation and without fear of solicitation. The result was that the public came and saw, in great numbers, and business improved. So far as we know the idea is not patented, and it might be well for dealers in other localities, who find public interest lagging, to make a similar move.

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WE START THE NEW YEAR BY GIVING YOU  
A BETTER QUALITY, IMPROVED RECORDING,  
GREATER VOLUME AND CLARITY IN THE

**BELL RECORDS**

Let us assist you in merchandising these records and from  
our long experience increase your selling

**THE BELL RECORD CORPORATION**  
38 CLINTON STREET  
NEWARK, N. J.

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# Last-Minute News of the Trade

## Carryola Co. of America Is Planning Extensive Advertising Drive for 1928

Geyer Co., of Dayton, O., One of Leading Agencies in Middle West, Directing the Largest Advertising Campaign Ever Undertaken by Well-Known Portable Manufacturer

One of the most extensive national advertising campaigns ever attempted in the portable phonograph industry has been planned for 1928 by the Carryola Co. of America, Milwaukee



B. B. Geyer

manufacturer, according to a recent announcement.

The account has been placed with The Geyer Co., of Dayton, O., national advertising agency, which is directing the advertising for Frigidaire Corp. and the Delco-Light Co., two General Motors subsidiaries now holding commanding positions in their respective fields. It also places advertising for a score of other nationally known firms.

In naming The Geyer Co. as advertising counsellor, Carryola executives have obtained the services of an agency, clients of which have

achieved outstanding success in their respective fields. Frigidaire Corp. is the recognized leader in the electric refrigeration industry, and has risen to a high position in the General Motors group within the past five years. The Delco-Light Co., manufacturer of farm lighting plants and pumps, likewise leads its field by a wide margin. Among other accounts of The Geyer Co. are the Dayton Rubber Mfg. Co., the American Seeding Machine Co., and many other well known concerns throughout the country. By obtaining the services of a large agency, the Carryola Co. will have access to the combined experience of a large staff of advertising specialists who have gained national recognition.

A special staff under direct supervision of B. B. Geyer, president and general manager of The Geyer Co., has been placed at the disposal of Carryola and is preparing copy for the projected campaign. Constant contact between the company and the Geyer agency will be maintained by A. J. Foose who was specially assigned to this account, and by copy writers who will concentrate their entire efforts on Carryola advertising. Advertising now in the course of preparation will be placed with several of the country's leading weekly magazines, as well as in foremost trade journals of the industry.

Important improvements in the Carryola, announced recently, will be brought to public notice by means of this enlarged advertising schedule, according to present plans. New markets will be opened for this type of phonograph through this program, designed to still further strengthen the position of the company in the industry in which it is a leader.

Advance publicity, both published and mailed, heralded the appearance of the Audachrome. Mr. Weil has planned his factory production to meet an expected heavy demand. The improved Polyphase, Singlephase and Reselatin reproducers will be continued with the Audachrome taking its rightful place as leader of the line.

## Noel S. Dunbar Is Splitdorf Advertising Manager

Will Direct Advertising of Splitdorf Radio Corp. and Other Subsidiaries

Noel S. Dunbar has been appointed general advertising manager of the Splitdorf Radio Corp., of Newark, N. J., and other subsidiary companies of the Splitdorf-Bethlehem Electrical Co. Mr. Dunbar is an advertising man of many years' experience. For a number of years Mr. Dunbar was connected with Dorrance-Sullivan & Co., New York City, and prior to that with Lord and Thomas. Both these agencies rank particularly high in the advertising profession, and while with them Mr. Dunbar gained a fund of knowledge that will undoubtedly prove very beneficial in his present position. Mr. Dunbar has been connected with the Splitdorf Radio Corp. for some time in an advisory capacity and took over the advertising department of the various companies last month.

## Starr Piano Co. Eastern Division in New Quarters

Gennett Recording Studios and Eastern Sales Division Now Occupying Building in Woodside, L. I.—Covers About 10,000 Square Feet

The Starr Piano Co., manufacturer of Gennett records, has just taken occupancy of a large building at 6010 Thirty-eighth avenue, Woodside, L. I., which will be utilized as a recording studio and salesroom for the Eastern division. The building has approximately 10,000 square feet, with exceptional facilities for recording purposes. A thoroughly up-to-date plating room is part of the factory equipment and there is sufficient room for expansion in all of the different departments of the company's recording activities.

The new building is ideally located, being near the Woodside station, and affords much needed facilities for the growth of the Starr Piano Co.'s recording division, as well as the presentation of its various products for the Eastern trade. George H. Keats, business manager of the recording division; Ben Witlin, Eastern sales manager; Gordon Soule, musical director, and Arthur J. Lyons, technical recording manager, are all making their headquarters at the Woodside plant.

## Brunswick Co. Announces New Vocalion Distributors

Elion Bros., El Paso, Tex.; Harbison Manufacturing Co., Kansas City, Mo., and Cleveland Phonograph Co. to Job Vocalion Record Line

From the general offices of the Brunswick-Balke-Collender Co., Chicago, comes the announcement of the following jobbers of Vocalion records: Elion Bros., of El Paso, Tex., who will distribute Vocalion records in western Texas, New Mexico and Arizona; the Harbison Mfg. Co., of Kansas City, Mo., which will cover parts of Missouri, Kansas, Oklahoma and Nebraska. The Harbison Mfg. Co. is one of the leading distributing houses in Kansas City, and has made plans for a vigorous campaign on the Vocalion line. The company reports a tremendous demand for "Jim Jackson's Kansas City Blues."

The third appointment is that of the Cleveland Phonograph Co., Cleveland, O. This organization is one of the most aggressive in that part of the country, and its addition to the list of Vocalion jobbers will naturally mean a decided increase in Vocalion activities there. Since it began operations, a short time ago, it has shown remarkable sales activities on the entire Vocalion catalog, especially the records by Elmo Tanner and Jim Jackson.

## G. P. Allen Treasurer of Allen-Hough Mfg. Co.

Gardner P. Allen was recently elected treasurer of the Allen-Hough Mfg. Co., Milwaukee, Wis., maker of Allen portable phonographs. Mr. Allen, who is a brother of Don T. Allen, president of the company, is in charge of factory production. Prior to his joining the Allen-Hough Mfg. Co., Mr. Allen conducted a Buick agency in the city of Milwaukee, and has a record of success in automotive circles.

## Audak Co. Announces the Audachrome Reproducer

"Chromatic Reproducer Built on Entirely New Principle," Says Maximilian Weil

As this issue of The Talking Machine World reaches the trade, on January 15, to be exact, Maximilian Weil, president of the Audak Co., New York City, will present to the trade his newest product—the Audachrome. Veiled in secrecy during its long period of development it was shown and demonstrated for the first time to a representative of The Talking Machine World just prior to its general release.

In describing the new product Mr. Weil stated in part: "The Audachrome, as its name implies, is a chromatic reproducer. It is entirely different from any other reproducer. It is built on an entirely new principle. Every part of it is new and different, even to the set-screw for the needle. The Polyphase reproducer has represented our acme of achievement in the past. Improvements were constantly made so that it seemed as though the pinnacle of achievement in reproducers had been reached. The Audachrome, however, far exceeds the Polyphase in its performance.

"In the new electrically recorded type of record there are many notes and frequencies recorded that have hitherto been impossible. With the average reproducer many of these tones are not heard. With the peculiar construction of the Audachrome everything that has been put into the record is reproduced. It reproduces not only the complete musical register, but every chromatic shading characteristic of the various instruments of the orchestra."

A new feature of The Talking Machine World each month is a section devoted to "The Newest in Radio," which appears on page eighty-nine in this issue. Latest products introduced by radio manufacturers are illustrated and described. This is a valuable directory for dealers. Also in this issue is a symposium expressing the views of leaders in the industry regarding the outlook for the new year in the talking machine and radio field. . . . Turn to page 76.

## Aluminum Specialty Co. Appointed an Allen Jobber

Will Distribute Allen Portable Phonographs in North and South Carolina, Florida, Georgia and Alabama—Has Wide Reputation

The Aluminum Specialty Co., Atlanta, Ga., has been appointed exclusive distributor in the Southeast of Allen portable phonographs. The territory covered includes North Carolina, South Carolina, Georgia, Florida and Alabama.

Dealers in this area of the United States have long been familiar with the Aluminum Specialty Co., which is the largest distributing organization in this particular section of the country. It is affiliated with the Aluminum Specialty Co., Dallas, Tex., and with the Southern Aluminum Co., New Orleans, forming the largest portable distributing corporation in the entire world.

Charles Miller Jones, active head of the Aluminum Specialty Co., states that every dealer to whom he and his organization have shown the Allen line is enthusiastic over the sales possibilities.

The Aluminum Specialty Co. is extremely well regarded by dealers throughout the territory for a most constructive policy of dealer protection. Through co-operation with this distributor, a great many accounts in the Southeast have prospered handsomely, and have had their profits protected by the exclusive method of distributing which has been part of the company's plan of action. Hundreds of dealers have taken full advantage of the excellent sales promotional helps that have been issued by Mr. Jones and his organization, and also have been aided by co-operative terms, and exceptionally prompt shipments. The Aluminum Specialty Co. supplies its trade with a full coterie of advertising helps, and by the assistance of trained salesmen who are regularly in contact with the trade throughout the extensive territory covered.

## Featuring Single Record in Window and Street Displays Builds Gillespie's Sales

Window and Street Displays Which Illustrate the Title of the Selection Sell Thousands of Single Featured Records—Carnival Ballyhoo Methods Successful

This is a jazz age in which we are living, and so the jazz methods of advertising the new records are frequently the best methods to use. For proof of that one need but go to Jacksonville, Fla., and look at the Radio Phonograph Shop run by William C. Gillespie. Mr. Gillespie is a live wire when it comes to merchandising. He always is doing something new that gets the attention of those who pass his store.

Recently he has been having quite a run on



Gillespie's Eye-Arresting Window spirituals and blues, and in order to put the new numbers over big he has adopted regular carnival ballyhoo methods. The accompanying photos show two examples of this ballyhoo method. The one was a sidewalk display, whereas the other was a full window trim with all the fixings. But in both cases the central idea of the number was ballyhoo in the good

old style, in each case sales of the number featured increased to a marked degree, according to reports at this establishment.

Frequently the crowd is so thick that it is



Store Door Display That Aroused Interest almost impossible to get past the store. And the people are not all lookers either. In three days he will sell as many as five hundred to a thousand records of a new number, which is certainly selling them in a city with about a 100,000 population. When it is borne in mind that there are other shops in addition to the Radio Phonograph Shop this would appear to be a record of which to be proud. Mr. Gillespie makes it a rule to get a run out of a record while it is new, and as soon as another new one comes along that is good he ballyhoos that and cashes in on it before the fad dies out. That is one of the secrets of his success.

# TABLES for MODEL 17 RADIOLA

and

## New Model 37 Atwater Kent

Equipped with Model 100A  
RCA Speaker



Model No. 60 and No. 55—Pat. App. For



Finished in mahogany to match the fast-selling Model 17 Radiola and Model 37 Atwater Kent in both design and finish.

Attractive slope of cabinet permits the sound to be thrown upward from speaker.

Neat grille covers speaker which is insulated with rubber to prevent distortion.

Manufactured by

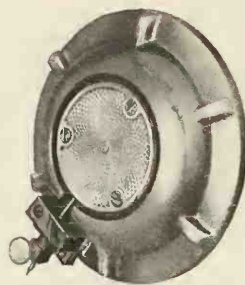
**STETTNER PHONOGRAPH CORP.**

Telephone: Butterfield 4777-2932

"Pioneers in Radio Cabinets"

Factory and Show Rooms—314-322 E. 75th St., New York

**SYMPHONIC**  
*A*  
**PIONEER  
 PRODUCT**



**LOW LOSS**  
*Symphonic*  
 PHONOGRAPH REPRODUCER

## Symphonic Continues to Lead

SYMPHONIC—the *First, Original*, and still by far the *most widely accepted* independent reproducer in the world.

Without exception, all other independent “phonic” type reproducers were patterned after SYMPHONIC.

SYMPHONIC *does* perform best in comparison.

When better reproducers are built, SYMPHONIC will build them. (Apologies to Buick.)

*It is safer  
 to buy a  
 standard  
 product*

**SYMPHONIC SALES CORPORATION**

**370 SEVENTH AVE.**

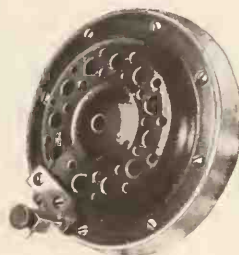
*Pioneers and Leaders in the  
 Independent Reproducer Industry*

**NEW YORK**



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

# SYMPHONIC *A* STANDARD PRODUCT



*Symphonic*  
PHONOGRAPH REPRODUCER

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

## The Proof of the Pudding

Symphonic product is way past the em-  
bryonic stage. However, SYMPHONIC goes  
steadily on, giving to the trade, as a matter  
of course, the benefit of every improve-  
ment which results from our constant  
research and experiments. That is why  
SYMPHONIC has earned its reputation for  
DEPENDABILITY and EXCELLENCE. That is  
why the *Symphonic* TRADE MARK on a re-  
producer is of MORE IMPORTANCE THAN  
THE PRICE TAG.

SYMPHONIC performs best in comparison.  
Convince yourself.

*It is safer  
to sell a  
standard  
product*

# SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

*Pioneers and Leaders in the  
Independent Reproducer Industry*

NEW YORK

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

# Creating a Record Demand for Finest Music

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

By W. Braid White

The question is sometimes asked: what sort of high-class music is most easily digested by the greatest number of possible consumers? In other words, if we go out after those members of the community whom we think of as being the most likely to take an interest in high-class recordings, with what music is it best to start them?

A good deal hangs upon the answer to this apparently trifling question. Some months ago, Compton McKenzie, the brilliant novelist who founded and continues to conduct that attractive little magazine *The Gramophone*, offered a prize for the best short essay from a reader on the subject "Why I don't like Chamber Music." The prize was awarded to a coal miner, who stated his preferences and his antipathies so simply and well that there was no doubt of his eligibility for first prize. It does not matter in the least, for our purposes, what he said, save that he showed he thought chamber music to be dull and pointless; but what is important is that his prize consisted of a set of records of Schubert's so-called "Trout" quintet, for two violins, viola, cello and contra-bass.

## What the Winner Learned

The winner got his prize and presumably tried the records over a few times, for the following issue of the magazine carried a letter from him in which he said that if all chamber music was like that, he was glad he had learned how wrong his opinion had been. And he wanted to be put in touch with other chamber music records, so that he might improve the acquaintance thus accidentally begun.

All of which simply illustrates the difficulty of dealing with a subject like this. Music appreciation has two sides to it. The world is simply full of men and women who latently are ready to absorb sweet sounds through every pore of their beings. But this instinctive desire for the healing and inspiring influence of fine music is sometimes weak amid the rush and noise of the modern world, needing to be built up by cultivation and experience. Yet, in point of fact, there is no such thing as a music either obscure or uninspiring to the open mind. Theodore Thomas was very right when years ago he said "popular music is familiar music." For this aphorism is just as true when it is rendered in the form "any music which is familiar is popular." In other words, virtually all the barriers which are supposed to stand between the average person and the understanding of

high-class music vanish into nothingness, just as soon as there comes the opportunity to hear a great deal of this music. So that it is absurd to say that any of this or that type, class or kind of music is easier or harder to sell than any other.

## How About These

Of course there are certain pieces which capture the attention of the most ignorant mind, if sobeit any feeling at all for musical line and form lies latent. Thus, if one were to undertake to pick out a few titles which could be absolutely depended on to sell to the most unlikely customers, one should have no difficulty in making up a very respectable list. Thus, for instance, taking some of the simplest, shortest things first, and omitting vocal music altogether, there are:

Minuet in G—Beethoven, violin arrangement.  
Gypsy Rondo—Haydn, string trio.  
Minuet from Don Juan—Mozart, string orchestra.  
Air on the G string—Bach, violin solo.  
Humoresque No. 7—Dvorak, violin solo.  
Prize Song from "Meistersinger"—Wagner, violin solo.  
Evening Star Song (Tannhaeuser)—Wagner, 'cello solo.  
On Wings of Song—Mendelssohn, violin solo.  
Spinning Song—Mendelssohn, piano solo.  
Fifth Hungarian Dance—Brahms, violin solo.  
Nocturne in E flat—Chopin, piano solo.  
Maiden's Wish—Chopin, piano solo.  
Canzonetta from quartet op. 12—Mendelssohn, string quartet.  
Andante Cantabile from Quartet—Tschaiikowski, string quartet.

The list could be extended much further, but enough has been given to show what is meant. All the above-mentioned pieces are instantly attractive. After long experience in trying all of them on persons of every kind of receptive capacity, I can safely say that I have never yet found one of them fail to make a hit.

## Trumpets and Drums

If now one goes on from these simple solo and small ensemble pieces to larger works of the orchestral style, there are quite a few which may be recommended and demonstrated without fear of consequences to any person. Such are:

Tannhaeuser Overture—Wagner.  
Introduction to Third Act, Lohengrin—Wagner.  
Magic Fire Scene, Valkyr—Wagner.  
Theme and Variations, Rustic Wedding Symphony—Goldmark.  
Marriage of Figaro, Overture—Mozart.  
Zampa, Overture—Herold.  
William Tell, Overture—Rossini.

And so on. All are guaranteed to be painless, and it may be said with complete confidence that not one of them will be dismissed as dull.

Some of them, like the first and the third on the list, almost overwhelm the hearer with their magnificence. Others like the fourth and the fifth are charmingly gay and lightsome. The last appeals to all those immature adult minds by whom the rendering of an imitation thunderstorm on a movie theatre organ is regarded as the summit of musical achievement.

## With Bated Breath

With bated breath now, let us approach chamber music, which we are told is so terribly unintelligible. Well, here is some which is anything at all save unintelligible, but which, on the contrary, will make a hit with any group of business men and women anywhere:

Trio in B flat op. 99—Schubert, piano, violin, 'cello.  
Trout Quintet—Schubert, two violins, viola, 'cello, contra-bass.  
Trio in D Minor—Mendelssohn—piano, violin, 'cello.  
"Harp" Quartet op. 74—Beethoven, two violins, viola, 'cello.  
Clarinet Quintet—Mozart, clarinet, two violins, viola, 'cello.

Again there are plenty more. But one will begin warily, trying a bit at a time. Most of these last-named pieces come on two to four records, usually set up in an album. To work up a trade in records of this kind is an achievement which many dealers already have found possible, and extremely profitable to boot.

Of course I have only skimmed lightly over the surface of a very large subject in mentioning the titles listed above. But my object has been to give the dealer who wishes to investigate the possibilities of selling high-class records profitably some general ideas which he may use to guide him until he feels that he can go on by himself. It will be noted that I have entirely omitted vocal records. This was simply because there has been too much past insistence upon the names of operatic stars, which has in fact not led to steady purchases of even good vocal records by other singers. For every owner of a talking machine to have one or two records by one or two well advertised singers may in the aggregate mean large output of these one or two numbers; but does nothing to help along general buying of the thousands of other fine records by the same people or by other artists, of which the general public knows nothing and the dealers apparently not much more. Voice records I shall come to in due time. Let us meanwhile cultivate a more profitable field and one as yet almost untouched.



## A safe, snug pack—quickly handled!

With Jiffycases you get a safe snug pack which can be handled in a fraction of the time required via the obsolete wrapping and crating method.

Jiffycases are quickly assembled from light, tough, cleated ply-wood panels which come to you cut to size and knock down.

Jiffycase panels occupy minimum storage space and can be assembled in minimum time, while their lightness assures minimum freight cost.

Dealers like these nifty modern packs because they completely protect shipments and at the same time provide boxes which can be used again. Ask for full particulars.

Northwestern Cooperage & Lumber Company  
Gladstone, Mich.

# Jiffycase

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

# A good product is the prime factor in retail success



**E-45-60** 6 tubes. Operated from light socket. \$460  
Without tubes .....

**E-45-25** Operated from light socket. With- out tubes ..... \$475



**E-10** 6 tubes. For operation with batteries or eliminators. Without tubes or accessories ..... \$165

**E-10-60** Operated from light socket. Without tubes..... \$275

**E-10-25** Operated from light socket. Without tubes ..... \$290

**E-5** Console ..... \$40



**F-40** 7 tubes. For operation with batteries or eliminators. Built-in loop. Without tubes \$450 or accessories .....

**F-40-60** Operated from light socket. Built- in loop. Without tubes ..... \$560

## Federal is a wonderful product!

Here is radio recognized the world over for its tonal superiority and its beauty — every set a precision instrument — and built up to a standard, not down to a price.

Federal Ortho-sonic Radio is designed and built by responsible manufacturers with a reputation to protect — by manufacturers with more than a quarter of a century's specialization in fine electrical communication apparatus behind them — and here to stay.

Incomparable in tone — selectivity — operative simplicity — beauty of cabinet design. Design alone makes Federal stand out — win quick approval.



The Sign of the Designated Federal Retailer

Federal AC radio sets give the same remarkable results as the famous Federal battery operated machines. No hum or distortion. No batteries, liquids or adjustments. Simple — safe — quiet — always ready to go!

Many models — for loop or aerial, battery or socket operation. Priced from \$100 to \$1250 (higher in Canada).

Here is a product that with the right kind of co-operation DOES insure a retail success! Don't wait for demand to prompt an investigation. Anticipate the demand. Write your wholesaler — or us — today.

**FEDERAL RADIO CORPORATION, Buffalo, N. Y.**

(Division of The Federal Telephone Manufacturing Corp.) Operating Broadcast Station WGR at Buffalo

FEDERAL ORTHO-SONIC RADIO, Ltd., Bridgeburg, Ont.

# FEDERAL ORTHO-SONIC<sup>★</sup> RADIO

Reg. U. S. Pat. Off

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

★Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470

# Music Dealer Is Equipped to Profit From Radio

Stabilization of Industry and Quality of Product Fit Merchandising Plan of Trade

By Chas. Freshman

President Chas. Freshman Co., Inc.

THE fact that so great a number of first-class music dealers in every section of the country have installed radio departments is ample proof of the stabilization of the radio industry. It is recognized that the music trade comprises the most substantial group of merchants in the country. To sell radio these merchants must be definitely convinced of the salability and utility of an instrument before handling it.

Naturally, the music trade demands a musical instrument. To-day good radio receivers are musical instruments of the highest calibre. Not only are they musical instruments, but they provide varied other entertainment features which cannot be supplied by any other instrument or machine.

## The Electric Radio

With the advent of the electric radio which operates from the same electric socket that supplies ordinary home requirements, without the necessity of batteries, liquids of any kind, eliminators, or other accessories, the last objection of the musical trade to radio has been done away with—that of service, and the necessity of carrying an assortment of small and large parts.

The electric set of to-day has reached that stage of development where it is practically fool-proof. After being installed there should be no need for service on the part of the dealer. All that is necessary to turn it on is to snap or pull a simple switch similar to that used on ordinary lamps. Turn the dial to the station desired—no other operation is necessary to secure the most desirable results.

Manufacturers of electric radio receivers today offer the public an assortment of cabinet work equal to any other line of musical merchandise. There are many styles, period and

other console designs. These handsome consoles contain everything necessary to operate the radio—the set itself, power unit and a loud speaker, which is built right in the cabinet so that there isn't a wire visible to mar the appearance of any room.

The benefit of the electric set, the ultimate in radio, is easily perceived. It assures the dealer of the sale of a complete unit at an established, complete price, assuring fair profits with little if any responsibility for installation. The only thing the dealer usually has to do with the installation of an electric radio is to put up an aerial and make a few simple connections and adjustments before the set is functioning to the entire satisfaction of the purchaser.

## Great Strides in Radio

Let us also consider the great strides that radio has made in its short history of scarcely five years. Only in this short time has the general public realized its countless benefits. During this period there has been more news and publicity on radio matters given by the press of the country than any other subject. Every newspaper of any consequence publishes daily a list of the programs which are being broadcast in all parts of the country. Newspapers devote column upon column of space to the artists who are on the air and their programs. Not only that, but a great number of papers and magazines publish large sections devoted to nothing but radio so that every person in the entire country who is able to read is well acquainted with radio. The public has demanded this information. The days of technical mystery regarding radio are past. Radio is as much a necessity for the home to-day as practically any other piece of furniture.

## Music Dealer Is Equipped for Radio

The music dealer is probably better equipped



Chas. Freshman

than any other type of merchant to handle radio. About 90 per cent of all radios are sold on the instalment basis, a reasonable down payment and monthly instalments carried up to twelve months before the final payment is made. And, there is no type of merchant better equipped or better versed in the instalment method of selling than the music dealer. However, the music dealer should be most careful in the selection of the radio manufacturers he represents. From the experience of a good many large music dealers with whom the Freshman Co. has close contact, it is advisable to carry the lines of not more than three large, financially responsible manufacturers who support their dealers with sufficient national and co-operative dealer advertising to create consumer interest in their product. This, of course, is all that the manufacturer who is making standard, well-inspected merchandise can do. It is up to the retail merchant to capitalize on the advertising of the manufacturer to the best of his ability.

Considering all factors, radio fits mighty well into the operating plan of a good music dealer, and it is gratifying indeed to see the enthusiasm and action that these merchants are putting behind the world's newest industry—Radio.

## A. Atwater Kent Gives Fund to University of Vermont

A new application of the practical bent of "Green Mountain" boys is seen in an award provided by A. Atwater Kent, himself a Vermonter by birth and education, to the engineering school of the University of Vermont. This award—the income from a fund of \$5,000—is to be made annually, not to the boy who stands highest in his classes or who can show the best general average of academic scholarship, but to that student who best shows "excellence of judgment and general grasp of the principles of electrical engineering." A bronze tablet commemorating the award, on which the names of the first twenty students to win the prize will be inscribed, has been placed in the engineering hall of the college.

## U. S. Exempts Batteries From "Poison" Labeling

Storage batteries and electrolytic rectifiers are not "poison" and need not be so labeled, according to a U. S. Government decision. This ruling will relieve radio and other manufacturers who feared that a new law would require a "poison" label, possibly with skull and crossbones, on harmless radio batteries and rectifiers. In some quarters it was even feared that the "poison sign" might have to be placed on a receiving set shipped in interstate or foreign commerce.

The Tonkawa Radio & Music Co. was recently opened in the Sec Building, Tonkawa, Okla., with a complete line of phonographs, radios and other musical instruments. W. W. Reser is manager of the establishment.



# ALLEN PORTABLES

Dealers know our policy. It has made money for them. For we help them sell. Give them only guaranteed merchandise, and on helpful terms. If you haven't done so, write today for samples, and catalog of Allen Portables — the finest complete line ever presented to the trade, and nationally advertised.

**ALUMINUM SPECIALTY COMPANY**  
328 N. Ervay Street  
DALLAS :: TEXAS

# ATLAS

## Plywood Packing Cases

Shipping radios and phonographs in Atlas Cases is the one sure way of knowing that your beautifully finished cabinets with their delicate inside parts will reach your customers without a single travel injury.

By saving your instruments, by saving you labor, by saving you freight—in fact, any way you look at it, Atlas Plywood Cases are the most economical shipping containers you can use.



for  
radios  
for  
phonographs



### Atlas Packing Cases

CARRY THE WEIGHT - SAVE FREIGHT

ATLAS PLYWOOD CORPORATION

Papa Square Building Boston, Mass.  
New York Office: 449 West Broadway  
Chicago Office: 449 McCormick Building

# Edison Phonograph in Far Corners of the World

Instruments Entertaining and Educating  
Civilized Peoples and Untutored Savages

**M**USIC is hailed as the universal language, for although various nationalities and various races may have their own particular ideas as to what constitutes acceptable music, nevertheless, they all use music as a medium for the expression of their emotions and their temperaments. The international character of the demand for musical instruments of American make alone may be accepted as proof of the universality of the art.

But beyond the simple catering to the musical desires of the peoples of the world, there is to be found an abundance of romance not only in supplying the media for the production and reproduction of that music, but in making permanent records of the songs of the peoples in far distant places. It is in this dual role of benefactor and historian that the Edison phonograph has found its way into the far corners of the world, and there is hardly a country, civilized or uncivilized, in which that instrument is not widely known.

Not so long ago there appeared in the newspapers the thrilling adventures of the Dutch-American-New Guinea Expedition in exploring new and unknown territories in the East Indies, and in this work of exploration the Edison pho-

smiles would appear as some popular Broadway ragtime singer would render a negro ditty. The instrument and records were furnished by the Batavia branch of Messrs. Larsen, DeVrey & Co., Edison distributors for the Dutch East Indies. A recording outfit made possible over 200 records of native songs and dialects recorded by the expedition. The Edison distrib-



Listening to Broadway in the Jungle

The Peculiar Costume of the Natives Consists of Woven Strands of Rattan Worn as a Body Protection

utors were quick to give publicity to the choice of the expedition for the Edison phonograph by publishing rather unique advertisements featuring the fact in the local newspapers. One of the ads is sufficiently interesting to reproduce as an example of the up-to-date publicity employed in a tropical country situated right under the Equator.

From the jungle of New Guinea to South Africa is not a long jump in the minds of many, for Africa has always been associated with stories of mysterious wilderness de-

Establishment of C. Alkan, Inc., Manila, P. I. ceive a shock when looking at the pretentious building that houses the business of C. Alkan, Inc., Edison distributors in Manila, for here is a modern city with a population of over 300,000. From this center Edison products are distributed throughout the islands.

Coming closer to Broadway there are to be found the attractive premises of the Cia. Fonografica Mexicana on Av. 16 De Septiembre, No. 26, Mexico City, distributors of Edison phonographs in the Republic of Mexico, and maintaining branches in a number of the large cities of the republic.

The native Cuban, like most of his Spanish-speaking prototypes, is musical by nature, and his island, "the Pearl of the Antilles," is among the largest customers of the United States for musical instruments of all kinds. In Havana and other large cities there

are many establishments promoting the sale of phonographs and records of all descriptions, and the fact that their merchandising methods are similar to those employed in this country will surprise many. As an example, the illustration on the next page represents one corner of the demonstration rooms of Compania Harris, S. A., distributors of Edison phonographs and records in the City of Havana. The building is a modern structure in the heart of the city with ample show windows and up-to-date merchandising facilities.

We in America are accustomed to pretentious business establishments for the distribution of musical instruments, yet there are to be found in other countries business houses



Interior View of Premises Occupied by Cia. Fonografica Mexicana, Distributors of Edison Phonographs in Mexico City

nograph played a most interesting and exceedingly important part.

The Dutch members of the expedition were primarily interested in mapping out the unknown district, while the American members of the party were chiefly concerned in collecting anthropological and other data regarding the pigmy and other tribes of which little was known. Part of the equipment of the expedition was an Edison phonograph which not only gave relaxation to members of the party, but was used in interesting experiments in observing the reaction of the half-wild native tribes to modern music. Rather curious, according to Dr. Leroux, a member of the party, was the fact that "coon" songs made a greater impression on these people than instrumental music or fox-trots. Eyes would light up in wonderment, and

spite the fact that there has developed in many quarters of the continent a high standard of civilization. There is Johannesburg, for instance, associated in history with the Boer War, and to a certain extent with the diamond mines. Here one is led to think of London because of many similar characteristics in the layout and construction of the city, and among the reminders are the buses of the London type, carrying on the front the Edison phonograph advertisement.

Those who regard the Philippine Islands more or less in the light of a great jungle will re-



Reception Room of H. W. K. de Brey & Co., The Hague, Holland that may be described as veritable temples of music, as, for example, that of H. W. K. de Brey & Co., of The Hague, Holland, distributors for the Edison throughout the Netherlands. The company maintains branches also in Amsterdam and Rotterdam, the establish-  
(Continued on page 43)

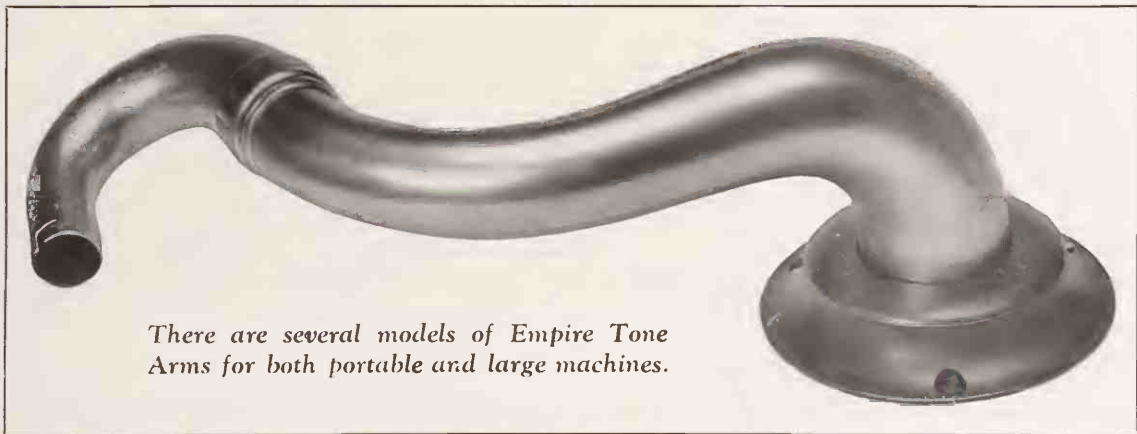
# Built Up to a Standard

Thirteen years of tone-arm and sound box manufacture have given us an opportunity to know—not merely guess at—the requirements of manufacturers and their dealers.

EMPIRE Tone Arms and Sound Boxes represent, therefore, a standard quality product that has been perfected in our laboratories and needs no further development after reaching the consumer.

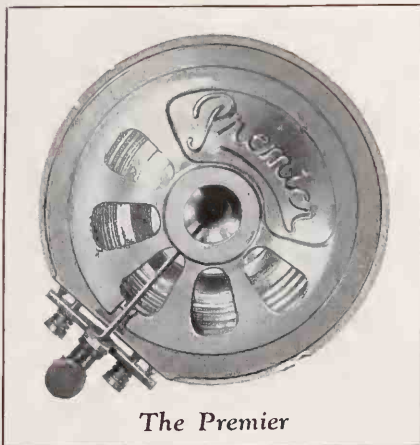
## EMPIRE Tone Arm No. 75

*An all brass, continuous taper, all-curve arm equipped with ball-bearing base*



*There are several models of Empire Tone Arms for both portable and large machines.*

## The PREMIER Sound Box



*The Premier*

Equipped with a specially treated all metal diaphragm, it is particularly adapted to machines having the new amplifying chambers and tone arms.

### *Empire Reproducers*

A line of sound boxes that bring out the best tones in the new electrically recorded records.

*What are your requirements? Let us send you samples and quotations.*

## **The Empire Phono Parts Co.**

(Established in 1914)

**WM. J. McNAMARA, President**

**10316 Madison Avenue**

**Cleveland, Ohio**

# These build

*As a Carryola Dealer you have something to offer everyone who likes music. And each product is a leader in its field.*

**E**VERY item in the Carryola line is a money-maker for you—fast selling and profitable. Each is the kind of a product that sells on demonstration. Each answers a public demand—a demand for high-grade home entertainment at low cost.

**THESE BRING NEW CUSTOMERS TO YOUR STORE:** *First*, portable phonographs with improved tone quality that set a new standard for portable phonographs, yet at ordinary portable phonograph prices. *Second*, a compact unit complete with handsome carrying case, motor, turntable, and electric pick-up for utilizing a radio set to play and amplify phonograph



**Carryola Master**

A fine phonograph—portable—with features usually found only on expensive cabinet models. Audak Ultra (phonic) reproducer—curved, throwback tone arm of Bakelite—tone chamber of improved design, fitted with new-type metal grill, carrying case for 15 records. Motor designed, built and backed by the Carryola Company of America—the only portable manufacturers to make their own motors. The Master is furnished in black, brown, blue, green or red Fabrikoid with embossing and air brushing to harmonize—handsome nickeled fittings.

**\$25.00 LIST**  
East of the Rockies



**Carryola Lassie**

Flat-type portable, furnished in black, blue or brown Fabrikoid. Both case and record album are embossed and air-brushed. Latest design curved, throwback, die-cast tone arm. Equipped with Audak reproducer. This Carryola model is the only portable phonograph in its price class that has all these exclusive quality features.

**\$15.00 LIST**  
East of the Rockies

WORLD'S LARGEST MAKERS OF PORTABLE PHONOGRAPHS



# profits *fast!*

records. *Third*, an inexpensive, fast-selling electric pick-up to attach to any phonograph and radio set, for reproducing and amplifying phonograph records.

**HOW CARRYOLA HELPS YOU SELL RECORDS:** And your profits do not end when you have sold a Carryola Master, a Carryola Lassie, a Carryola Pick-Up or a Carryola Porto Pick-Up. Every one of these items will help you build record sales! Every one will bring about a demand for records in homes where you have never sold records before.

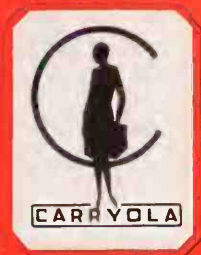
**BIG NATIONAL ADVERTISING CAMPAIGN TO SPEED SALES:** Even that isn't all that Carryola is doing for you. Not only do we offer you fast-selling merchandise—products that sell themselves and then go out and sell records for you—we go further than that. We back you up with a big, nation-wide campaign of advertising. Such magazines as the Saturday Evening Post and Liberty will carry advertisements of Carryola products. When your customers see the name Carryola displayed in your store, they will remember having seen it before—having read

about Carryola in their favorite magazines—not once, but many times. They will be already more than half sold on Carryola. It will pay you to tie in with this advertising by prominently displaying Carryolas.

**LET CARRYOLA HELP YOU MAKE 1928 A BIG YEAR:** Write today for specific information about Carryola—the name of your nearest distributor—details of our selling plan. 1928 is going to be a big year for dealers who handle the Carryola line. Now is the time for you to make this valuable connection. Write or wire today.

THE CARRYOLA COMPANY of AMERICA  
647 Clinton Street Milwaukee, Wisconsin

**CARRYOLA**  
beyond this you buy furniture



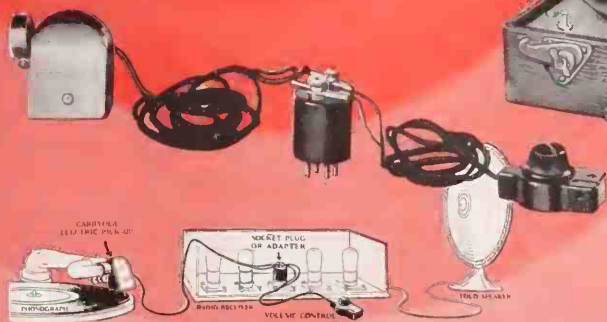
## Carryola Porto Pick-Up

To attach, simply replace the detector tube of radio set with adaptor plug. That's all. Play records in usual way—hear them from the loud speaker with all the added volume and richness of tone that is characteristic of electric reproduction.

The pick-up or electric reproducer is attached to a curved throw-back arm which makes it easy to change needles. Volume control conveniently located on motor board enables operator to regulate volume anywhere within limits of receiving set and speaker. Box is beautifully finished in neat, durable Fabrikoid with nickel-plated fittings.

**\$23.50 LIST**

East of the Rockies



## Carryola Electric Pick-Up

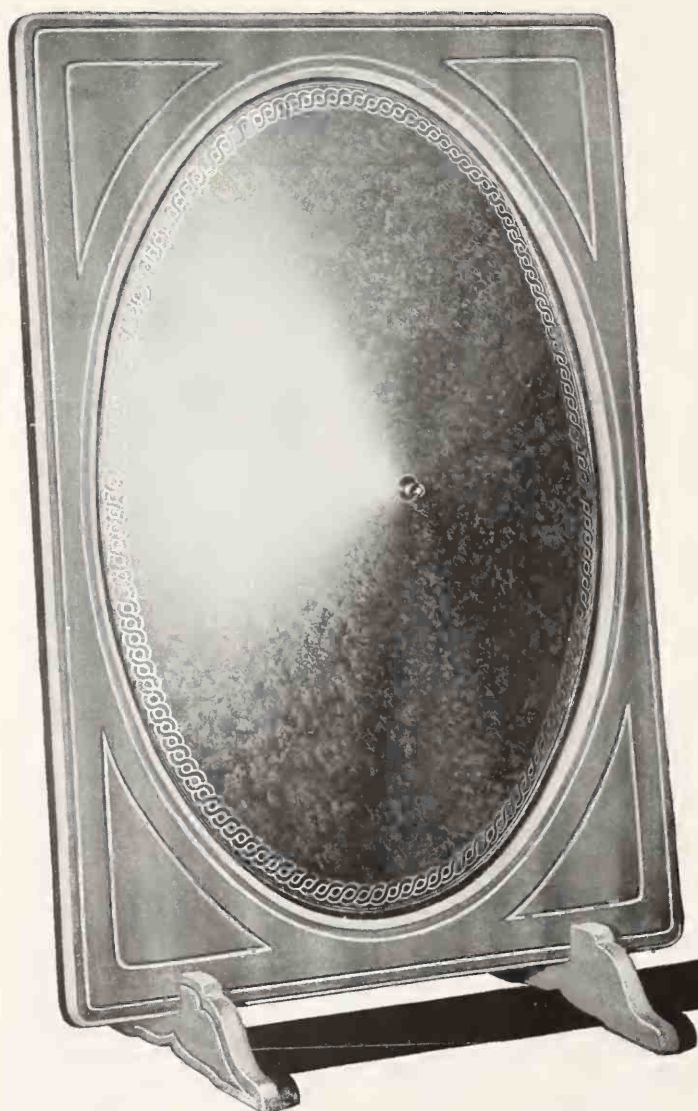
The pick-up itself replaces the reproducer of the phonograph. Then by simply removing the detector tube of the radio set and inserting adaptor plug in its place, records may be played on the phonograph and electrically amplified. Volume may be controlled by merely turning the volume control knob. Packed in an attractive and colorful counter display box.

**\$10.50 LIST**

East of the Rockies

# A NEW FARRAND SPEAKER

Again a Farrand advancement in speaker design... the Farrand *Concert* Speaker. Greater tonal depth than ever before... richer, clearer bass tones, with all the pleasing treble retained. Exquisite in design and finish. Already a "best seller". Don't wait. Place your order now with your nearest Farrand distributor.



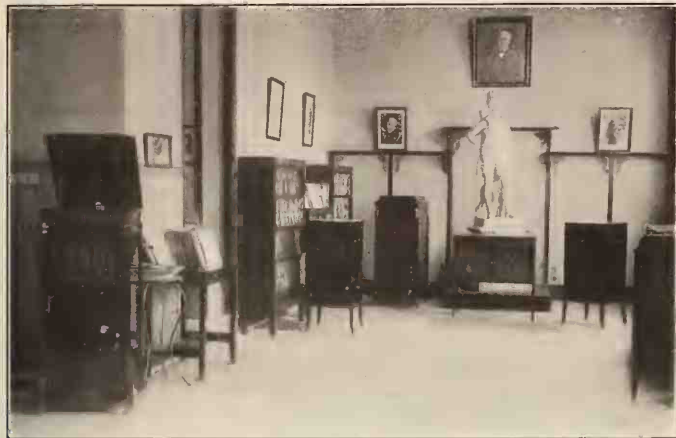
\$35.<sup>00</sup>  
*Slightly higher in  
Far West and Canada*

*Farrand*  
**CONCERT**  
S P E A K E R.

## Edison Phonograph in the Far Corners of the World

(Continued from page 42)

ments being known as "Kunstzaal Edison." The decorations and furnishings of the headquarters building both inside and out are in what is known as L'Art Nouveau style with stained glass in profusion, delicately tinted decorations, unusual lighting effects, and a profusion of flowery plants. Here music is presented in a distinctly appropriate harmonious atmosphere.



Corner of Edison Demonstration Rooms of Compania Harris, Havana.

Elsewhere about the world also are found Edison distributors with establishments that in themselves reflect the substantial character of the demand and the wide appreciation for that

### De EERSTE GRAMOPHOON in het hartje van Nieuw-Guinea.



Na een streng onderzoek ging de Nederlands-Amerikaansche Nieuw-Guinea Expeditie over tot den aankoop van een

### NEW EDISON.

Kunt U zich eene betere aanbeveling voor het Edison-product voorstellen?

en **DAAROM** gaf men **DE VOORKEUR** aan den **NEW EDISON**.

### KUNSTZAAL EDISON

Willebrorden Noordwijk 15

Advertising the Edison in New Guinea musical instrument. They represent proof positive of the international character of music.

### Sales Aids for Dealers

Attractive window streamers and counter cards, in blue and orange, are now available to all dealers of the Arcturus Radio Co., Newark, N. J., A-C tube manufacturer. The complete story of Arcturus tubes is told in fifteen words.

## St. Louis Radio Association Opposes Direct Advertising

Trades Association Asks Members Not to Harm Broadcasting by Announcing Sales and Prices, But to Limit Themselves to Names of Companies and the Lines Being Featured

The St. Louis Radio Trades Association has gone on record as opposing direct advertising over the air. According to announcement by Robert W. Bennett, president, the fifty members of the Association who sponsor programs will in the future be limited to the announcement of their firm name and business. All direct advertising will be entirely eliminated.

Under the sponsorship system the announcer of the station carrying the dealer's program will say: "This program is sponsored by Blank & Co., dealers in radio sets and supplies, a member of the St. Louis Radio Trades Association." If the program is sponsored by the wholesale distributor the announcement will be: "This program is sponsored by the wholesale distributor of Blank radio sets, a member of the St. Louis Radio Trades Association." If the wholesaler desires to use his firm name, mention of the equipment he distributes is prohibited.

The first action on elimination of direct advertising was taken at a meeting of the Association directors on November 1. The formula for the announcements was drawn up by Mr. Bennett, Wm. P. Mackle, secretary of the Association, and Harold J. Wrape, former president of the St. Louis group and now president of the Federated Radio Trade Association.

Letters have been sent to all members of the Association informing them of the action of the board and asking their co-operation. The Association hopes by its action to influence other radio advertisers throughout the country to eliminate long lists of articles for sale, prices, etc. It is felt by several members of the Association that lengthy announcements in reality harm the broadcast advertiser, as it is believed the average fan will dial away to another station before the announcement is completed by the advertiser.

### Channel Number Plan Not Approved by R.M.A.

The Federal Radio Commission has been advised by the Radio Manufacturers' Association, Engineering Division, that, to avoid confusing the radio public, it is not ready to approve a proposal for identification of broadcast channels by numbers, necessitating radical changes in the dials of receiving sets. The Federal Commission has been advised by H. B. Richmond, director of the R. M. A. Engineering Division, that the engineers of the R. M. A. for the past three months have been studying the channel-numbering proposal and are giving it further careful consideration, but so far are unwilling to endorse the plan.

### Sonatron Tube Prices Cut

The Sonatron Tube Co., Chicago, Ill., recently announced a reduction in the list price on the following types of tubes: Sonatron type X-201A has a new list price of \$1.50; type X-171 \$3.50; Type X-112 \$3.50; type X-240 \$2.00.

# Red Lion Cabinets

for

## The New Atwater Kent Model 37 A. C.



Atwater Kent Distributors are now in a position to supply dealers with Red Lion cabinets to fit the new Atwater Kent Model No. 37 A.C. Radio. This includes the entire line, desk type, console, and chest type cabinets. This will in no way interfere with the regular line of cabinets for Atwater Kent Model 35, 30, 33 Radio.

The big business in radio for 1928 will be in the popular priced field. The New Red Lion-Atwater Kent combination, which supplies cabinet, A.C. Set and built-in speaker to retail at \$133, is an ideal outfit to meet the demand.

**RED LION**  
**CABINET COMPANY**  
Red Lion, Pa.

“  
—and in

— leaders in almost every industry are laying plans for bigger production, finer production and a swelling volume of sales.

All signs point to 1928 as the biggest radio year.

Careful surveys in the past forty days in many markets reveal the name Kolster as prominent in millions of minds. The star of Kolster Radio is firmly in the ascendancy.

In markets where battery sets will still dominate, and in markets where electric sets will lead, the name Kolster has a new and powerful selling authority.

”

KOLSTER

---

Enjoy the KOLSTER FAMOUS COMPOSERS HOUR  
over the nation-wide Columbia Broadcasting System.

*Every Wednesday 9 to 10 P. M. Eastern Time*

# 1928”

The most salable radio merchandise in 1928 will be Kolster. The keenest dealers will have Kolster, talk Kolster and use the Kolster Advertising and Merchandising Plan to the limit. The reason is quicker turnover and the evidence is coming.

**Use the coupon.**



# KOLSTER

FEDERAL - BRANDES, Inc.

200 MT. PLEASANT AVENUE

NEWARK, N. J.

© 1928, Federal-Brandes, Inc.

Please let me know if there is room for another Kolster dealer in my locality.

Name.....

Street.....

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

50

# Music Shoppe in Town of 1025 Population Wins Success Through Store-door Playing

Brunswick Panatrope Dealer of Goose Creek, Tex., Tells How Constant Demonstration Has Proved to Be Big Factor in Its Success—\$14,263.53 Business in Five and a Half Months

It is generally recognized that one of the best methods of increasing record sales is by continuous demonstration at the store door, so that passers-by will be attracted, provided, of course, that the location of the store lends itself to this type of exploitation. Too many dealers believe that it is necessary for an establishment to be located in a big city on a thoroughfare with many thousands of transients. This is not so, as is proved by a recent communication received from the Brunswick Co., announcing its outdoor record demonstration equipment. This equipment consists of two types, one a Panatrope cone mounted on a transom baffle board with all necessary accessories for connecting the cone to any P-3 type

instrument in the store, the other is a complete unit for transom use over the doorway.

Accompanying the announcement was a reproduction of a letter from the Music Shoppe, Brunswick dealer of Goose Creek, Tex., a town of 1,025 population. The Music Shoppe has in five months built up a business of \$14,263.53, and attributes a great deal of its success to the use of the P-13 Panatrope demonstrator. J. Fondren, one of the proprietors of the establishment, tells of its growth as follows:

"From the middle of February to the first of March we did business to the amount of \$1,153.19 in machines and records. During the month of March our volume was \$2,340.78. For this period we averaged about six records a day and sold about sixteen machines. The remaining business was a small amount of sheet music and phonograph needles. Our total record sales were around three hundred, but not until we installed the remarkable P-13 Panatrope demonstrator did our record and machine volume show much improvement. The first month (April) we had the P-13 going we sold several hundred records, and we recall very vividly the activity on one day when we sold 150 records. For April, May, June and July we have averaged around twenty-five records per day.

"Since the first of April, the time the P-13 has been going, we have sold twenty-nine portables, fifty-six exponential Panatropes ranging from the \$125 to the \$325 models, and five P-13 Panatropes at \$575 each.

"It might be interesting to some of our brother dealers to look over some figures that we have gotten together from the ledger.

Total for February (13 days)	\$1,153.19
" " March	2,340.78
" " April	2,645.92
" " May	3,345.86
" " June	1,696.53
" " July	3,081.25

Total for five and one-half months.....\$14,263.53

"You will notice how the sales began to improve and 'stay there' after the P-13 was installed. It might be advisable to make an explanation here in regard to the decrease in business volume in June. A number of men were discharged from a local industrial plant about that time. We did not feel their loss so much, but others were afraid they would be discharged and naturally held on to their pay checks. We were also about this time reorganizing our business, planning for a big Fall business and improving our methods, in any manner that we could. It was about this time that J. L. Echols joined the firm, succeeding Mr. Robinson.

"You will notice by the figures that as soon as the discharging of men stopped the sales figures went right back to normal. From February 15 to the end of March we averaged \$89.59 per day. We did not have the P-13 during this time. From the first of April to the end of July, a period of four months, we did a total of \$10,769.56. Taking out the Sundays and holidays we were closed we averaged over \$106 per day, an improvement of around \$16 per day. We are located thirty miles from Houston, Tex., a city of over 200,000 population.

## MICA DIAPHRAGMS

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

### INTERNATIONAL MICA CO.

Phone  
Baring 535 PHILADELPHIA, PA. Cable  
Office  
Filadelp, Phila.

Three Houston daily papers are distributed in this section every day.

"We spend about \$50 per month for advertising in the leading local paper. There are two newspapers here, a semi-weekly and a weekly. We patronize the semi-weekly, carrying an ad, at least once a week, one-quarter page size. We never run an ad without a Panatrope cut in it. We publish the names of the new records and their numbers.

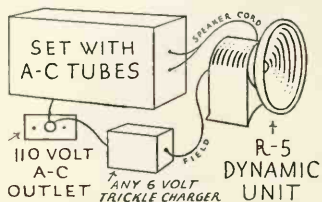
"The amount of capital when we started out in February was \$1,000. The weather was cold and the outlook none too bright, but we went to work. Our success has been nothing phenomenal, but it has been better than we anticipated. Perhaps we were fortunate in seeing our way clear to put in that P-13. It might be interesting to state before we close that we have been able to arrange with local private capital to carry our paper. This has really put us on a cash basis. We pay 10 per cent, but this is added to the contract price of the machines. We do not sell records, needles or supplies on the credit plan.

"Our store, as we stated before, is located in the rear of the Goose Creek Pharmacy. It is 15x23 feet, and thoroughly crowded with new machines and record shelves, but we have made it a point to have two comfortable lounges for customers, with a cool fan overhead. They can come in and listen to twenty-five records if they care to, and the more who loaf with us the better. We make it a policy to keep well posted on the number of machines, style, age and make in every home. We get this very desirable information by conducting our canvass under the guise of a 'Musical Survey,' which it really is after all. If people think you want the information for your store alone they do not care to give it out, but when they are told that it is a 'musical survey' they readily co-operate with us. Of course, everything is listed from harmonicas to jew's harps, but the phonograph is cataloged just the same."

## Furniture for Radio Sets Is an Expensive Item

R. M. Klein, General Manager of F. A. D. Andrea, Inc., Declares 35 Per Cent of Cost of Radio Goes for Furniture in Set

In purchasing a good radio receiver to-day, 35 per cent of the expenditure goes for the furniture in the set, according to R. M. Klein, general manager of Fada Radio, who recently made careful calculations designed to arrive at the exact costs of various materials that go into the making of latest radio models. In Mr. Klein's opinion the proportionate cost of furniture to the rest of the set will be still higher in the future.



# MAGNAVOX

## Dynamic Speaker UNIT

(Type R-4, 6 volts, D. C.)

Hook it up like this sketch because the 6 volt rectified output of any standard trickle charger or "A" rectifier will energize the field of the MAGNAVOX 6 volt Dynamic power speaker unit.

R-4 unit only \$50  
Easily fitted into any cabinet



Aristocrat Model  
Dynamic Speaker  
COMPLETE  
6 volt \$85  
110 volt \$90

Only the Dynamic type speaker can bring out the full qualities of reproduction demanded today.

Write for speaker bulletins

The Magnavox Co.  
Oakland, California

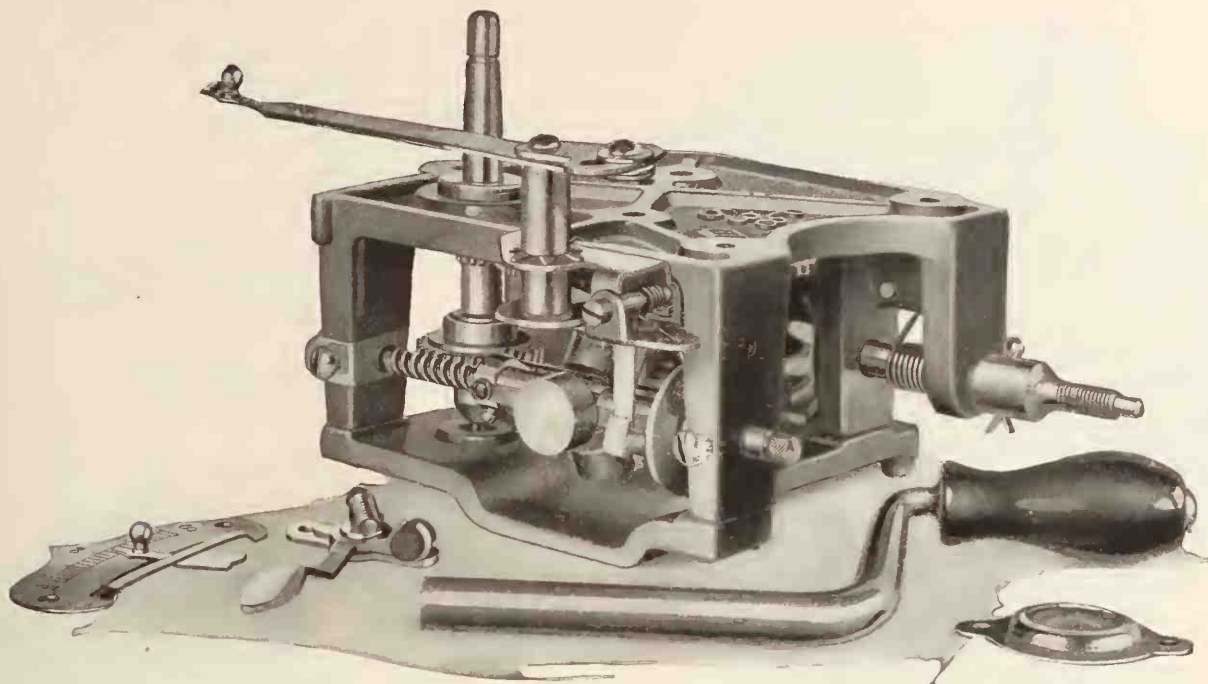
## The Demand for Quality Never Ceases

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

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

# Backed by 77 Guarantees!



**Y**OU'RE as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer must be 100% perfect before it can come to you in any portable at any price.

Cast iron frame, sinewy, athletic spring, bronze bearings, specially cut precision governors and gears—every part of the Flyer is designed and made by experts to stand years of hard use and deliver years of satisfaction.

The Flyer plays two 10 inch selections, is absolutely noiseless, and weighs but  $4\frac{1}{4}$  pounds. It improves the value and helps the sale of any portable, and portables equipped with the Flyer are the safe, profitable portables for you to sell.

*The*  
**GENERAL INDUSTRIES CO.**  
ELYRIA, OHIO  
Formerly named The General Phonograph Mfg. Co.  
Makers of Precision Products for 25 Years.

Okeh  
ELECTRIC

A

## Complete List

of

Okeh  
ELECTRIC

## Distributors

- JAMES K. POLK, INC.**  
217 Whitehall St., S.W., Atlanta, Ga.
- CONSOLIDATED TALKING MACHINE COMPANY**  
227 W. Washington St., Chicago, Ill.
- JUNIUS HART PIANO HOUSE, LTD.**  
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY**  
2957 Gratiot Ave., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE COMPANY**  
1424 Washington Ave. So., Minneapolis, Minn.
- THE ARTOPHONE CORPORATION**  
1624 Pine St., St. Louis, Mo.
- IROQUOIS SALES CORPORATION**  
210 Franklin St., Buffalo, N. Y.
- OKEH PHONOGRAPH CORP.,**  
(New York Distributing Division)  
15 W. 18th St., New York City
- STERLING ROLL AND RECORD COMPANY**  
137 W. 4th St., Cincinnati, Ohio
- OHIO SALES & SUPPLY CO.**  
1231 Superior Ave., Cleveland, Ohio
- L. D. HEATER**  
469½ Washington St., Portland, Ore.
- JAMES K. POLK, INC.**  
1315 Young St., Dallas, Texas
- JAMES K. POLK, INC.**  
811 West Broad St., Richmond, Va.
- THE ARTOPHONE CORPORATION**  
McCall Building  
Memphis, Tennessee
- OKEH PHONOGRAPH CORPORATION**  
809 So. Los Angeles St.  
Los Angeles, Cal.
- OKEH PHONOGRAPH CORPORATION**  
339 Bryant St.  
San Francisco, Cal.
- THE Q. R. S. MUSIC CO.**  
1017 Sansom St.  
Philadelphia, Pa.

Okeh  
ELECTRIC

## Plans for R. M. A. Show and Convention Are Completed

R. M. A. Directors Meet in Cleveland to Complete Plans for Annual Convention and Trade Show in Chicago the Week of June 11

At a meeting of the Radio Manufacturers Association's board of directors at Cleveland, last month, plans for the fourth annual R. M. A. convention and second annual trade show at the Stevens Hotel, Chicago, during the week of June 11th, were completed. A change of the dates for the R. M. A. convention and trade show was considered seriously, because the annual convention of music dealers is to be held in New York the previous week and that of the hardware dealers the subsequent week, but it was found impossible to arrange any other dates for the R. M. A. affairs. Adequate hotel and other accommodations could not be secured for any other week than that originally selected by the R. M. A.

The R. M. A. board tried to change the dates for its events to the last week in May and also to other weeks in June, in response to suggestions that the R. M. A. dates might make it difficult for music dealers and those in the hardware trade distributing radio to make engagements at all conventions. Another factor for the R. M. A. board's consideration was the fact that the National Republican Convention will be held at Kansas City during the week of the R. M. A.'s events in Chicago. But after careful consideration of all possibilities of changing dates, with a desire to meet the conditions presented by the music and hardware dealers, it was found utterly impossible to arrange any other dates for the R. M. A. affairs. The R. M. A. board, therefore, proceeded with the program for the week of June 11th, receiving a detailed report from H. H. Frost, chairman of the R. M. A. Show Committee. Also the R. M. A. board ratified arrangements for the annual public radio shows during 1928 in New York and Chicago.

The R. M. A. board received a report on the progress made in its patent interchange plan. A. J. Carter of Chicago, chairman of the R. M. A. Patent Interchange Committee, and C. C. Hanch, the author of the Patent Pooling Plan in the automotive industry, and the R. M. A. special counsel in the radio patent interchange plan, submitted reports. More than half of the R. M. A. members have replied already to questionnaires regarding their patent interests.

A meeting of the R. M. A. membership in New York on January 24th was called by President C. C. Colby of the R. M. A., by direction of the board, to receive a more detailed report regarding the patent interchange enterprise. Also in New York on January 25 the Engineering Division of the R. M. A. will gather to consider the question of uniform radio standards and other engineering problems. On the following day, January 26, the R. M. A. board of directors will meet, also in New York.

To extend the activities of the R. M. A. and increase the services rendered to its members, and also to the public and other units of the industry, the R. M. A. board authorized an increased budget and arranged to have its credit information service operated through a privately conducted credit corporation at a considerable saving to R. M. A. members for credit service.

Action on changes in the constitution and by-laws of the R. M. A., suggested because of the Association's growth and broadening activities, was deferred for further consideration by the board.

The R. M. A. board adopted a resolution, deploring the loss to the radio public and the industry by the death of Rear-Admiral Bullard, late chairman of the Federal Radio Commission.

The R. M. A. manual on cures for homemade static has been so well received by the public that another edition, amplified and revised after

consultation with the National Electric Light Association, was planned by the R. M. A. board. Engineers of the N. E. L. A. will co-operate with the R. M. A. engineers in improving the R. M. A. interference manual, Better Radio Reception, and prepare for larger distribution to listeners-in. More than 52,000 of the interference manuals already have reached the public through the R. M. A. with the very active assistance of the National Association of Broadcasters and the Federated Radio Trade Association.

The Legislative Committee of the R. M. A., headed by Morris Metcalf, Springfield, Mass., also met at Cleveland, but deferred any action. The R. M. A. at present has no legislative program, being satisfied with the initial results of the Federal Radio Law and the work done by the Federal Radio Commission. It has no legislative program to urge at this time and none is in preparation, but it will hold itself in readiness to act through its joint legislative committee with the National Association of Broadcasters on any national legislation which may concern the interests of both in the future.

## New Reproducer for the Allen Portable Phonographs

E. Toman & Co., Chicago, Makers of Reproducers and Tone Arms, Announce New Product Exclusively for Allen Portables

E. Toman & Co., prominent Chicago manufacturers of reproducers and tone arms, recently announced a new reproducer which will be



New Reproducer for Allen Portable

used exclusively on Allen portable phonographs, made by the Allen-Hough Mfg. Co., Milwaukee, Wis., and which are rapidly gaining in popularity with both the wholesale and retail trade throughout the country.

The reproducer has many new and interesting features in its general construction. The diaphragm is constructed of duraluminum, 10/1000 thick, triple suspended, and lacquered to protect it against climatic variations, a feature which is said to bring about a tremendous difference in volume, depth of tone, definition, and in actual reproduction.

E. Toman & Co. have also conceived in this reproducer a splendid development in a positive locking back, eliminating the need for screws which often become loose and cause blasting. Live-rubber gaskets are used to cushion the diaphragm and double-grip tone arm screws securely hold the reproducer in perfect position.

The Allen-Hough Mfg. Co., for which this reproducer has been created, is planning an extensive program to properly introduce it as one of the big features of its well-known portable line. As Don Allen, president of this company, puts it, "This is the one logical reproducer for portables."



Happy  
New  
Year



# SANDAR will make it so!

HERE'S another year and here's SANDAR still riding successfully along on a wave of popularity, making new sales and new friends every day, making 1928 even happier for the dealers who handle SANDAR and for the fans who purchase it.

Lower priced than any other licensed speaker of its size—\$27.50—attractive in appearance, perfect in performance, the Sandar Senior now has a popular, healthy running-mate in the Junior model, retailing at \$16.50. Both of them, from all reports, are destined to build up even better records during the current year.

Sandar franchises are valuable assets these days—they mean prestige and profits. Why not seize a real opportunity by signing up Sandar! Write TODAY for terms and full information.

SENIOR Model \$27<sup>50</sup>  
(No. 25)  
West of the Rockies \$30<sup>00</sup>

JUNIOR Model \$16<sup>50</sup>  
(No. 21)  
West of the Rockies \$17<sup>75</sup>

Licensed under Lektophone Patents

# SANDAR SPEAKER

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

## High Priced Talking Machines and Radio Receivers Selling in Milwaukee Territory

Electrically Operated Sets Prove Popular—Federated Radio Trade Association to Meet in February—Oshkosh and Madison Units Join Wisconsin Radio Trade Association

MILWAUKEE, Wis., January 7.—Extremely favorable reports from Milwaukee retail establishments and jobbers have been received with regard to the recent holiday business on radios and phonographs.

Electrically operated sets have been exceptionally popular. Vernon H. Maurer, president of the Badger Radio Corp., jobbing house, stated that within two weeks during the Christmas selling season this company distributed four carloads of the new A. C. sets.

High-priced phonographs sold extremely well in Milwaukee during the holidays, according to Harry Goldsmith, of the Badger Sales Co., Victor jobber in Wisconsin.

Yahr-Lange, Inc., reported an excellent sale of their Super-Ball antenna during the holiday season and the company has shown a 30 per cent gain over last year, according to Fred Yahr. The concern is receiving hundreds of pictures showing excellent window displays of the Super-Ball antenna by dealers. Judging from the number of photos which have made their appearance, the campaign to get the Super-Ball properly displayed has not been in vain. Efforts of the individual dealers will not have been in vain either, as general reports indicate that their window displays have brought in additional sales.

The meeting of the Federated Radio Trade Association in Milwaukee February 14 and 15 is expected to stimulate business to a great extent. An elaborate program of entertainment is being arranged. Registration will begin at 9 a. m. the first day. A luncheon will be held at 12:15. Immediately following the luncheon the business session will open and run through until

5:30. The entire second day will be given over to business session with a big stag banquet to close the session. On the first night there will be a theatre party and dance.

Two new units have been added to the Wisconsin Radio Trade Association, the Oshkosh unit and the Madison unit. A recent meeting of dealers at the Athearn Hotel at Oshkosh brought out a number of men in the field who listened to a talk by W. B. Arvin, assistant secretary. Another meeting will be held some time this month.

### Appointed Distributor of the Allen Portable Line

The Aluminum Specialty Co., Dallas, Tex., has been appointed distributor of Allen portables in the territory they cover, according to an announcement by the Allen-Hough Mfg. Co.

This distributorship is headed by Al Lemaitre, a very live, capable, experienced merchandiser. His plan of co-operation to the trade extends along broad lines and includes selling assistance plus unusual support to the dealer in the promotion of business.

The Aluminum Specialty Co. offers its dealers only guaranteed merchandise of publicly accepted value. It accords the trade advertising and merchandising aid, and introduces business-producing plans of thoroughly tested value.

In introducing Allen portables Mr. Lemaitre states that in his opinion he is now offering his dealers the finest profit opportunity, and with a nationally advertised line of unquestioned selling value.

On Thursday, December 8, a meeting of dealers was held in Madison for the purpose of forming a trade association in that city. A three-hour session attended by a large delegation from Milwaukee was held, the principal speaker being Michael Ert. He told the dealers of some of the experiences of the Wisconsin Radio Trade Association during the past five years, and laid particular stress on problems now confronting the Madison dealers. J. A. Coats, of the Radio Sales Co., of Madison, is chairman of the executive committee.

Merrill J. Page, Inc., radio studios, have been opened here at 4807 Center street. The company carries a complete line of the latest models in receivers and accessories. The first Merrill J. Page studio ever opened here is still at Third and Center streets. The new store is a link in the rapidly growing business of the concern. Kellogg, Kolster and Radiola sets are handled.

### Victor Features "Among My Souvenirs" in Car-Card Ads

Because of the popular demand two records of "Among My Souvenirs" were advanced in release to dealers by several weeks. The vocal recording was made by the Revelers, and Paul Whiteman and His Orchestra played it in concert style. The dance recording of "Among My Souvenirs," by Roger Wolfe Kahn and His Orchestra, was issued some weeks in advance of the others. The Victor Co. featured the three recordings of the selection in its car-card advertising starting January 6.

### Rochester Show in September

ROCHESTER, N. Y., January 7.—The fourth annual Rochester Radio Show, sponsored and managed by the Rochester Radio Trades, Inc., will be held during the period from September 17 to 22, inclusive, at Convention Hall here.



## JEWEL TONE ARM and REPRODUCER No. 60

A continuous tapered brass tone arm with the latest phonic type of reproducer. Made to meet the demand for a good S Shape brass tone arm with the new type of reproducer at a reasonable price.



A Jewel Quality Product

Length, 9¼ in.  
List price in Nickel Plate, \$8.00

We are now ready to offer to manufacturers of large cabinet phonographs our No 55 Special Brass Tone Arm. This is an extreme S Shape tone arm with a 21 in. air column; length from center of base to needle point — 10½ in. Diameter of base — 1½ in. Very loud and

gives an excellent reproduction. List price — \$11.00. Write for discount.

## JEWEL PHONOPARTS CO.

510 No. Dearborn Street

CHICAGO, ILL.

# Interesting Events of the Trade in Pictures



Above—Miss Bradley King, Metro-Goldwyn-Mayer scenarist, with her Brunswick Panatrape. Miss King, who always works to the accompaniment of music, purchased the instrument from the Young Music Co., of Venice, Cal.



Above—Mr. and Mrs. Louis Sterling and officials of the Nipponophone Co., Japan and their wives



Above—David Sarnoff, vice-president and general manager, Radio Corp. of America, has been elected to the RCA directorate



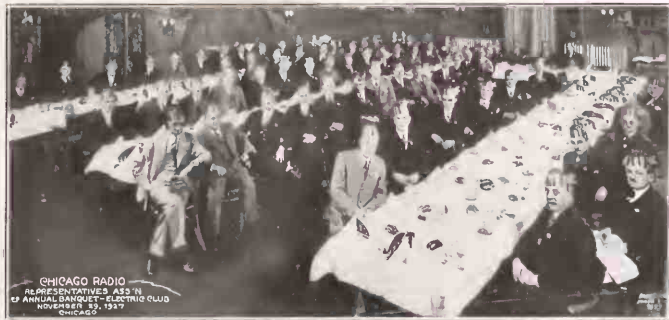
Above—Charles Sale, comedian of "Gay Paree," and girls of cast listening to an Allen Portable



Above—W. H. Richardson, new president of Music Trades Ass'n of Southern California



Above—Miss Madeline Cameron, specialty dancer in "Hit the Deck," now playing on Broadway, enjoys the Kolster radio receiving set in her dressing room while "making up" for her next dance



Left—The annual banquet of the Chicago Radio Representatives Association at the Electric Club in Chicago was one of the most enjoyable trade events of the season



Above—Executives and salesmen of Trilling & Montague, Philadelphia radio wholesalers. Seated, left to right: D. M. Trilling, J. A. Cahill, J. D. Kelly, H. Montague. Mr. Kelly is local RCA representative and was present to award to Mr. Cahill the RCA prize for selling the most Radiotron Display Outfits in one month

Below—Attractive window display of the Wisconsin Gas & Electric Co., Stromberg-Carlson dealer of Waukesha, Wis. This concern finds artistically arranged windows a most effective stimulator of sales



# STRIKINGLY *New*



*Allen Portables Are Now  
Nationally Advertised in  
The Saturday Evening Post  
and Other Magazines—  
Creating Public Demand  
and Direct Business for  
Active Dealers.*

**T**O insure even greater profit for our Dealers, through speedy stock turnover, we have secured *the one logical reproducer for portables.*

This reproducer has been *created exclusively* for Allen Portables. It is perfect for its purpose—made to give you maximum volume and purest tone quality — and is in no sense just a stock reproducer converted for portable use.

By all means, hear the Allen Portables today. Three splendid models, in attractive colors, built to bring you a fine continuous profit. A complete line entirely covering the accepted range of prices. Plus a guarantee policy which protects our Dealer's profits! Just ask the best Jobber near you for samples!

# ALLEN PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY

Milwaukee

Wisconsin

FACTORIES—RACINE and NEW YORK

• • • HEAR AND SEE THE

# Created for ALLEN PORTABLES

Dealers taught us all we know about portables. Told us *what they needed* to make *real profit*. And that's why we have the greatest line ever presented to the public.

For there's no substitute for actual experience in this business. Only with full appreciation of the trade's needs can merchandise, *in actual demand*, be produced.

Now take your profit. Start today to sell *Allen Portables*. Call upon the best Jobber near you for samples. Or, write us direct for local Jobber's address, and attractive catalog. Act now—you built this profitable new line!

Model 5



DIFFERENCE •

# Chosen for **ALLEN** PORTABLES *Exclusively*



NOTE—Artistic air-vent design, giving fuller volume and richness.



NOTE—Duraluminum diaphragm 10/1000 thick, triple suspended, giving fuller tone and protection.



NOTE—"Hold-fast" clamp back, no screws to come loose, solid "non-blast" construction.

**H**AVING developed the one logical reproducer for portable phonographs, we were faced with the problem of selecting that manufacturer who could give it broadest use. Looking over the entire field carefully, we chose the Allen Hough Manufacturing Company, Milwaukee. Their constructive policy of dealer development, and their long experience in portable manufacturing, convinced us that an exclusive contract with them was the ideal arrangement for us and for the trade.

This reproducer has a duraluminum diaphragm 10/1000 thick, triple suspended, and laquered to protect it against climatic changes. Compare this with the ordinary diaphragm of one-fourth its thickness, note the difference in volume, in tonal depth, in actual reproduction. Note the positive, fool-proof locking back, the live rubber gaskets, the double grip tone-arm screws, and other exclusive features.

More sales and quicker profits for Dealers in Allen Portables! You will be astounded by the remarkable volume and purity of tone!

## E. TOMAN & CO.

2621 W. 21st PLACE - CHICAGO, ILLINOIS

## Record Wholesale Shipment Made by Ernest Ingold, Inc.

San Francisco Atwater Kent Jobber Shipped Merchandise Valued at \$150,000 to 374 Accounts in 141 Cities in One Day

A shipment of 4,756 packages in one day, December 8, 1927, made by eleven men and one redheaded boy in six hours and twenty-



Part of Huge Atwater Kent Shipment two minutes is claimed to be a world's record by Ernest Ingold, Inc., of San Francisco.

The shipment consisted of 821 Atwater Kent receivers, 782 Atwater Kent speakers, 5,164 Cunningham tubes, 524 Atwater Kent power units, 1,381 Eveready batteries and 84 Pooley cabinets.

In addition to the sidewalk space used for this shipment, the entire shipping floor of the establishment was similarly crowded. The retail value of the shipments for the day was over \$150,000 and it went to 141 cities and to 374 accounts. Ernest Ingold is shown congratulating F. N. Cassell, head shipper. To the right of him is H. C. Webb, Melvin DeLyons and H. S. Hinze.

## Eddy Thomas Is Signed as Exclusive Brunswick Artist

An announcement was recently received from the general offices of the Brunswick-Balke-Collender Co., Chicago, to the effect that Edward Francis Thomas, popularly known as Eddy Thomas, has been signed as an exclusive Brunswick recording artist. Mr. Thomas is a member of the Yacht Club Boys, one of the popular Brunswick recording organizations.

Mr. Thomas was born in Philadelphia and received his early education in that city. After winning several amateur theatrical contests he decided to go to New York with the intention of making the best of his musical talent. Being quite proficient on several musical instruments, he became affiliated with various orchestras entertaining the "400." His tenor voice is of the intimate type, with a style that is extremely popular, and he plays the guitar, banjo and violin. His first Brunswick record release will be on sale February 2.

## William A. Carroll, Inc., Is Allen Portable Jobber

The Allen-Hough Mfg. Co., Milwaukee, recently announced that William A. Carroll, Inc., of Detroit, has taken over the exclusive distributorship of Allen portable phonographs in Detroit and adjacent territory. William A. Carroll, Inc., was recently reorganized. Located very favorably in relation to the Ford plant and with a capable and aggressive personnel, the firm is laying ambitious sales plans for 1928 in the distribution of Allen portables.

Jannacio Bros. Music Stores at 107 Main street and 77 Northern Boulevard, Flushing, N. Y., featured the Columbia-Kolster Electric Reproducing phonograph during the holiday season with great success.

## Booklet on Adaptations of the Music Memory Contest

National Bureau for the Advancement of Music Completes Tenth Year of Promotion With an Informative New Booklet on the Subject

The National Bureau for the Advancement of Music has marked the completion of its tenth year of active promotion of the School Music Memory Contest with the publication of a new booklet on the subject entitled "Adaptations of the Music Memory Contest." All the prominent music educators who received advance proofs have expressed their hearty approval of the booklet.

## F. R. Williamson With Edison Distributing Branch

Phonograph Salesman of Long Experience to Travel Out of Kansas City Branch of the Edison Phonograph Distributing Co.

Frank R. Williamson has joined forces with the Edison Phonograph Distributing Co. at its Kansas City, Mo., branch, and will henceforth travel in that territory. He was formerly in the employ of Harger & Blish, former Edison jobber at Des Moines, Ia., maintaining this connection for nine years, and later was district manager of the Maytag Co., in Miami, Fla. He has a wide merchandising knowledge.

"Something wrong with the set? Sure, I'll send our service man over right away!"

### Your Service Man's Time is Money

..... money made or lost!

**YOUR** service man can also sell. *But*, the best service man is only as efficient as the instruments he uses. Equip your service men and your store with complete portable special-purpose testing equipment that is designed for rapid servicing on all models of radio sets and power units, including the new electrically operated sets.

**Sterling Universal "B" Tester**  
A complete portable testing laboratory for Power Units and all D-C circuits up to 300 v. Voltmeter (0-300 scale) and milliammeter (0-100 scale) are used independently or in combination. Light, compact, complete with plugs and adapters.  
R-410..... \$30.00

**Sterling "Universal Service" Tube and Set Tester**  
Used with batteries or Power Units. Tests large and small tubes including 171 type. Milliammeter shows amplifying strength of tube. Combination voltmeter tests both the "A" and "B" voltages, also locates defective circuit wiring, open transformers, poor contacts in sockets, etc. Voltmeter 0-10, 0-200 scale, Milliammeter 0-15 scale.  
R-412—List price..... \$25.00


**Sterling "B" Power Tester**  
A high resistance, low priced meter for checking the output of any Power Unit or B batteries and other D. C. circuits up to 300 volts. A necessary unit in the radio service man's equipment.  
R-415 D. C. Model, List price..... \$8.50  
R-417 A. C. Model, for testing line voltages and all A. C. circuits up to 150 volts, List price..... \$7.50

**Sterling "Metered" Tube Reactivator**  
For large and small tubes, including 300-A, 171 and all tubes having thoriated filaments. Emission meter shows tube needs reactivation, also improvement after reactivation. Handle on back. Complete with adapters. R-403—List prices:  
50-60 cycle..... \$12.50  
25-40 cycle..... \$14.00

**THE STERLING MANUFACTURING COMPANY**  
2831 Prospect Avenue ..... Cleveland, Ohio

# Sterling

## SERVICING EQUIPMENT




**Lyrephonic Junior**



SYMBOL OF QUALITY

Adaptable for  
Portables and  
Upright Machines



**Lyrephonic  
Tone Arm No. 2**

## LYREPHONIC PRODUCTS

Will provide increased profits for 1928

Write for full details

### ANDREW P. FRANGIPANE & CO., Inc.

Factory and offices: 261 Warren St., Lyndhurst, N. J.  
Western factory representative: Max Targ, 229 W. Randolph St., Chicago, Ill.

### James P. Quam Aided in the Development of the Industry

Designed Complete Line of Phonograph Motors Made by United Air Cleaner Co.—Invented Other Important Products

One of the outstanding individuals in the music-radio industry from the standpoint of creative genius is James P. Quam, who has been active in the trade for over ten years. Mr. Quam designed the complete line of United



James P. Quam

phonograph motors manufactured by the United Air Cleaner Co., of Chicago, and when the company became one of the pioneers in the manufacture of radio parts in 1920, each part was a result of the inventive genius of Mr. Quam. One of his products which has been an outstanding success in the automotive field is the United air cleaner, now standard equipment upon the automobiles, trucks and tractors of over one hundred and fifty American manufacturers. A similar product is the Quam vacuum system used in cleaning large hotels and office buildings.

One of the most recently designed products to come from the hands of Mr. Quam is the

United pick-up and amplifier for phonographs, which has met with a nation-wide response since it appeared upon the market a few months ago. At the present time he is experimenting on a new development which he believes will top all past achievements, and it is expected that an important announcement regarding this product will be made to the trade in the near future.

After graduating from college, where he specialized in engineering, Mr. Quam became associated with Westinghouse Electric & Mfg. Co. In 1915, with L. D. Rudolph, he founded the United Manufacturing & Distributing Co., now known as the United Air Cleaner Co., and during the World War his services and the facilities of the plant were taken over by the government for the manufacture of French fuses. The manufacture of fuses is a delicate process and the United plant was one of the two factories in the United States which successfully made these items.

Mr. Quam also designed the Quam radio loud speaker which is now merchandised by the Quam Radio Corp., a subsidiary of the United Air Cleaner Co.

### 1928 Numerical List of Victor Records Issued

The Victor Talking Machine Co. recently issued to its dealers the "1928 Numerical List of Victor Records" containing a complete list in numerical order of all records, in all languages, that are sold by dealers in the United States. This book is supplied dealers to provide them with a proved method of keeping track of their stock of records. This is a valuable reference book for dealers.

### Bonus to Fada Employees

A holiday bonus to all Fada Radio employees in proportion to the amount drawn in annual pay was declared by F. A. D. Andrea, Inc., Long Island City. Employees in foreign branches shared in the distribution as well as those in this country. In announcing the bonus, Frank A. D. Andrea, president, voiced his pleasure in sharing Fada Radio's prosperity with every one in the organization.

### Berliner's Achievements Make Interesting Volume

Frederic W. Wile Tells of His Labors in Telephone, Graphophone and Microphone Fields

"Emile Berliner, Maker of the Microphone," is the title of a volume of some 353 pages, published by Bobbs-Merrill Co., Indianapolis, and written by Frederic William Wile, with a preface by Herbert C. Hoover, Secretary of Commerce. The book is an amazingly interesting story of an immigrant boy who by his inventions and tireless efforts in this great land of opportunity made history in the telephone, graphophone and microphone fields.

Mr. Wile tells of Mr. Berliner's many contributions which are backed by authoritative data. Particularly interesting are the chapters devoted to the telephone, the graphophone, the invention of the lateral-cut record, and the important part Mr. Berliner has played in the radio industry through his contribution of the microphone, which has made possible broadcasting and the modern system of recording for talking machines; Mr. Berliner's contribution to public health through his labors which led to the general pasteurization of milk on Government standards—an unknown side of Berliner's work—is a great tribute to the man who, now in his seventy-fifth year, is still discovering and inventing. Incidentally, the author of this volume pays a great tribute to the Victor Talking Machine Co. and its achievements.

In keeping with his early explorations in the field of acoustics which led to his successful work in the telephone and talking machine fields, Mr. Berliner is to-day keenly interested in hall acoustics; in other words, the production of acoustic tiles or a similar process that can be applied to the interior of halls, churches or public buildings, whereby improper hearing facilities so common now in public buildings may be obliterated.

This is only one of the many subjects which are taking up the time of this tireless worker, whose fame is world-wide and whose achievements are properly set forth in this volume as a tribute that will be stimulative to young men of ambition who are given such a wide field of opportunity in the United States.



## 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.

## TEST IT.

OUR VICTOR



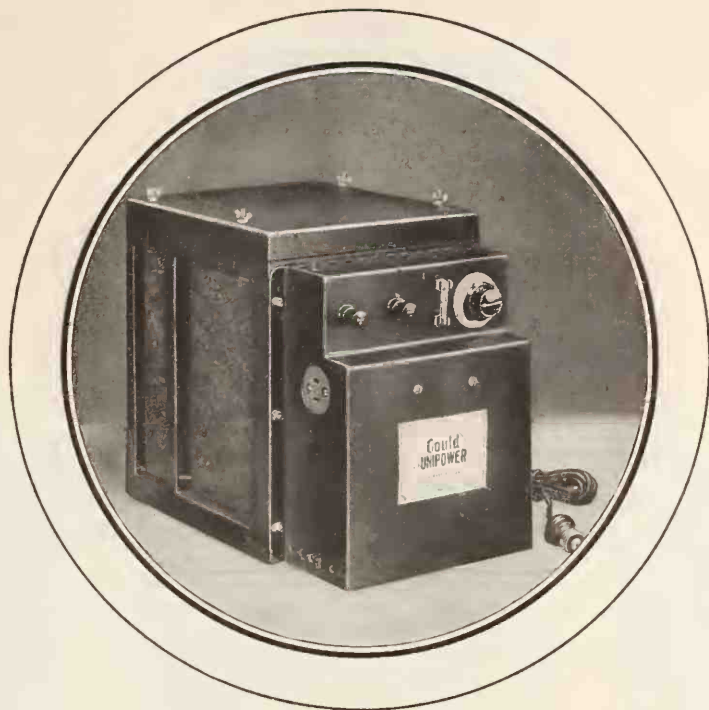
### Record Service

has a reputation for efficiency.  
Suppose you try it.

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

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





## An Amazing Record of "A" Power Reliability

**T**HE original Gould Unipower was the first complete radio "A" power unit in the market. Early experience proved to Gould engineers that no ordinary flat plate battery element could ever stand up under trickle charge conditions and the strenuous power demands of the modern set.

That is the real reason why ordinary "A" power units have so frequently turned out costly failures.

### *A New Invention*

To meet these conditions, an entirely new type of battery con-

struction, first developed for submarine service, was built into the new Gould Unipower. It is called the Gould Kathanode assembly (patented). Kathanode is the battery assembly with the protected positive plate—protected by the use of a patented glass mat which assures long plate life under trickle charge operation. With the new Gould Kathanode Unipower, care is reduced to a minimum. Service expense has been practically eliminated. The actual record is amazing.

*Out of the first 4000 Gould Kathanode Unipowers placed in*

*service only 4 have ever required attention—and these 4 cases were due to minor mechanical defects.*

### *Your Protection*

The new Gould Kathanode Unipower pays you a full profit. And it is a clean profit, safe from later service expense. Dealers everywhere say that this new unit at last brings a real solution of the vexing "A" power problem. It will pay you too to investigate. Write direct today or get in touch with your nearest Gould jobber. Gould Storage Battery Co., Inc., Depew, N. Y.

The new  
KATHANODE

# Unipower

A GOULD PRODUCT

**IMPORTANT NOTE:** Authorized Gould Unipower Service Stations located at strategic points are now equipped to repair the old type Gould Unipower with the new Kathanode elements at special reduced prices. Full details on request.

## Crosley and Brunswick Representatives Hold Sales Conventions in Cincinnati

Crosley Eastern and Central Western Divisional and District Managers Plan for Coming Year—Brunswick Representatives Hold Annual Meeting—Business Reported to Be Increasing

CINCINNATI, O., January 7.—The usual post-holiday lull is disappearing rapidly and the demand for talking machines and records is increasing day by day. Taking the year 1927 as a whole, and taking the trade as a whole, the past year's business is regarded as being satisfactory. There was a good volume of holiday business and as a consequence stocks reached a very low point.

Enthusiastic over business prospects for the coming year, twenty division and district managers of the Crosley Radio Corp. arrived in Cincinnati December 29 for their semi-annual conference at the Crosley factory. They represented Eastern and central Western territories.

Visiting salesmen were addressed by Powell Crosley, Jr., president of the corporation. Mr. Crosley referred to 1927 as the biggest year in the history of the company, but optimistically predicted even a larger volume of sales in 1928. He gave assurance of the company's ability to successfully meet competition and maintain its reputation for giving the radio public the best possible product at the lowest possible price. Carrying out such a policy, Mr. Crosley said, he is thoroughly convinced will mean a continuation of its remarkable position in the radio field.

Plans for carrying on a gigantic selling campaign during the next year were discussed, preliminary to the annual convention, which is to be held later on.

Just before the first of the year representatives of the Brunswick-Balke-Collender Co. assembled in Cincinnati for their annual meeting. Plans were made for a vigorous campaign in 1928 and the various details were explained to the men. There were, of course, the usual social affairs, including a banquet. "Although we had just announced the new 17-8 Panatrop-Radiola combination instrument, there was a wonderful holiday demand for it, and this demand is increasing rapidly," explained H. H. Sellers, assistant manager.

"The past year has been the most successful one we have had," stated C. H. North, vice-president of the Ohio Talking Machine Co., Victor jobber. "We expect to make another gain in 1928, but we realize that the 'easy' days are gone and know



### Famous Rola Reproducer Unit

Cabinet and furniture manufacturers can purchase the reproducer units used in Rola loudspeakers for installation in cabinet and console sets.

Attractive quantity prices on request.

Write our nearest office

### The Rola Company

612 North Michigan Avenue, Chicago, Ill.  
45th & Hollis Streets, Oakland, Calif.

that intensive sales efforts will be necessary to make the gain," he commented.

"We have had splendid results from the broadcasting of Columbia records by Station WKNC, which takes place on mornings between 9.30 and 11.30, the Columbia-Kolster machine being employed," said Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co.

"Taking the past year as a whole, our talking machine sales were very satisfactory in our downtown store and in our Norwood store," stated Otto Grau, of the Otto Grau Piano Co.

"We did two and one-half times more business in 1927 than we did in the preceding year, and it is hardly necessary for me to explain that we are

### Richmond Music Trade Optimistic Regarding 1928

RICHMOND, VA., January 9.—Outlook for a good volume of business in the phonograph line in this territory during the new year is bright, in the opinion of representative jobbers and dealers.

Expressing himself as highly pleased at results in 1927, C. E. Tinchler, manager of the local branch of Stieff's, which handles the Brunswick line, is laying plans for a systematic and thorough canvass of the countryside around Richmond with a view of increasing his volume of business during the current year. Several motor trucks have been requisitioned for the purpose of carrying talking machines to homes in the rural districts to be left on trial or delivered, as the case may be. Mr. Tinchler believes that this canvassing work is going to produce extra good results.

Goldberg Bros., Lyric jobbers, announce that they have been working overtime bringing out some new Console models in this line so that they might be exhibited at the High Point, N. C., show in January.

Work is proceeding apace on the new home of the Corley Co. here, which is being erected on the site of the one destroyed by fire last Fall, and the indications are that it will be ready for occupancy the latter part of the Spring or early Summer. Meanwhile the firm is doing business in temporary quarters a few doors removed from the site on Broad street. Sterchi Bros. & White, of Salem, Va., are new Victor dealers appointed by the Corley Co., distributor of this line.

Joseph H. Steinbrecher, Jr., formerly manager of the retail record department of the Corley Co., is back again with this firm. He resigned last Summer to become manager of the phonograph department of Stieff's.

Jose Ramos, formerly manager of Stieff's at Roanoke, is now associated with the local music store of Manly B. Ramos, operated for many years by his father, the late Manly B. Ramos. His mother, Mrs. Alice Burgess Ramos, has been carrying on the business since her husband's death.

Charles J. Rey, manager of the Richmond branch of James K. Polk, Inc., distributor of Polkphones, spent the Christmas holidays at his old home in Atlanta, returning to Richmond in time to attend a conference of the sales force in the Richmond territory. The firm has introduced a new line of portables that promises to be very popular.

John Cowan, who travels North Carolina and South Carolina for the James Cowan Co., of this city, is just back from a trip through that territory, reporting that business is opening up well for the new year in both States.

E. W. Feltner, formerly manager of the Martin Music Store, which went out of business about a year ago, recently opened a business of his own at 325 North Adams street, known as the Adams Street Music Co. He is handling the Victor machines and several lines of records.

more than well satisfied with our volume of sales," stated Morris Fantle, of the M. W. Fantle Co.

At Steinway Hall, where a good-sized stock of the more expensive talking machines and records is carried in a special department, it was reported by A. W. Schu, who recently became manager of the store, that business in this line has been very satisfactory.

With its recent additions, the store of the Starr L'iano Co., which is Gennett headquarters, has taken on the appearance of a combined art gallery and bazaar. The walls are covered with fine paintings, due to the fact that it is now the home of the Cincinnati art center, and in showcases there are to be seen the beautiful goods of the Gift Shop, which is operated by Miss Ruth Draysey. Another department which has just been opened up in the store is known as Biddle-Brunswick Shop, which also carries a full line of RCA sets. This department is along the west side of the room. At the rear is the Starr phonograph and Gennett record department, where complete stocks of these products are maintained.

### Chicago Dealers Using the "Abox Girl" Window Display

Display Stand Provided by Abox Co., Maker of Abox Eliminator, Used by Eighty-six Chicago Retailers in Less Than a Month

"The Abox Girl," shown in a display stand which has played an important part in the campaign of the Abox Co., Chicago, appeared in the window displays of eighty-six dealers



Using the "Abox Girl" in a Window

in the City of Chicago in less than one month. The Abox Co., which manufactures Abox "A" battery eliminators, taking cognizance of the fact that eleven seconds is the average time a passer-by will devote to stopping and looking at a window display, designed a sales help which has proved its value in a very short period of time.

The "Abox Girl" is posed in the act of putting the Abox "A" eliminator in the battery compartment of the radio cabinet, suggesting convenience and simplicity of operation and dramatizing the entire story of the Abox product. In co-operation with the Tay Sales Co., Abox distributor in Chicago, eighty-six dealer window displays were designed and placed on view within three weeks' time, each dealer utilizing different ideas and display schemes. In the accompanying illustration the Abox Girl is shown placing the Abox eliminator in a Sonora receiving set. Displays similar to the one pictured herewith appeared in many Chicago stores, including the Witzel Music House, O. R. Martin Co., the Benson Music Shop and Shalek's Music Shop. The display has also been used as an "over-night" display, just inside the store door, with a spotlight playing upon the "Abox Girl," eliminator and radio.

### New Store in Omaha

A new music store was recently opened at 1415 Farnam street, Omaha, Neb., by V. L. Rolin. A complete line of Brunswick Panatropes, records and Radiolas is carried. Mr. Rolin was formerly connected with several of the leading music stores in Omaha.

New Floor Cabinet,  
Model 17 .....\$55.00



New Table Speaker,  
Model 10 .....\$30.00



New Table Cabinet, Model 20 .....\$35.00



New Pedestal Speaker,  
Model 12.....\$35.00

# Rola's Superb Performance Is Still Further Improved!

**R**OLA was first in the development of the modern, high-quality cone reproducer—a speaker which re-created the entire tone-range of modern broadcasting.

☞ The advent of AC sets and the newer power tubes with high voltages, created a need for greater loudspeaker capabilities. Rola engineering now meets these new requirements with a new Rola reproducer, giving a performance far surpassing former Rola achievements. We offer in these improved instruments a performance that sets new standards in the industry.

**Tone Quality** has been markedly improved by extending the response range in the bass register, and by eliminating all periodic resonances. The new bass response greatly enhances the illusion of reality. Resonance-free reproduction brings new delights to the listener.

**Power Capacity** is practically unlimited and the new Rola can be used with any power amplifier at any output volume. The new Rola cannot be rattled or blasted.

**Stability** is a new word in connection with loudspeakers. We apply it to these new Rola Speakers because of their ruggedness and dependability. The new Rola is positive in adjustment and foolproof in use. It can be depended upon for continuous, trouble-free performance—with any radio set and under all conditions.

☞ The new Rola offers a loudspeaker merchandising opportunity of tremendous potential value to the better class of distributors and dealers. It is a line at once beautiful in appearance, outstanding in performance, and remarkably *free from service requirements*.

☞ No other combination so surely makes for profit! Write our nearest office.



**THE ROLA COMPANY**  
612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS  
FORTY-FIFTH AND HOLLIS STREETS, OAKLAND, CALIFORNIA

# New Principle in Acoustic Development Using Two Diaphragms Is Announced

New Principle of Reproduction Claimed by Instrument Employing Two Separate Diaphragms and Two Separate Air Columns—Compactness of Machine Is One of Its Features

A new patented principle in acoustic development has just made its appearance. The machine is based on a new and different principle of reproduction, it is claimed.

First, two diaphragms are used, one being



Showing Horn Arrangement in Cabinet

so constructed as to best reproduce the tenor or treble notes, the other of such a character as to be best adapted to reproduce the bass notes. Each of these diaphragms being connected with horns of different size and length suitable to amplify their respective frequencies. This gets entirely away from the principle of depending upon one diaphragm and one horn to correctly reproduce all notes.

The machine operates without needle scratch. The volume compares favorably with the new electric high-powered pick-ups. The compactness of the machine is another of its features, as the reproducer, tone arms, turntable, motor and horns need not occupy a space of more than 17"x17"x16", thus making it possible for the machine to be installed in a very small cabinet.

The machine is fully covered by patents which are owned by Paul O. Richmond, president of the R. L. Watkins Co., 250 Park avenue, New York, who is responsible for its development. Just how and in what way these machines will be put on the market has as yet been undetermined.

Acoustical experimenters who have sought to amplify the lower frequencies have been faced with the fact that an extremely long air column was an absolute necessity, and after giving it due consideration from the commercial angle of both cost and housing space, have decided that rather than amplify the fundamental frequency, to call it a day and let the harmonic of the desired frequency serve instead. In most cases it is rather a poor substitute for the fundamental.

As an alternative, there has been tried a lower-pitched reproducer, which, while greatly assisting the horn in the lower range, has also the drawback of lowering the entire tonal register, so that a violin reproduces as a cello, etc. The problem has been accomplished in this instrument as follows: Two separate air columns



Tone Arm Arrangement and Swivel Horn Connection

are employed and two separate diaphragms, both actuated at different leverages by a common stylus bar, which carries the needle chuck. The diaphragms are so arranged that they are of high and low pitch. This is accomplished by the size, shape and air space between the outlet of the reproducer and the diaphragm, together with the air-column load. Connected to the reproducer are two tone arms which terminate into a universal joint of unique design by which continuity of the air passages is maintained to the respective horns.

The low-pitch diaphragm connects to the long air column and the high pitch to the short column. Thus, the result is that of two phono-

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

## EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

graphs playing simultaneously, each emphasizing its own characteristic tone. While the bass is dominant, it does not overshadow the treble, so that the blend of tone which only occurs at the horn openings is rich in tone and depth, and with greatly augmented volume. The bass viol which has a range of about forty cycles to two hundred and fifty cycles is now apparent, together with bassoon, kettle drums, trombone, and yet the wind instruments as the oboe, flute, piccolo, which cover a range of two hundred and fifty to about forty-five hundred cycles, are not slighted in the least.

Needle and diaphragm noise is practically eliminated, due to design of stylus mounting and the cushioning effect of the opposed diaphragms. In test with respect to record wear no difference could be noted over standard types of reproducers, the playing of the electrically recorded orchestral records using this system of reproduction are a revelation. Instruments whose identity heretofore were questionable, now positively identify themselves; organ selections, with the high reed pipes and down to the lowest note which it is now possible to record, are reproduced faithfully and with full resonance.

## Friedman Records Liszt's "Campanella" for Columbia

Ignaz Friedman, Columbia exclusive artist, has recorded for Columbia's latest celebrity list a piano selection which, since its composition by Franz Liszt, has probably been more used as encore number by concert pianists than any other. Its various interpretations certainly arouse more interest than any other short piano solo. This is Liszt's celebrated "Campanella," a tone picture of the bells of the Campanile at Venice.

Friedman's rendition of this difficult air has long been the delight of critics and public, and the new recording preserves amazingly his familiar bright delicacy of attack and rare singing legato. The popularity of this number should insure large sales of the record.

**THE LINE OF PROFIT**

**PHONOGRAPHS AND RADIO CABINETS**

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

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

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

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

**STYLE 1**  
Gum Mahogany, Golden or Fumed Oak.

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

Our full line is displayed in Space 232, American Furniture Mart, Chicago, during the month of January.

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

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

# STONE CHAMBERS

by

No. 570—Tone travel, 6 feet

## Molded Wood

### Dealers—Demonstrate

SETS, TUBES AND OTHER ACCESSORIES, BY  
"HOOKING UP" WITH MOLDED WOOD  
TONE CHAMBERS



List, \$13.00

### Make Sales!

REPRODUCTION UNEXCELLED  
MAKES MEDIOCRE SETS AND  
APPARATUS SOUND GOOD

A Graceful, Compact, Non-Vibrating, Molded Wood Tone Chamber, sweet and mellow as a violin, scientifically constructed to reproduce naturally all notes, high and low, without distortion or over-tone—this is our proud contribution to radio enjoyment.

We save you cost and trouble of mounting. Both of these Tone Chambers come to you already mounted in this box. Just shove it into the cabinet, block and it is ready to ship. Takes any standard size unit.



List  
\$18.00

No. 595  
Tone travel, 8 feet

### Manufacturers!

We make a full line of tone chambers for every style and size of cabinet.

Molded Wood tone chambers will help sell your cabinets.

Let us show you how to save money and improve the quality of your 1928 products.

A wire at our expense will bring full details.

Send for Catalogue

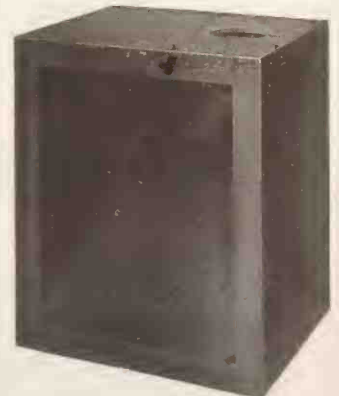
#### OVER ALL DIMENSIONS

No. 595		No. 570
21 1/4"	High	15"
18"	Wide	12"
15" or 13"	Deep	12"



List, \$7.00  
Fidelity Super Unit

Guaranteed to stand 250 volts



## MOLDED WOOD PRODUCTS, Inc.

219 West Chicago Avenue



CHICAGO, ILLINOIS

## Southern Aluminum Co. to Distribute Allen Portables

Large Distributor in New Orleans Now Represents Allen Line of Portable Phonographs Exclusively in Its Extensive Territory

The Southern Aluminum Co., New Orleans, La., world's largest distributor of portable phonographs, now represents Allen portables



Gus Blancand

exclusively in the territory covered by its extensive organization.

The achievements of the Southern Aluminum Co. in this industry extend over a period of years, and their success is broadly recognized by thousands of active dealers with whom they are now co-operating.

Gus Blancand, president of this company, is one of the most dynamic, alert men in the business. His personality has fanned the flame of friendship that to-day binds the distributor to his retail clients to the point where dealers accept merchandising assistance and sales help from his organization with a confidence that is almost unique.

The Southern Aluminum Co. goes far be-

yond the point of merely stocking the trade. It offers only meritorious merchandise which is fully guaranteed, and at prices which afford the dealer a real and legitimate profit. Operating with ample capital they extend terms which relieve the burdens of the trade and assist the dealer to expand.

They create ingenious sales suggestions for their customers; supply useful advertising material, and in many cases furnish salesmen for sales promotional aid. By these methods the Southern Aluminum Co. has developed many comparatively small concerns into considerably larger ones, and large concerns into really great ones. The files of the company disclose hundreds of testimonials from merchants whose books show thousands of new accounts built up through these business-getting methods.

The addition of Allen portables is being heralded to the trade in a big way by the Southern Aluminum Co.

## L. P. Naylor Joins Staff of the Arcturus Radio Co.

L. P. Naylor, a well-known figure in radio engineering circles, is the latest addition to the executive staff of the Arcturus Radio Co., Newark, N. J., manufacturer of A-C tubes. Mr. Naylor has been appointed sales manager of the Arcturus organization. He was formerly associated with the Amrad Corp., Forest Electric Co. and the Cooper Rutter Co. His experience includes intimate knowledge of the gaseous rectifier type of tube. Mr. Naylor was the manufacturer of the Roylan B battery eliminator, and is an active member of several technical societies.

## Sherman, Clay & Co. Make Large Profit on Building

SAN FRANCISCO, CAL., January 4.—Sherman, Clay & Co. will realize half a million dollars through the sale of the large office building at Post and Stockton streets, which they have owned for several years, as an investment. In the itemized, audited report of Sherman, Clay & Co., as of December 31, 1923, they showed the building to have a value of \$502,581.44 net. The structure was acquired in 1919 to become the future home of the company, but has appreciated so much in value that it was sold for approximately a million dollars.

## James Melton, Tenor, Now Exclusive Columbia Artist

First Introduced to Metropolitan Audiences as a Member of Roxy's Gang—Has Joined the Singing Sophomores and Is Radio Feature

One of the most recent additions to the Columbia Phonograph Co.'s list of exclusive popular recording artists is James Melton, young Southern tenor, who first sang to New Yorkers as a member of Roxy's Gang. This young artist is a native of Florida and attended the University of Florida, University of Georgia



James Melton

and Vanderbilt University, paying his way by singing and orchestral directing.

In addition to his engagement with Roxy, Mr. Melton has received a number of offers from Broadway producers and is now featured in several radio broadcast hours. He recently became a member of the Singing Sophomores, Columbia's famous male quintet. Mr. Melton was one of the assisting artists at the Columbia Phonograph Co. Radio Hour on December 21 when the "Two Black Crows" entertained.

## Polymet Officials Abroad

Otto Paschkes, president, and Nat C. Greene, vice-president of the Polymet Mfg. Co., sailed recently for Europe on a business and pleasure trip. They plan to study the European situation so as to be in a position to extend to European radio manufacturers and distributors the most effective service and co-operation. It is expected that they will return to the Polymet headquarters in New York the latter part of February.

## Fine Atwater Kent Publicity

NASHVILLE, TENN., January 3.—Upon the occasion of the recent Nashville radio show the Nashville Banner published a special Atwater Kent section devoted entirely to news and Atwater Kent advertising. President Kent's picture appeared on the first page together with an interesting story on the growth of the Braid Electric Co., local Atwater Kent distributor.

## Wall-Kane Christmas Gifts

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., greeted his many friends in the talking machine trade at the holiday season with two useful as well as ornamental gifts. One was an attractive metal desk calendar simulating the familiar display card of Wall-Kane needles, attached to which was a daily calendar pad. The other was a combined letter opener and magnifying glass.

The Mahaffey Music Co. recently opened a store in Cameron, Mo., with a complete line of talking machines, records, radio and other musical instruments.

## "Electrified"

That's the magic word that moves radio sets today. You can electrify every radio set in your town with

# Majestic



**"A" and "B"**  
Electric Power Units

NO { Acids or Liquids  
Concealed Batteries

**Majestic Units**  
Improve Radio Reception

Write us for name of your nearest jobber.

Grigsby-Grunow-Hinds Co.

4540 Armitage Ave.

Chicago



A motor nation's reliance—Heineman Motor No. 77

**Okeh Phonograph Corporation**

*Sole Sales Agents*

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.



Pipe Organ Solo  
with Vocal Refrain

No. 40944  
10 in. 75c.

**"YESTERDAY"**

Organ Solo with  
Refrain  
By Seger Ellis

**"MY BLUE  
HEAVEN"**

Pipe Organ Solos by  
Sigmund Krumgold

The music lovers'  
choice . . . .

No. 40904  
10 in. 75c.

**"INDIAN LOVE  
CALL"**

and

**"GYPSY LOVE  
SONG"**

Pipe Organ Solos by  
Sigmund Krumgold

**Okeh**  
**ELECTRIC**

**SIGMUND KRUMGOLD**  
**OKEH PHONOGRAPH CORPORATION**

OTTO HEINEMAN, President and General Manager

25 West 45th Street

NEW YORK, N. Y.



# Edith Lorand—

Europe's greatest contribution to music.

Music so exquisitely pure in technic and tone that Edith Lorand is now, by her Odeon Records, named in America as



*the great violinist and conductor*

## ODEON ELECTRIC RECORDS

No. 3217—12 inch \$1.25

### **RIGOLETTO (Verdi) Selections, Part 1 and 2**

Played by **EDITH LORAND and Her Orchestra**

- |                       |  |                       |  |
|-----------------------|--|-----------------------|--|
| 3215<br>12 in. \$1.25 | {<br>MINUET IN G ( <i>Beethoven</i> ).<br>FAIR ROSEMARY ( <i>Kreisler</i> ).<br>EDITH LORAND, Violin Solo<br>TRIO IN G FINALE ( <i>Haydn</i> ).<br>EDITH LORAND TRIO | 3214<br>12 in. \$1.25 | {<br>FORGET-ME-NOT ( <i>Waldteufel</i> ).<br>Part 1 and 2.<br>EDITH LORAND and Her Orchestra           |
| 3212<br>12 in. \$1.25 | {<br>TRIO NO. 1 IN D MINOR ( <i>Mendels-<br/>sohn</i> ) Andante con moto and<br>Scherzo, EDITH LORAND TRIO   | 3209<br>12 in. \$1.25 | {<br>LA BOHEME ( <i>Puccini</i> ). Selections.<br>Part 1 and 2.<br>EDITH LORAND and Her Orchestra      |
| 3216<br>12 in. \$1.25 | {<br>FRUEHLINGSSTIMMEN WALTZ<br>(Voices of Spring) Part 1 and 2<br>( <i>Joh. Strauss</i> ).<br>KAROL SZRETER, Piano  | 5133<br>12 in. \$1.50 | {<br>MONDNACHT ( <i>Schumann</i> ),<br>DER LINDENBAUM ( <i>Schubert</i> ).<br>EMMY BETTENDORF, Soprano |

## Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

# POINTS

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

*Okeh and Truetone Needles*

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

# YOU Can Get Your Product Into 1,000,000 Homes When You—

*"Give it to Schilling!"*  
Manufacturers of Syndicated Blotters

Schilling Syndicated Blotters handsomely printed in 4 colors featuring your product, and resold to dealers with their names imprinted, bring results. Write for samples, prices and how to increase your dealers' business by the simple method of sales promotion.



Sample Blotter  
Showing Style for Enclosures  
With Bills and Correspondence—Printed in 4 Colors

Made only by  
**The SCHILLING PRESS, Inc.**  
Direct Mail Headquarters  
Schilling Building New York City

## Master-Phonic Portable Is Announced by Peerless Co.

New Portable Phonograph Being Marketed by Peerless Album Co. Possesses Several New Features—Designed to Please Eye and Ear

The Master-Phonic, a new portable phonograph, described as "the extraordinary portable for 1928," has been announced to the trade by the Peerless Album Co., New York. This new



Peerless Master-Phonic Portable

portable, which is illustrated herewith, was designed to appeal to the eye as well as to the ear, according to Phil Ravis, president of the Peerless Co.

A four-foot concealed tone chamber, serpentine tone arm, special matched reproducer, record album with ten individual pockets and Heinemann motor are among the features of the Master-Phonic. It is covered with genuine DuPont fabrikoid, and is elaborately decorated

in multi-color effects. Appearance, quality and tone are stressed by the manufacturer. The Master-Phonic lists at \$25, and has been added to the line of Peerless portables which cover a range of list prices from \$12 to \$30.

In a chat with a representative of The Talking Machine World, Mr. Ravis stated that 1927 was the best year which the Peerless Co. had enjoyed since 1921, and all indications are that 1928 will be the best year in the history of the organization, judging from advance orders and new merchandising outlets. Mr. Ravis said that the Peerless Co. is rapidly outgrowing its present commodious quarters embracing 12,000 square feet, and plans are being made to obtain still larger manufacturing space which he expects will become necessary early in 1928.

## Victor Educational Catalog and Graded List Issued

The Victor Talking Machine Co. recently announced a revised issue of the "Educational Catalog and Graded List," which has a complete listing of all records issued in the Educational Specials Nos. 1, 2, 3 and 4.

The catalog is divided into four parts: Lists graded for particular grades, classifications for use in teaching Music Appreciation, lists of correlations of Victor records with the teaching of other subjects, and a comprehensive list of composers and alphabetical and numerical indices. It is a necessary volume for dealers.

## Perryman Tube Prices Cut

Lower list prices on several types of Perryman tubes have been announced to the trade by H. B. Foster, general sales manager of the Perryman Electric Co., Inc. The new prices are as follows: RH-201A, reduced to \$1.50; PA-112 and 112A, to \$3.50; PA-171 and 171A, to \$3.50, and PX-240, to \$2.

## An Unusual Christmas Card From S. L. Scheer

The unusually effective Christmas card illustrated herewith was sent to his many friends by Sam L. Scheer, Long Island representative



S. L. Scheer's Xmas Card

of the North American Radio Corp., New York, prominent distributor of leading radio lines. The products distributed by the North American organization in its territory include Farrand speakers, Zenith receivers, Eveready batteries, Cunningham and Raytheon tubes, etc.

## New Store Opened

A new music store was recently opened in Plainview, Tex., by Jesse Jones and his son, Maxwell. The store will operate under the name of Plainview Music Co. and will carry a full line of Starr phonographs, Gennett records and other musical instruments.

### J. C. Frye Made Freshman Assistant Sales Manager

Will Work Under Direction of Harry A. Beach, With Whom He Was Long Associated in the Victor Talking Machine Co.

James C. Frye, who has been associated with the merchandising end of the music industry for many years, has been appointed assistant sales manager of the Charles Freshman Co., Inc., New York. Much of Mr. Frye's earlier experience was gained in association with Harry A. Beach, general sales manager of the Freshman organization, who was in those days a field executive of the Victor Talking Machine Co. Mr. Frye's new connection brings him in close contact again with Mr. Beach, under whose immediate direction he will serve in an executive capacity with the Freshman Co.

Until recently, Mr. Frye was New England representative of the Victor Talking Machine Co., following his activities for many years with the Victor Co. in various Eastern territories. He was at one time manager of the Victor department of the Knight-Campbell Music Co., distributor, of Denver, Col.

### W. P. Hamilton Elected Houck Co. Vice-President

LITTLE ROCK, ARK., January 3.—W. P. Hamilton, manager of the local store of the O. K. Houck Piano Co., which has its headquarters in Memphis, was elected vice-president of the company at a meeting of the stockholders recently. Mr. Hamilton has been with the O. K. Houck Co. for twenty-two years, and was connected with the Nashville and Chattanooga stores before coming to Little Rock as bookkeeper in 1910. He was made manager in 1919, and his recent promotion is in recognition of his proven ability. The officers of the Houck Co. are J. F. Houck, president; W. C. Sutherland, vice-president and general manager; W. P. Hamilton, vice-president; J. G. McConnell, treasurer, and Jesse F. Houck, Jr., secretary.

### Dolores Cassinelli Starred in Columbia Studio Party

Dolores Cassinelli, film star and lyric soprano, was starred in the Studio Party of the Columbia Phonograph Co. Hour of December 28. Miss Cassinelli combines fame in two

fields. She has starred in thirty-two cinema pictures, including "The Unguarded Hour," and is also warmly praised on the concert stage. She has just been engaged as an exclusive Columbia recording artist.

Other Columbia artists in this broadcast were Julian Oliver, Spanish tenor; Frank Harris, tenor; the American Singers, male quartet; the California Ramblers, orchestra; Ben Selvin and His Orchestra; Eddie Thomas Collegians, orchestra, and the Ideal Serenaders, orchestra.

### Important Executive Changes in Oro-Tone Co.

Leigh Hunt Relinquishes Active Management of Company—Remains a Director—T. A. Galt, General Manager and Treasurer

Leigh Hunt, actively identified for the past ten years as general manager of the Oro-Tone Co., Chicago, world's largest exclusive makers of reproducers, tone arms and amplifiers, has

### M'f'g. Radio & Phonograph HARDWARE

PERFECT Portable Needle Cup Open Stays Open Closed Keeps Closed

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



acquired substantial stock holdings in this successful corporation. Mr. Galt is a dynamic, energetic man of excellent personality. He is an experienced manufacturer, having been connected in an executive capacity with the Adams & Westlake Co. for the past twenty years. In taking over the reins of Oro-Tone Mr. Galt is planning an active program of continued development in both engineering research and sales promotion.

He will be ably assisted by Ray Hunt, who is well known to the trade for his energetic



T. A. Galt



Leigh Hunt

taken permanent headquarters on the Pacific Coast. Mr. Hunt has enjoyed a signal success with this important manufacturer, and although he relinquishes active management, will continue on the directorate, handling the Coast business, and export contact in the Far East and British Columbia.

Succeeding Mr. Hunt as general manager and treasurer is Thomas A. Galt, who has recently

co-operation during recent years with this same company.

Announcements of new plans will be released from time to time as developments are intro-



Oro-Tone Plant and Employees  
duced, and the constructive Oro-Tone policy will continue with a determined emphasis upon the dealer-help department.

### C. C. Driskell Opens Third Music and Radio Store

VISALIA, CAL., January 4.—A new music and radio store has been opened in the Johnson Hotel Building by C. C. Driskell, who operates similar stores in Hanford and Coalinga. Kolster radio receivers and Brunswick Panatropes and records will be featured.

The new store is under the management of Claude Campbell, who is assisted by J. G. Wade. Both have had wide experience in the radio and talking machine retail field.

The new Kellogg socket power radio receiver was featured during the holiday season by Gould's Music Store, located at 37 Main street, Flushing, N. Y.

# READY!

## Get Your Copy NOW

H. C. Schultz, Inc.,  
442 E. Lafayette Ave.,  
Detroit, Mich.

Gentlemen: I am interested in receiving copy of your 1928 Catalog.

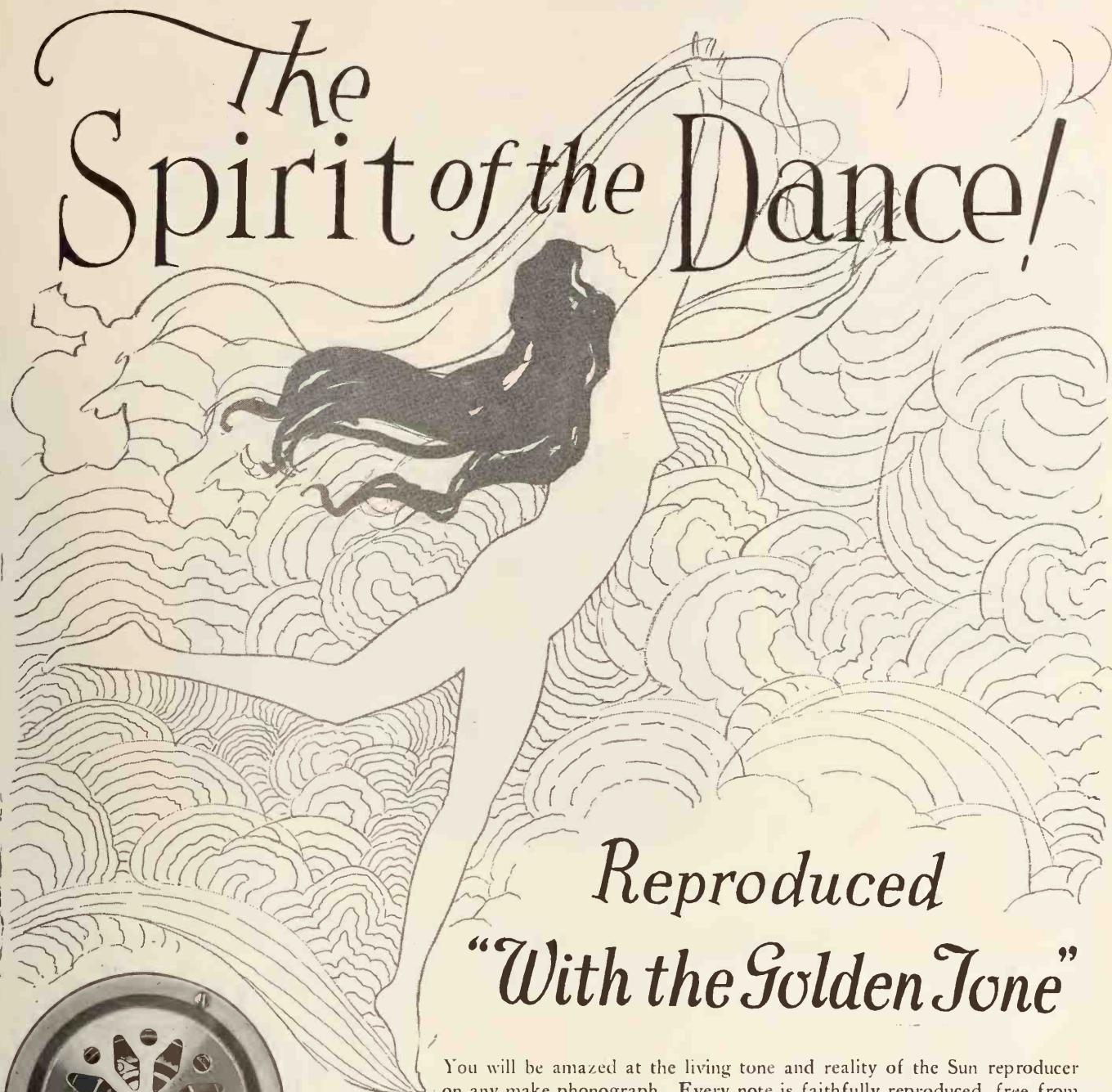
Name.....  
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City..... State.....

JUST out—1928 Edition of H. C. J. Schultz, Inc. Wholesale Radio and Musical Merchandise catalog! The biggest thing from Detroit since Ford's new achievement! Every type of musical instrument. 401 Pages! Thousands of clear illustrations! Line up for a big year with SCHULTZ money-makers. Get your copy Now!

This catalog of nationally-known radio and musical merchandise will save you money—Send For It!

**H. C. SCHULTZ, INC.**  
DETROIT, MICH. CLEVELAND, OHIO  
442 E. Lafayette Ave. 1743 Chester Ave.

# The Spirit of the Dance!



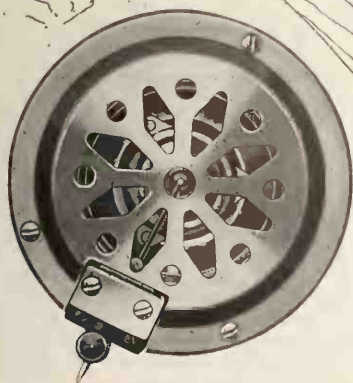
## Reproduced "With the Golden Tone"

You will be amazed at the living tone and reality of the Sun reproducer on any make phonograph. Every note is faithfully reproduced, free from excessive surface noise, blasting and metallic shrill, and yet gives a powerful volume. No longer is recorded music indistinct and unreal.

Over six years ago the United States granted a patent on the Willett diaphragm. This was the beginning of the Sun reproducer, which is so Universally recognized as the ultimate. The fact we now have more than five hundred Dealers and several Manufacturers is evidence of the truth in this statement. We are still selling Dealers who started when the Sun reproducer was introduced.

The year 1928 holds much in store for the Sun Dealer. Quick sales and larger profits are made possible through our many advertising and Dealer helps. We have compiled an interesting report for the Dealer who wants to sell the best. This report conclusively proves the Sun reproducer will increase the sale of records and new phonographs.

Write for Catalog Today



Type M-28

The Sun reproducer, when applied to any make phonograph, is guaranteed to improve the results beyond expectation.

The Willett diaphragm is mounted rigidly and is practically indestructible. Our positive guarantee is your protection.



PATENTED DIAPHRAGM

Finished in Nickel, Gold, Statuary Bronze and Oxidize.

**THE GOLDEN SUN CO., 2829-31 Grand Avenue, Louisville, Ky.**

# Allen-Hough Mfg. Co. Has Developed a Successful Business in Four Months

H. Don Leopold, Vice-President of the Dearborn Advertising Agency, Tells How an Idea Four Months Old Has Blossomed—Present Portable Production More Than 700 a Day

In these days of intense competition, giant consolidation, and the rush of living, the romance in new business created is often over-



Don T. Allen

looked. But the romance is there; and if one chooses to look, he sees much beyond the pyramiding of hard dollars.

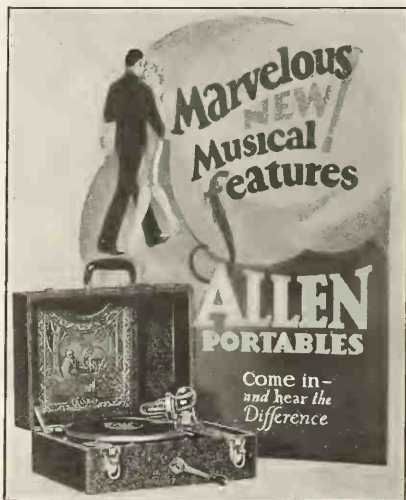
Just four months ago two enterprising young men, in Milwaukee, carefully made plans for the manufacture of portable phonographs. They had before them small but adequate capital, and behind them a store of experience built by three years' association with the industry. Most important—they had the will to build a business plus the ability to proceed logically in so doing.

Arrangements were made for modest factory space in a small Racine box manufacturing plant. Negotiations were opened for supply of necessary materials, and after much experimenting first samples were designed and developed.

To secure distribution for an unknown product is a "man-sized job," and particularly so if you do not propose to underbid the market. The first few calls upon jobbers were fruitless. At the end of the first fortnight the only receipts were in advice and suggestions.

Then came the first glimmer of hope. A New York distributor was interested in securing a portable line for his exclusive use in the metropolitan area, and was finally persuaded that this new product would serve his purpose. One week later another jobber was added; and then two more.

Even for this small production, the original manufacturing facilities were inadequate, and the Racine plant space was doubled. Commitments were made for the output of a manufac-



Allen Portable Window Display for Dealers

turing operation of similar nature in New York City. All of these moves were taken with just a few scattered orders on hand and almost entirely upon anticipation of what the future might hold. It takes grim determination and real courage to invest the savings of a lifetime upon this basis. Just four months ago,

however, such was the inception of the Allen Hough Mfg. Co., Milwaukee.

To-day their production is in excess of 700 portable phonographs every twenty-four hours. Distribution extends from coast to coast and includes the largest portable jobbing outlet in the world. At the present rate the new company will enjoy a million-dollar volume in the first year of operation. In view of the low unit price of these musical instruments, ranging from \$7 to \$12 wholesale, the creation of this business in so short a time is truly remarkable.

A mere idea, four months old, has blossomed into a profitable business. A new product has come to bring joy and entertainment to the public, and a consistent campaign to announce it has started in the Saturday Evening Post, The Talking Machine World and through displays in dealers' windows everywhere.

## Radio Industry Offers Aid in Aviation Development

Radio Manufacturers' Association in Letter to Aeronautical Conference Offers Help in Bettering Radio Equipment for Airplanes

The helping hand of one so-called infant industry, radio, was extended to another, the aviation industry, recently at the Aeronautical Conference at Washington called by Secretary of Commerce Hoover and conducted by William P. MacCracken, Jr., Assistant Secretary of Commerce for Aeronautics.

The Radio Manufacturers Association, in a letter from President C. C. Colby, presented by Assistant Secretary MacCracken to the Washington Aeronautical Conference, composed of the leaders of the aviation industry, offered the aid of the radio industry in developing better radio equipment for the aviation industry, commercial and military. A similar offer of the R. M. A. engineering, technical and other resources has been made to the Aeronautical Chamber of Commerce of America, which has headquarters in New York.

At a preliminary conference of the aeronautical industry leaders, held in New York, President Colby, of the R. M. A. appointed George H. Kiley, vice-president of the Farrand Mfg Co., Long Island City, as the R. M. A. representative. For the discussion of technical engineering questions, H. C. Leuteritz, of the Radio Corp. of America, a member of the Aeronautical Chamber of Commerce, also was appointed by President Colby for the Radio Manufacturers' Association.

As practical measures for development of radio for aviation purposes, Federal Government authorities advised the R. M. A. that improvement of beam signals, short wave high frequency radio transmission, and development of fixed aerials for airplanes were among the immediate needs of the aviation industry. The appointment of contact committees between the R. M. A., representing the radio industry, and the aeronautical interests, for a thorough study of radio needs in aeronautics, was another step suggested. Installation of experimental radio apparatus on airplanes by members of the R. M. A. is another suggestion made.

The responsibility felt by the Radio Manufacturers Association to aid development of aeronautical radio also was expressed to the War Department, the Navy Department, and the Post Office Department and tenders of assistance were made. For the War Department, F. Trubee Davison, Assistant Secretary of War for Aeronautics, wrote President Colby of the R. M. A. that: "when any radio problems arise in the Air Corps, we shall certainly take advantage of your very kind offer and explain them to you and ask your assistance."

Eldridge R. Johnson, former president of the Victor Talking Machine Co., was recently elected a life trustee of the University of Pennsylvania.

## Dealers!

### Understand this—

The Hyatt Utility receiver is not competing with your line of larger receivers.

Your best prospects for Hyatts are those to whom you have sold larger sets.

A Hyatt six will provide—bed-time stories for children *in the nursery*—a lecture for father *in his study*—genuine entertainment for those confined by illness *in their bedrooms*.

*Sell Hyatt on this basis to old customers and, when price or home conditions are a factor, sell Hyatts to new customers.*



Model A



# ATWATER KENT RADIO

THE NEW  
A. C. SET

\$88

Model 37



Operates wholly from house-current (110 to 115 volt, 60-cycle, A. C.) Self-contained. Three stages of R. F. A., detector, two stages of A. F. A.  $7\frac{1}{8}$  inches high,  $17\frac{1}{4}$  inches deep. New all-satin finish—upper panel in antique gold, rest of cabinet in rich brown or golden bronze (optional). Price, without tubes . . . \$88

*Now all in one!*

**A** TRULY electric set, using A. C. tubes, with the power supply built in.

**COMPACT**—actually smaller than many old sets of the battery type—can be placed anywhere.

**-tone**—exquisite—no disturbing power noises—the hardest problem of A. C. operation is SOLVED.

**VOLUME**—can be reduced to a whisper or raised to the fortissimo of a brass band.

**SELECTIVITY**—a highly selective set.

**FULL VISION ONE DIAL**—read at a glance—programs instantly selected or changed.

**DESIGN**—cabinet is shielded against outside electrical interference. Built-in power supply,

a new marvel of engineering, doubly shielded.

**ACCURACY**—every working part of every receiver matched for that particular receiver. All parts true—some of them to two one-thousandths of an inch—and protected from deterioration.

**FINISH**—new satin finish. Your customer's choice of rich brown and antique gold or golden bronze and antique gold.

**MANY EXCLUSIVE FEATURES** which cannot be copied without infringing on Atwater Kent patents.

**PRICE**—startling, until you remember the 15-acre factory where we have learned to make many sets as carefully as we could make one.

ONE Dial Receivers licensed under U. S. Patent 1,014,002

*Price slightly higher West of the Rockies*

ATWATER KENT MANUFACTURING CO. A. Atwater Kent, Pres. 4725 Wissahickon Ave., Philadelphia, Pa.

## Phonograph Repair & Accessories Co. Appointed Vocalion St. Louis Jobber

Will Operate in Missouri and Illinois—Koerber-Brenner Co. Organizes Record Club Among Victor Dealers' Sales Forces—Artists' Appearances Stimulate Record Sales

St. Louis, Mo., January 7.—Given the impetus of the past year, which was one of the best in the history of the talking machine and allied trades, St. Louis dealers are looking to 1928 with confidence, if not eagerness.

To insure the continued development of the business, the Koerber-Brenner Co., local distributor of the Victor products, has embarked upon a unique idea. It has organized a record club among the sales forces of the various dealers of the city, the purpose of which is to discuss Victor record releases and to pass on sales ideas. The initial meeting of the club was held at the Coronado Hotel this month and Miss Helen Moore, of the Kieselhorst Piano Co., was elected president;

Miss Wally Griesedieck, of Scruggs, Vandervoort & Barney's, secretary, and Miss Ruth French, of the Jamerson Music Co., sergeant-at-arms. The club will meet once a month to discuss the trade objects.

Columbia and Brunswick record business in St. Louis was materially aided by the appearance here of Miss Lee Morse, Columbia artist, by the continued popularity of Ed Lowry, master of ceremonies at the Ambassador Theatre here, and the presentation of Al Jolson's, Brunswick artist, picture, "The Jazz Singer," at the New Grand Central Theatre by the Vitaphone Corp.

Mr. Lowry recently made two personal appearances at stores, the first at Scruggs, Van-

dervoort & Barney's, and the other at Nugent & Bros., during the noon hour, personally meeting the customers and autographing many records for purchasers.

The New Columbia-Kolster Viva-tonal electric reproducing phonograph and the new Brunswick Panatrope combination Model PR 17-18, both of which were recently introduced to the trade, are meeting with considerable success in the city.

Additional impetus was given to Brunswick business through the recent announcement of price changes on the better-class records. The changes, which affect all gold and purple label records, as well as album sets and foreign records, have met with a response beyond the expectations of the local dealers.

The "Two Black Crows," the Columbia release, continued to set new high sales records. The latest releases, parts five and six, are meeting with the same sensational response that greeted the former releases of this pair of artists a short time ago.

The local branch of the Brunswick Co. recently announced that the Vocalion record manufactured by the company has been turned over for distribution, effective January 1, to the Phonograph Repair & Accessory Co., of St. Louis, which will operate in Missouri and Illinois. At the same time it was announced that the Artophone Corp. will officially open a branch office in Kansas City for the promulgation of Okeh records. Howard E. Fleming, formerly connected with Artophone's Okeh record force, has been placed in charge of the new branch.

To adequately provide for the continued demand for portables, the Artophone Corp. has just completed the installation of a greatly augmented daylight portable plant, which will enable the concern to increase the production of these instruments to treble its former maximum capacity.

Plans for the coming year were outlined at a sales conference held at the St. Louis branch of the Columbia Co. during the past week, while similar action was taken at a meeting of the Artophone Corp.'s sales force held shortly before the first of the year. The Brunswick Co. also is planning a similar meeting.

The regular monthly meeting of the St. Louis Radio Trades Association was held Wednesday, December 21, at the downtown Y. M. C. A. In the absence of President Bennett the meeting was presided over by Harold J. Wrape, past-president.

The entertainment feature of the meeting was presented by the Ray-O-Vac Battery Twins. The boys were appearing at Station KMOX all week and took time to come to the radio men's gathering.

### General Sales Co. Is Now an Arborphone Distributor

The General Sales Co., Detroit, Mich., was recently appointed distributor for Arborphone radio products in Detroit and vicinity, according to an announcement from the Arborphone headquarters in Ann Arbor. According to Louis Ingram, sales manager of the General Sales Co., the new Arborphone A. C. operated models are moving rapidly and with the reopening of the Ford motor plants and the prospects of a banner year in other motor car factories, a gratifying increase in radio sales is expected.

### Loftin-White Circuit Booklet

A twenty-four-page booklet explaining the Loftin-White circuit in principle and construction has been prepared by the Arborphone Division of the Consolidated Radio Corp., Ann Arbor, Mich. The booklet describes the application of the Loftin-White circuit to the two lines of Arborphone radio receivers in which it is now used and it should prove of value to dealers and salesmen.



## Jewell A. C. and D. C. Set Analyzer



*The Most  
Complete Service  
Instrument  
Obtainable*

*Pattern  
No. 137  
A. C. and D. C.  
Radio Set Analyzer*

A new Jewell Radio Set Analyzer is now available to dealers who desire a service instrument that will solve the new service problems coming with the increasing use of A. C. operated radio sets and sets using the new A. C. tubes. It is the last word in radio testing equipment.

**It will make A. C. tests on:**  
Four and five prong A. C. tubes, Kellogg A. C. tubes, line voltage, filament and charger transformer voltages and filament voltage on A. C. tubes or on tubes operated in series from A. C.

**It will make D. C. tests on:**  
All D. C. tubes, A-batteries or A-eliminators, B-batteries or B-eliminators, total plate current or current per tube, grid voltage, transformers and circuit continuity tests.

The complete Radio Set Analyzer weighs only six and one-half pounds and comes equipped with adapters and test leads. It is complete in every way.

Write for descriptive circular No. 1141, or ask your jobber about this new service instrument.

*"28 Years Making Good Instruments"*

## Jewell Electrical Instrument Co.

1650 Walnut St., Chicago

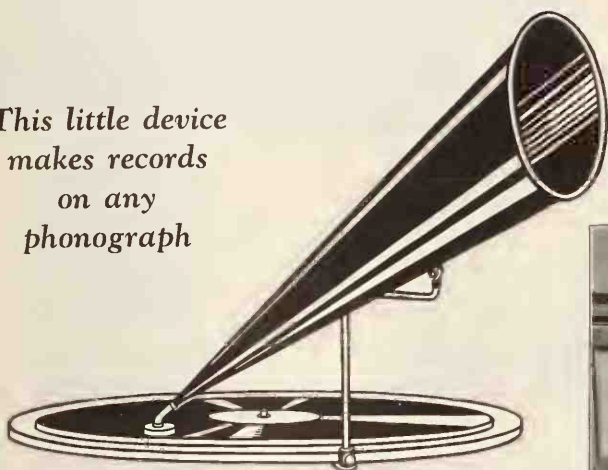


# "TALK- BACK"

Phonograph Recorder

**A CLEAN-UP  
for DEALERS!  
and no "gf" about it—  
sells to everyone who  
owns a phonograph**

This little device  
makes records  
on any  
phonograph



Its records can be  
played on any phonograph

Now, at last, is a device that gives every phonograph owner the thrill of recording—right at home—voice, music, radio.

Not only records it, but plays it back true as life.

LIST: "Talk-Back" .....\$7.50  
3 Records .....\$1.00  
COST DEALER: For "Talk-Back", \$4.50  
For 3 Records..... .60



*A pleasant pastime of Sophie Tucker, popular Okeh record artist.*

Singing or talking into the "TALK-BACK", the home recorder, which also reproduces its own recordings. Enjoyed immensely by Sophie Tucker and her friends.

# The "TALK- BACK"

The new musical sensation for easy home recording doubles the pleasure of owning a phonograph

**Consolidated Talking Machine Co.**

CONSOLIDATED BUILDING

227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.

Detroit: 2949 Gratiot Ave.

## New Atwater Kent Receiver Model 37 Placed on Market

Six-Tube A. C. Receiver Has Single-Dial Control and Volume Control—Presented to Press at Dinner in the Hotel Commodore

At a gathering composed of representatives of the newspapers and trade press and executives of various distributing organizations, the Atwater Kent Mfg. Co. presented its newest contribution to the field of radio receiving sets, known as Model 37. The occasion was a dinner tendered by the Atwater Kent Mfg. Co. of Philadelphia, Pa., at the Hotel Commodore, New York, on Wednesday evening, December 21. The dinner was presided over by Vernon W. Collamore, sales manager of the organization. Two short speeches were made at the close of the dinner by P. A. Ware and R. E. Smiley, of the Atwater Kent Co., relative to the new set that was to be shown.

The Model 37 is a six-tube A. C. receiver comprising three stages of radio frequency amplification, a detector and two stages of audio frequency amplification. It has a single-dial control, and provision is made for increasing or decreasing the volume by means of a control knob. The set is self-contained in a metal cabinet which completely shields the electrical assembly inside, including the power supply, which in turn is surrounded by metal shields. A choice of two color combinations is available with the new metal cabinet, either brown and gold or bronze and gold. In both combinations a departure has been made from the crystalline finish to a satin finish. The cabinet is surmounted by a gold-plated name plate, in low relief, picturing a full-rigged vessel of the old Spanish galleon type. The set is listed at \$88.

This new set is illustrated in "The Newest in Radio" section in this issue of The Talking Machine World.

Concurrent with the showing of the set the popular Model "E" speaker of the Atwater Kent

line was shown in a variety of new finishes, which included bronze and gold, brown and gold, slate and gold, green and gold and brown and bronze. Variety of colors is provided so that the speaker will harmonize with the various color combinations now so popular in interior decoration.

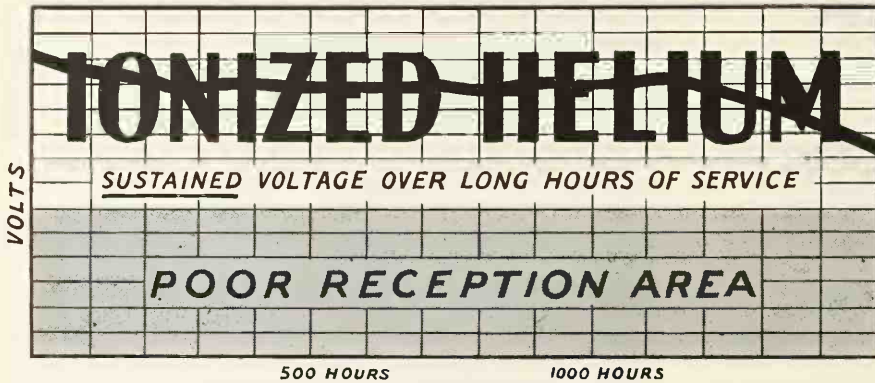
Among the local Atwater Kent distributing firms represented were E. B. Latham & Co.; E. J. Edmond & Co.; E. A. Wildermuth, Inc., and B. & O. Radio, Inc.

## Electro-Phonic Needle Announced to the Trade

Recently Formed Chicago Firm, Headed by J. C. Hart and Nat Golden, Planning Campaign in Interest of Electro-Phonic Needle

Considerable interest has been aroused in the trade by the activities and products of the new Electro-Phonic Needle Co. of Chicago.

# The Reason Behind that Long Life Line



The efficiency of any rectifying tube is measured by the number of hours it can deliver a **SUSTAINED** voltage.

In Raytheon the active principle is ionized helium gas, instead of the old style filament operating in a vacuum.

The fact that this gas **CANNOT** break or burn out results in the longest life of any rectifying tube on the market.

The greatly superior conductivity of ionized helium results in a **SUSTAINED** voltage from first to last.

**RAYTHEON MANUFACTURING CO.**  
CAMBRIDGE, MASSACHUSETTS

**TYPE BH**  
Standard for  
"B" Power Units  
125 m.a. 300 volts  
Price \$4.50

**TYPE BA**  
For Complete  
A-B-C Power  
350 m.a.  
Price \$7.50



40 leading makers of power units and rectifying devices equip with Raytheon. This seal on any instrument marks it as "Raytheon equipped."

# Raytheon

LONG LIFE RECTIFYING TUBE



Electro-Phonic Needle Stand

This new company is headed by J. C. Hart, president, and by Nat Golden, vice-president, both Chicago men and widely and favorably known in music trade circles.

The new product, the "Electro-Phonic Needle," is especially designed for playing electrically reproduced records, the needle being specially tempered so as to eliminate the deterioration of the record due to blasting and vibration, at the same time bringing out the full tonal values.

Though the company is relatively new, a country-wide distribution has already been secured, and markets have been found to be unusually receptive to the new product. A vigorous sales and advertising policy and strong dealer helps are planned to assist the trade in merchandising Electro-Phonic needles.

## Ted Lewis and His Band Featured in Night Club

Special Recording Made by Popular Artist and His Band for the Columbia Catalog

Ted Lewis and His Band, exclusive Columbia artists, made a special coupling recently for the Columbia catalog. The selections are "Down the Old Church Isle" and "Is Everybody Happy Now?", fox-trots.

Certainly Ted should be happy if a \$3,500 weekly addition to his bank roll is of any particular interest to him. He has just signed for that amount at the night club at 159 West Forty-ninth street, New York, where he will double from "Artists and Models."

## H. C. Schultz, Inc., Has Had Amazing Growth in 2 Years

Mid-West Sonora Distributor Has in Brief Period Grown to Be One of the Leading Musical Instrument Jobbers in Country

In May of the past year H. C. Schultz, Inc., well known in mid-West musical and radio circles, organized a corporation which pur-



The H. C. Schultz, Inc., Sales Organization

chased the Michigan interests of Yahr-Lange, Inc., Milwaukee, and the Cleveland branch of the Pennsylvania Phonograph Distributing Co.

Enlarged quarters were engaged in a prominent downtown building and in six months' time three additional floors were taken over by this progressive organization. A branch was opened in Cleveland immediately under the management of H. C. Price.

The H. C. Schultz organization is one of the outstanding Sonora distributors in the United States. The sales increases made by this organization on Sonora products have amazed even Sonora officials. The entire sales organization is made up of men well known in the music and radio industry, most of them

having spent a number of years in this business and they know dealer problems.

C. J. Doser, who has had eighteen years' experience in the musical instrument and accessory business, has charge of the musical merchandise department. He has completed a catalog of this line, which is second to none in the music industry. That it is the most complete and finest offered is the consensus of opinion of those who have received it.

How well the policies and merchandise of this organization are being received by the trade in the Middle West is evidenced by the fact that in six months 685 new accounts—which never before purchased merchandise from the predecessors of this company—were procured. Two hundred and six of these new accounts were awarded the franchise for the Sonora line.

The growth of this organization has been phenomenal—from a "two-man" organization to one of the country's leading musical supply houses—all of which was accomplished in two years' time. The organization now numbers forty-four employes and Mr. Schultz, president, predicts this year's sales will run well over \$1,000,000.

When asked how it is done, Mr. Schultz's reply was: "We handle only dependable merchandise that we can guarantee absolutely—at a fair fixed profit regardless of cost, and give the dealers the kind of service they cannot help but like."

The accompanying illustration shows the sales organization, as follows: Rear row, left to right: Forrest Bunker, field service man-

ager; C. J. Doser, manager musical instrument department; F. L. Whetsel, Detroit; C. C. Price, manager Cleveland branch; William H. Oaten, general sales manager; H. H. Rosenberg, southern Ohio and West Virginia; Jack Cullen, Detroit; H. J. Sundberg, Detroit. Front row: E. N. Quarters, Michigan; Phil B. Lang, Michigan and western Pennsylvania; A. Semple, Cleveland; H. C. Schultz, president; Orville Eley, Michigan; J. L. Wellman, Michigan. C. H. Mauck, northern Ohio representative, was too busy to attend the meeting.

## J. W. Jenkins Joins the Arborphone Sales Division

J. W. Jenkins has joined the national sales organization of the Arborphone Division, Consolidated Radio Corp., Ann Arbor, Mich., as special sales representative. Mr. Jenkins will co-operate with a selected list of Arborphone distributors, helping them apply to their own territories the Arborphone plan of merchandising. His headquarters will be in Ann Arbor, Mich., in care of Sanford Bros., the national sales representatives for the Arborphone line of radio products.

## E. A. McMurtry, Canada, Visits Columbia Offices

E. A. McMurtry, general manager of the Columbia Phonograph Co., Ltd., of Canada, with headquarters in Toronto, was a recent visitor to New York, calling at the Columbia executive offices. Mr. McMurtry stated that Columbia business in Canada during 1927 had been very satisfactory, record sales being double the figures for the preceding year. Columbia dealers generally are very enthusiastic regarding the sales outlook for 1928, basing their optimism upon the steady growth in Columbia sales and prestige throughout Canada.

# DECA-DISC

## The Full Automatic With Electric Amplification



The New Deca Disc

With Electric Amplification. 53" high, 36" wide, 22" deep.

The Deca-Disc Full Automatic Orchestral Entertainer with isolated speakers by which orchestral music may be furnished in two or more rooms at one time, controlled in each room independent of the others. These extensions may be carried to the upper floors or to the pool room in the basement, each unit operating independent of the others, and all from the one amplifying instrument which may be in the office or any out of the way place ready to supply music all day or night without attention.

Being amplified thru a power speaker gives it a wonderful range of volume and the tone is an exact reproduction. Think of having Paul Whiteman's Orchestra, Sousa's Band, Wurlitzer's Pipe Organ, John Charles Thomas, Marion Talley and others at your command at all times.

With a volume control you can turn it on full and it is as loud as the band or orchestra itself. Turn it down low and a conversation or card game may be held nearby without interruption. For dancing it is a perfect substitute for the orchestra.

The Deca-Disc Full Automatic Orchestral Entertainer makes available for the first time at reasonable cost an entertaining system that meets the requirements of hotels and restaurants, large or small.

It is equally as satisfactory in the home, occupying little space, furnishing perfect entertainment.

Manufactured by

The Deca-Disc Phonograph Co.

Waynesboro, Pa.

# Prosper with KELLOGG Radio in 1928

## Talking Machine and Radio Dealers in Toledo Report Satisfactory Sales Volume

Talking Machines, Radio Receivers, Combination Units and Records All Share Favor of Public in Holiday Buying—Toledo Radio Co. to Hold Sales Meeting for Sparton Dealers

TOLEDO, O., January 7.—At the Lion Store Music Rooms, Manager Lawson S. Talbert reported that during the two weeks preceding Christmas buying was heavy in talking machines. While a considerable number were delivered to patrons, many machine customers preferred combinations. In the radio division a great gain was made. Buyers purchased sets liberally. They demanded merchandise of quality and of standard makes. Unknown names were a drug on the market.

At the J. W. Greene Co., December proved a successful month. Machine and record sales were slightly ahead of a year ago and radio sales were much better, according to W. W. Smith, president. A campaign of advertising which embraced newspaper, billboard, direct mail and windows is given credit for much of the showing. Buying centered around new merchandise—people asked for the latest in phonographs, radio and records.

The Toledo Radio Co. on January 12 will hold sales and service meetings for Sparton dealers in this territory. Harry Sparks, sales manager of the Sparks-Withington Co., Jackson, Mich., will have an important place on the program. Executives and members of the engineering staff will also be present. The purpose of the gathering, Chas. H. Womeldorf, president, stated, is to better inform dealers and service men so that they may extend their efforts. The meetings will be held in the auditorium of the J. W. Greene Co.

The new LaSalle & Koch Co., Brunswick Shop, according to Wilbur F. Cooper, manager, closed a very satisfactory holiday business. This fine shop caters to a class of buyers who

prefer combinations. Miss M. Plotkin has joined the firm as manager of the record section of the enterprise.

The Whitney-Blaine-Wildermuth Co., Brunswick and Victor dealer, experienced a renewed demand for machines during the two weeks preceding Christmas, according to Henry C. Wildermuth, treasurer. The call for radio sets was greater this year than in the past. Sparton and Atwater Kent lines are featured. Prospects for the new year are extremely bright, Mr. Wildermuth believes.

The United Music Store experienced an increase in Panatrop and Victor sales, both for December and for the year 1927, according to

## Acoustical Development Corp. Has New Product

Producing Stock Model Tone Chamber to Be Used in Mechanical or Electrical Reproducing Phonographs and in Radio Cabinets

The Acoustical Development Corp., Chicago, has announced the addition of a stock model tone chamber which may be used in mechanical or electrical reproducing phonographs and also in radio cabinets. This tone chamber, known as Model M-14, has an air column measuring sixty inches in length, and is said to faithfully amplify and reproduce the entire musical scale. This tone chamber is adaptable to practically all standard cabinets, is light in weight, yet sturdily constructed and the material is such that it greatly aids the low scale notes. In addition to Model M-14, the firm is adding a

Harry L. Wasserman, president. Radio volume also exceeded all previous marks. The electric sets were much in demand, including RCA, Atwater Kent and Sparton lines.

The Columbia records of the "Two Black Crows" has been given impetus by the release of parts five and six, which, Miss Virginia Davis stated, are outselling the first four parts.

At Grinnell Bros. gift certificates were featured as the ideal way to make Christmas presents. On account of this not a few persons availed themselves of the different way of gift presentation. Supplies of Orthophonic Victrola 7-25 and Radiola 17 were short. The Kellogg A. C. radio was featured in store and newspaper, as well as billboard, publicity.

H. M. Wells and Warren L. Kellogg, of the Cleveland Talking Machine Co., made the rounds of local dealers this week. Mr. Kellogg reported many calls for the new Victor school machine. Several dealers have orders awaiting arrival of the instrument, which promises to be very popular.

number of tone chambers to its regular stock models. The Acoustical Development Corp. maintains its general offices at 230 East Ohio street, Chicago, and its factory in Racine, Wis.

## W. C. Fuhri, Columbia Executive, on Trade Trip

W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., New York, will leave on January 15 for a Pacific Coast trip, visiting as usual Columbia branches and wherever possible Columbia dealers in the important trade centers throughout the West. Before leaving on this trip Mr. Fuhri stated that December Columbia sales had been considerably ahead of last December, with the record volume particularly gratifying, and over 50 per cent in advance of November sales, an excellent showing.

Kellogg Radio was the outstanding success of the 1927 season.

Kellogg's A-C operation made it the ideal line for the musical instrument house.

Kellogg has no batteries to worry the user — or to cause service expense to the dealer.

Kellogg is true A-C radio, using Kellogg's own A-C tubes.

Limited production restricted the territory that could be opened up last fall.

Increased production for 1928 creates Money-Making opportunities for new distributors and dealers.

Applications are now being considered.

Kellogg Switchboard & Supply Company, Dept. 25-91, Chicago

## Trade Activities in the Akron-Canton Territory

AKRON-CANTON, O., January 7.—Talking machine and record business has slowed up considerably with the advent of the new year, after one of the most active holiday seasons in recent years. Trading was slow in getting started, but from ten days to two weeks before Christmas dealers in this area had all they could do. There was not only much activity in talking machines, records and radios, but the accessory trade was unusually good.

C. J. Russell has been made manager of the talking machine department of the Klein-Heffelman-Zollars Co. department store, Canton, now controlled by the Ross Stores, Inc., and the department, located on the mezzanine floor, has been enlarged and additional floor space given over to talking machines, records and other accessories.

The D. W. Lerch Co., one of Canton's oldest music houses, has just concluded observing thirty-two years of business existence.

There has been an unprecedented demand for the newest Columbia phonographs, the model 7-20, retailing at \$125, where it recently was introduced. Dealers both in Akron and Canton have been successfully disposing of this attractive model.

That the next four months will see much activity in radio was the prediction made by George C. Willie, head of the music house at Canton bearing his name.

Johnny Marvin, well-known Brunswick recording artist, appeared in person at a Canton theatre for four days and drew capacity audiences. While in Canton Mr. Marvin was at the talking machine departments of the William R. Zollinger Co., where he autographed many of his records for the store's customers.

Repairs have been made to the Halooek music store in Medina, which was badly dam-

aged when a water heater, operated by gas, in the basement exploded.

Talking machines and records in the future will be merchandised in the basement at the store of the George S. Dales Co., Akron, with entrance on Howard street.

## Golden Sun Co. Announces New Reproducer Sales Plan

Object of Campaign Is to Prove to the Dealer That Sun Reproducer Will Boost Sales

The Golden Sun Co., of Louisville, Ky., has introduced a new sales plan on the Sun reproducer. This plan has been experimented with for several months and proved highly successful. The object of this new plan is to prove to the dealer the Sun reproducer will increase record sales as well as create prospects for new phonographs.

F. A. Sunderhauf, sales manager of the Golden Sun Co., has compiled the results of the new selling plan and states that he found most dealers sell reproducers because their customers ask for them. In only a few cases was the reproducer sold as a sales promotion for records and new phonographs. He further states that a good many dealers are selling reproducers and giving their customers the impression that it will make a new-style phonograph out of an old one. This misrepresentation is very dangerous and may cause the loss of a prospect for other musical merchandise. Sun reproducers are sold with the understanding they will improve any old or new phonograph, but will not make a new phonograph out of an old one.

The Golden Sun Co. now has over five hundred satisfied dealers. Some of these dealers started when the Sun reproducer was introduced. They also have several large manufacturers using the Sun reproducer.

## National Assn. of Music Merchants Board to Meet

Board of Control of National Association of Music Merchants to Meet at Hotel Commodore on Thursday, January 26

The Board of Control of the National Association of Music Merchants will hold its annual mid-year meeting at the Hotel Commodore, New York, on Thursday, January 26. It is probable that the amount of business which is to be transacted at the meeting will necessitate at least one session on Friday, January 27. The Board of Control includes the Executive Board, Advisory Board, Auxiliary Board, including chartered State Association representatives and State commissioners from States where no chartered associations exist.

President C. J. Roberts is desirous of having a large attendance as matters of great importance will be presented for discussion. It is possible that suggestions looking toward important changes in the by-laws will be presented. A luncheon for members of the Board of Control will be held Thursday at the Commodore and it is probable that the New York Piano Merchants' Association will arrange for a dinner for Thursday night.

## A. B. Cornell Proves Prowess as Hunter

A. B. Cornell, formerly identified with several prominent manufacturers of phonograph parts and widely known throughout the phonograph industry, is proving to be a hunter of considerable skill. A few weeks ago while gunning near Valley View Farm, which he owns, Mr. Cornell shot a very beautiful red fox measuring over forty inches from tip to tip. He is naturally quite proud of his prowess.

## Below Zero Weather and Snow Fails to Cool Optimism of Twin Cities Dealers

Interest in New Panatrope Combination Is Marked—H. L. Davies Now Covering Choice Territory—Advertising Campaigns on Phonographs and Radio Featured Month

MINNEAPOLIS AND ST. PAUL, MINN., January 9.—The Northwest is under some few feet of snow and the thermometer hovers below zero, but prospects are warming. The prognosticators are of one mind, that though Winter has come and with a vengeance, Spring cannot be far away and all is well for 1928.

The wonderful increase over 1926 that the Brunswick books showed in November was continued to and through December. The record business was excellent. S. C. Schulz, manager of the Brunswick offices, is highly pleased over the response made since record prices were reduced.

Keen interest is felt in the debut of the new model Panatrope combination. A trifle larger than the former console type, it is a very compact instrument. The Eddie Dunstetter records continue immensely popular, nationally as well as locally. Real compliments have come from dealers not handling Brunswick records, who praise the organ recordings most highly. Two new Dunstetter records will be ready early in the new year. There has been an unusual sale on the Nick Lucas records.

Mrs. Eggers, who has been the head of the Minneapolis office of the Consolidated Talking Machine Co., is kept busy by the added duties of the Detroit business and spends her time between the two.

H. L. Davies, who has been connected with the Minneapolis branch of the Brunswick-Balke-Collender Co. since 1920 and has traveled into every territory covered by the branch, is now covering the city where the branch is located, and is winning as many friends among the Minneapolis dealers as he did through the State. This appointment is a part of the prog-

ress program inaugurated by Selman Schulz since his transfer from the Chicago Loop territory to district managership of the Brunswick Minneapolis branch. Mr. Schulz is surround-



H. L. Davies

ing himself with a competent and efficient organization, and since he has taken over the reins the Brunswick situation has seen a decided improvement in Minneapolis.

A. L. Toepel, sales manager of the Lawrence Lucker Sales Co., has had no chance to loaf in the usually quiet week from Christmas

to New Year's. The holiday business, which exceeded all expectations, continues at the same tempo. A commentary on the desirability of the Lucker lines is the number of requests for dealer appointments. The Kellogg, Sparton and Crosley sets, of all types, were in such demand that the shipping room was continually hard pressed.

Tremendous interest has been aroused by the striking advertising campaign on AC sets. Not only has the dealer's interest been aroused, but his confidence increased a thousandfold, Mr. Toepel believes. With that confidence justified, especially in the Kellogg, Crosley and Sparton lines, 1928 should be a splendid year for the Lucker Co.

An atmosphere of well-being pervades the Kern-O'Neill Co., Columbia headquarters. Everyone seems to be personally gratified by the fine holiday business, the success of the Columbia-Kolster lines and the phenomenal record business.

Full-page Columbia advertising and splendid tie-ups by local dealers appeared in the St. Paul, Minneapolis and Duluth papers during December.

The Golden Rule, one of St. Paul's largest stores, has restricted the phonograph lines to Columbia and Victor.

Herbert Peterson, who started as a boy for the former Beckwith-O'Neill Co., is now covering southern Minnesota and the Dakotas for the Kern-O'Neill Co.

W. H. Dickson, credit manager and a director of W. J. Dyer & Bro., of St. Paul, died just before Christmas.

K. E. Stommel, for some time with the Cable Piano Co., of Minneapolis, is now manager of the company's St. Paul store.

The Belmont Corp. is the name of the company jobbing the new line of Sonora instruments. George A. Michel is president, Clarence B. Michel is vice-president and Henry J. Michel secretary. The personnel of the force includes Lloyd L. Copley, covering the Montana territory; Leonard Van Holde, North Dakota; Charles Milligan, South Dakota; D. L. Cary, M. S. Hezzerwood and Herbert K. Arnold in the Twin Cities district. R. A. Roberts, who was formerly secretary of the Rockford, Illinois, Radio Trade Association, is in charge of the St. Paul business.

The Majestic Music Shop is once again in its old quarters at 16 South Eighth street. The store has been completely remodeled to give the effect of the exterior of a Spanish town. Columbia, Victor and Brunswick records and Crosley and Kolster radio receiving sets are handled.

The Cammack Piano Co. is in the midst of a removal sale and D. Westley, of the company, reports a splendid Christmas business in Federal, Mohawk, Apex, Atwater Kent and Radiola radio lines.

The Hausner Music Co., which has been operating three stores in the Twin Cities, is now consolidating the two Minneapolis stores and will occupy the entire space at 35 South Eighth street.

The new Hausner store will have a big opening when the clubrooms for professional musicians and the rehearsal rooms will be opened to the public. Mr. Hausner will specialize more than ever on band instruments.

### Vocalion Race Record Demand Is Phenomenal

Jack Kapp, manager of the Vocalion record department of the Brunswick-Balke-Collender Co., personally unearthed the biggest selling record in the history of that company. "Jim Jackson's Kansas City Blues." The most phenomenal part of this sale is that there is no particular territorial demand, as the orders are rolling in from all parts of the country. The indications of its possibilities are evidenced in the sales of the Watson Co. of Memphis, which sold 10,000 records in ten days.



No. 768-16. With panel cut for Radiola 16.

Height 37 inches. Width 29½ inches. Depth 17 inches. Walnut veneered. Finished in antique walnut. Hand-painted ornaments. The ½-inch sliding wood panel is 9 inches by 24 inches inside. Battery compartment 26½ inches wide, 11 inches high, 15¼ inches deep. Average weight crated 98 pounds.

## Radio Cabinets By UDELL

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

Write for your  
copy today

## THE UDELL WORKS

28th St. at Barnes Ave.

Indianapolis, Ind.

# Free to Dealers

Life-Size Display—  
the Most Famous  
Girl in Radio!

*Send For Yours Today*

THE Abox Girl has been adjudged the most beautiful and effective window and store display ever offered by a radio accessory manufacturer. She is known to millions of readers of the leading metropolitan newspapers and radio magazines through the nation-wide Abox advertising campaign, and is used as a sales feature by hundreds of prominent dealers from coast to coast.

The Abox Girl is life-sized, 59½ inches high; is the creation of one of America's most celebrated artists, and is lithographed in ten colors. At a short distance she is easily mistaken for a real person.

There is only a limited supply left. Therefore, requests must be filled in the order in which they are received. Clip the coupon to your letterhead, mail it today and learn how you can add this expert saleslady to your staff.

The ABOX Company

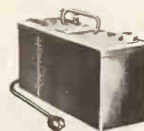


*6-Volt Abox Eliminator*

This model will operate any set using eight or less standard 6-volt tubes. Not necessary to change wiring set. Over 100,000 of this type in use. List \$32.50.

*4-Volt Abox Eliminator*

A new model for sets using 4-volt tubes. Fits Radiola battery compartment. Size, 8¾ inches long, 4 inches wide, 6⅞ inches high. Output—6amperes, 4 volts D.C. List \$27.50.



THE ABOX COMPANY,  
215 N. Michigan Ave., Chicago

I can use one of the beautiful Abox Girl Displays. Please tell me how I can secure one.

Name.....

Address.....

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

I buy Abox Eliminators from.....

(JOBBER)

Check here if you want free circulars.

THAT IS WHY  
YOU WILL SELL

*tone*  
AND VOLUME  
*from long horns!*



in 1928

*The most complete line.*



MODEL NO. 14, \$12.50  
*Compact model, weighs  
only 8½ lbs.*



MODEL NO. 828, \$15  
*New appearance and  
performance.*



MODEL NO. 728, \$16.50  
*Suitcase shape with 26" tone  
column and throwback tonearm.*

**Berg A. T. & S. Co. Inc.,**



# Startling Portable News!—

You know that long horns or tone chambers produce fine music. After months of experimenting and considerable investment in special dies and machines, we are happy to announce four new portables for 1928 with tone columns varying in length from 26 inches to 44 inches! Listen to their performance and you will be amazed that such fine portables can be produced at such reasonable prices.



MODEL NO. 528, \$20  
*A distinctive model at a popular price.*



MODEL NO. 228, \$25  
*Rich appearance and remarkable performance, 44" tone column.*



MODEL GRAND, \$35  
*A strictly deluxe portable.*

*Write for samples to-day*

*Also—*

## Two New Electrical Pickup Portables

Interest in electrical pickup portables is growing rapidly. We have produced two models that serve double purpose. Play them as regular portables or with the pickup through the detector tube on any good radio set!

MODEL NO. 30  
\$30.00

MODEL NO. 42  
\$42.50

Long Island City, N. Y.

## Prominent Residents of Boston Form the Music Lovers' Phonograph Society

Monthly Concerts of Recorded Works to Be Given—Wholesale and Retail Trade Enjoyed Good Holiday Business—R. A. Drake Is New Victor Representative—News of the Trade

BOSTON, Mass., January 7.—The year's business with the wholesale houses in the talking machine line has been of a fairly satisfactory nature in most cases. This much, however, is certain: the demand, and this was especially true approaching the holiday season, was for the high-priced instruments, and of course a dealer would rather sell a few of these than a greater number of the low-priced ones. The record business has been uniformly large. As for the radio business jobbers and dealers appear to have had a good year. Quite outstanding are the reports from some companies which have been pushing new models which the public have grasped eagerly; and this has greatly accentuated sales and made both November and December stand out conspicuously.

### Outlook Bright for Columbia

New England Manager Bill Parks, of the Columbia Co., says that his department wound up the year with a very substantial increase of business over 1926, and he adds that altogether he considers it the most satisfactory year in Columbia history, in part because so many new friends and customers were made. That the business was not forced but was the natural result of a good product and fair policies is the way he puts it. "With this kind of foundation on which to build and with the new phonograph and radio combinations soon to be announced we expect that this year's business will reach and possibly top some of our wartime figures," added Manager Parks. The local stock of the Columbia-Kolster model was entirely exhausted before Christmas and the many unfilled orders cannot be filled until the next shipment arrives this month.

### Phonograph Society Formed

A new organization formed during December in this city is called the Music Lovers' Phonograph Society and is made up of prominent men and women. The first concert of the season was held on December 16 at the Fenway School Centre, Teachers' College Building, and was well attended. It is planned to hold these concerts monthly and the program will be made up of the

recordings of symphonies, sonatas, quartets, etc., of the new and old masters.

### James A. Frye in New Post

One of the important announcements in the way of news is that James A. Frye, familiarly known to the Victor trade as "Jimmy," has said "good-bye" to the Victor, with which he has been affiliated for a number of years and has identified himself with the Chas. Freshman Co., Inc. "Jimmy" was widely known to the New England Victor trade and had many warm friends.

### R. A. Drake Represents Victor Line

Succeeding Mr. Frye in this field is Robert A. Drake, who in other territories is well-known to the Victor people, as he has been traveling for the factory for the last six years, and has been in the South and Middle West. Lately Mr. Drake has been making his headquarters at Syracuse, N. Y. Mr. Drake, whom local Victor folk know fairly well, has already found himself a home in West Newton, and has plunged into the work with the greatest enthusiasm.

### Big Holiday Sales of Kellogg Radio

The F. D. Pitts Co., at 219 Columbus avenue, this city, reports a very large holiday business, and there were several models of the Kellogg's line, notably 510 and 511, for which there was a big demand. The all-electric no-battery radio receiver seems to be the thing that the Pitts Co.'s patrons find especially desirable, and the product that is sent from the Kellogg Co. in Chicago to the Boston warerooms is disposed of as soon as it gets here.

### Strong Demand for Atwater Kent

December business for the J. H. Burke Co. kept the staff on the jump right up to the eve of Christmas. Most of this demand was for the Atwater Kent product, especially the 37 A. C. model which has only lately been on the market, so that business on this was more or less concentrated toward the end of the month, and even then there was not anything like the number of machines to supply the demand.

And speaking of Joe, the popular head of the

concern bearing his name was the surprised recipient of a very handsome Christmas gift from all his employees, who gave him a handsome mahogany clock with aluminum face and with a plate on the back on which is inscribed "Presented to J. H. Burke by the Happy Family of the J. H. Burke Company, Christmas, 1927."

There was a jolly Christmas party at the J. H. Burke Co.'s showroom on Christmas eve. In one corner was a tall tree from which small gifts were distributed and refreshments served.

### M. Steinert & Sons Co.'s Christmas Party

M. Steinert & Sons Co., Victor distributors, entertained their staff at a Christmas party on the Saturday before, and not only did Alexander Steinert, the head of the Boston business, take an active part in the affair, but also his son Robert Steinert, as well as Alan Steinert, his nephew, who supervises the business of the Eastern Talking Machine Co., at its Essex street quarters. Business of the Eastern (wholesale) and the Steinert warerooms (retail) was unusually large before and during the holidays, and of the sum total much was due in no small degree to the surprisingly large number of high-priced instruments that were disposed of.

### New England Ass'n to Elect

The annual meeting of the New England Music Trade Association is scheduled for the second week in January and already there is interest as to who the next president is to be.

## Federal Radio Corp. Issues Service Manual for Dealers

A new service manual has been issued by the Federal Radio Corp., Buffalo, N. Y., for the benefit of Federal Ortho-sonic wholesalers and retailers. It is a loose-leaf book, furnished with index tabs for easy reference and supplements can be inserted when necessary. Notes and sketches pertaining to the general text have been printed in the margin of various pages.

## Featuring Victor Line

The Cullen Music Store, Rawlins, Wyo., is featuring the new electrical Orthophonic Victrola-Radiola.

# SITTING PRETTY

for

# 1928

When have Victor dealers been in a better position to build up great sales totals? Never.

The Victor line offers—and has available—instruments to meet every demand and every purse—whether it be the portable or the great combinations—while to go with them are records of surpassing excellence.

*Ditson Service will keep that varied line complete*



**Oliver Ditson Co.**  
BOSTON

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

## Fada Sales Plans for 1928 Made at Conclave in Plant

Various Department Heads of F. A. D. Andrea, Inc., Discuss Advertising, Sales Promotion, Production and Service Plans

A general sales convention at the Long Island City plant of Fada Radio was held immediately following the holidays for the purpose of discussing merchandising of the Fada line in 1928. Selling plans were developed in keeping with the general policies of the company. A number of distributors attended the convention and gave first-hand information as to actual field contacts as revealed during the opening months of the 1927-28 season, with helpful interchange of selling ideas and reports on trade conditions.

Frank A. D. Andrea, president, welcomed the gathering to the New Fada factory. R. M. Klein, general manager, reviewed the company's accomplishments to date, calling attention to the excellent standing of Fada radio with the trade and public. Mr. Klein outlined ways and means by which 1928 should eclipse the 1927 business, which was the largest in the Fada history. L. J. Chatten, general sales manager; L. C. Lincoln, advertising manager, and other department heads discussed the various phases of the company's business, including advertising, sales promotion, production and service. Following the business session, a dinner was served at the Hotel Astor, New York.

## The Trade Sends Holiday Greetings to The World

Holiday greetings were received by The Talking Machine World from the following trade members:

E. E. Bucher, F. Keyler, J. Haber, George Clayton Irwin, Jr., T. W. MacDowell, Roy Davey, A. M. Kunnard, Argus Radio Corp., Blackman Distributing Co., H. J. Riker, H. R. Carlisle, Wall-Kane Needle Mfg. Co., Philadelphia Victor Distributors, Inc., Mr. and Mrs. George A. Lyons, W. C. Fuhri, Dick Smiley, Harry M. Frost Co., M. Hohner, Inc., John S. MacDonald, H. M. Gallop, L. A. Charbonnier, Walter L. Eckhardt, Ben R. Stauffer, Reincke-Ellis Co., Harold J. Wrape, Milne J. Eckhardt, E. P. Huylar Allen, Mr. and Mrs. L. Gruen. Girard Phonograph Co., J. E. Rudell, T. W. Barnhill, Kenneth E. Reed, Carroll Van Ark, Russell E. Hunting, J. Lobel, Musgroves, Ltd., Harry W. Weymann, Consolidated Talking Machine Co., Don T. Allen, Charles W. Glaser, Mr. and Mrs. Edward S. Biel, Boley-Oliver Co., Harry G. Neu, Otto Heinemann, Mr. and Mrs. Allan Fritzsche, Mr. and Mrs. W. C. Hutchings, Frank Dorian,

## Why Some Buyers Object to Plywood Cases

- 1st. They are constructed from poor timber. Our mills at Houlton, Maine, are located in the heart of the finest virgin growth of Birch and Maple. We own 10,000 acres of timberland.
- 2nd. Worn or antiquated machinery makes poor workmanship with resulting weaknesses in the case. Radical improvements have recently been made in plywood machinery. Our mills are equipped throughout with new machinery of the latest design.
- 3rd. Inexperience of Plywood box manufacturers, who furnish cases with construction weaknesses or cases improperly designed for the loads to be carried.

Our management has had 18 years' successful manufacturing experience in serving the textile trade.

### Timber—Equipment—Experience

With these resources, your requirements are met in every way. And our prices are right. Let us prove these statements with a trial car.

### Birch and Maple Plywood, Spruce Cleats

# Northern Maine Plywood Co.

Statler Building

Boston, Mass.

Emil Pettinato, Mr. & Mrs. Howard J. Schartle, Jim Davin, Mr. & Mrs. Frank V. Goodman, Bond P. Geddes, Frank Coupe, International Mica Co., Lloyd Spencer.

Peirce-Phelps, Inc., Lincoln Fixture & Supply Co., R. K. Smith, Gene McDonald, Mr. and Mrs. L. S. Baker, Mr. and Mrs. Henry E. Gardiner, McMillan Radio Corp., E. S. Riedel, J. H. Burke Co., Joseph Wolff, Mr. and Mrs. Jack Kapp, Bill Schnirring, Kohler Distributing Co., Milton E. Schechter, Lester E. Noble, J. Newcombe Blackman, C. H. Baker, Mr. and Mrs. Harvey Roemer, St. Louis Radio Trades Association, Herbert H. Frost, J. V. Cremonim, Triangle Radio Supply Co., Albert A. Grinnell, Nat. E. Golden, Mr. and Mrs. C. L. Johnston.

Mr. and Mrs. Harry A. Beach, Amrad Corp., Gross Brennan, Inc., Plaza Music Co., Standard Talking Machine Co., H. A. Weymann & Son, Inc., Mr. and Mrs. Louis D. Rosenfield, M. R. Goldsmith, Zenith Radio Corp., Mr. and Mrs. Edward Worthington, Porto Rico Talking Machine Supply Co., Orsenigo Co., Inc., Lawrence J. Rooney, Fred K. Steele, Inc., Mr. and Mrs. Charles R. Stinson, John Marvin, I. A. Decatur, Will Von Tilzer, Mr. and Mrs. Charles C. Henry, H. E. Lehman, Badger Talking Machine Co., Irving Berlin, Inc., Herbert W. Clock, Robbins Music Corp., P. W. Guttenberger, Joseph F. Brogan, North American Radio Corp., Crown Music Co., Crosley Radio Corp., F. J. Ames,

Herbert E. Young, Otto N. Frankfort, H. Emerson Yorke, Mr. and Mrs. H. B. Foster, Wally J. Bauman, Polk C. Brockman, Mr. and Mrs. J. B. Price, Mr. and Mrs. Carl D. Boyd, E. R. Manning, H. B. Sixsmith, R. H. Woodford, Curtis N. Andrews, Federal-Brandes, Inc., Wendall Hall Music Publishers, Ray Reilly, Arthur A. Trostler, Harrington's, Ltd., Mr. and Mrs. L. E. Gillingham, Joe Davis, Studner Cumming Co., Inc., Mr. and Mrs. Fred P. Oliver, Mr. and Mrs. Ralph S. Pier, Maurice Landay.

Miss Lillian Guth, Leedy Manufacturing Co., F. Clifford Estey, Mr. and Mrs. Herbert A. Brennan, Symphonic Sales Co., H. C. Cooley, Mr. and Mrs. Leon Golder, Mr. and Mrs. H. Donaldson Leopold, A. H. Mayers, Mr. and Mrs. Edward B. Lyons, Maximilian Weil, Shapiro Bernstein Co., Miss Kathryn Joyce, Kurtz & Ruby, Mr. and Mrs. Edward G. Evans.

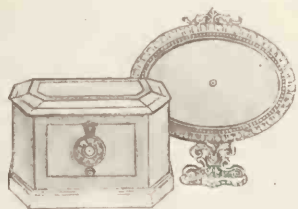
## List Prices of Super-Ball Antenna Reduced

The list prices of the Super-Ball antenna and the Antenna Kit were reduced early in December, according to an announcement made by Yahr-Lange, Inc., Milwaukee. Fred E. Yahr, president of the company, in making this announcement, stated that the volume production attained and the increased sale of Antenna Kits made this price reduction possible. The new price of the Super-Ball antenna is \$7.50 east of the Rocky Mountains and \$8.00 west of the Rocky Mountains. The new list price of the Antenna Kit is \$4.00, and \$4.50 west of the Rocky Mountains. In Canada the list price of both products is 40 per cent higher.

Super-Ball antenna radio programs, sponsored by Yahr-Lange, Inc., are broadcast over station WBBM, Chicago, every Wednesday evening and early in 1928 the company plans to place other programs on the air from Lincoln, Neb., and Winnipeg, Canada.

## Cheerio! Mr. & Mrs. Hawley

The many friends of Peter R. Hawley will join The Talking Machine World in extending congratulations to this well-known and popular Quaker City music-radio man on his assumption of the Benedictine role. The happy bride was Miss Anna Marjorie Schween, the marriage taking place at the home of her parents, Mr. and Mrs. Henry J. Schween, in Philadelphia on December 30. Mr. and Mrs. Peter R. Hawley will be "at home" after February 15 at Minerva Court, Upper Darby, Pa. Mr. Hawley was for many years manager of the Girard Phonograph Co., Edison jobber, and is now operating as Mackenzie & Hawley, in the Quaker City.



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

## SPLITDORF Radio Receivers

A series of beautiful period furniture models

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

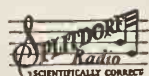
Splitdorf is the one line offering the dealer complete coverage of the most profitable radio market, with a minimum investment.

List prices range from \$45 to \$800

### SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK,



NEW JERSEY

# Workers Should

## *Sounder Merchandising Policies and Standard Products Are Most Important Factors for a Profitable New Year*

WHAT have the coming twelve months in store for the talking machine and radio trades? This is a question that the majority of members of the industry would like to have answered with sufficient accuracy to enable them to lay definite plans for the entire year, and although the day of the seer and the prophet is past, it is still possible for the farseeing members of the industry, particularly those in a position to keep in close touch with the situation as it exists throughout the country, to make predictions that are based on facts that may be relied upon with some degree of confidence.

In judging the business possibilities for 1928 the prominent members of the industry who are quoted here have in a large measure given full consideration to past performances, particularly the happenings of 1927, for the experiences of the year just gone have served to smooth out a number of difficulties that otherwise might have faced the trade in the future, and have opened the way for clear sailing, barring, of course, developments over which the industry has no control and which cannot readily be foreseen.

It is significant that the feeling regarding coming prospects appears to be one of solid confidence rather than of excess optimism, which in itself is a matter of satisfaction, for the opinions are premised on conditions as they have developed and exist, rather than upon mere possibilities.

In substance, it appears to be the consensus that the peak of the demand for the new types of phonographs is still to come, for the reason that the period of public education is not yet over, and

there still remain many citizens who have not yet been made to appreciate the real developments in these music-reproducing devices. It does not in any sense indicate an easy year of selling, but it does indicate that those dealers who by personal endeavor back up the publicity and products of the manufacturers will reap substantial rewards commensurate with their efforts. The field is there, but it must be worked consistently.

In radio the outlook is equally bright, for although there were some upsets in the schedules for 1927, they simply tended to iron out those problems that, left alone, would probably have made themselves felt during the coming months. The greatly increased interest in, and demand for, socket-power sets has naturally served to complicate manufacturing problems to a certain degree. These complications are being taken care of rapidly and should not in any sense prove a detriment to a successful volume of business this year. On the other hand, broadcasting methods and programs have improved immeasurably, the work of the Federal Radio Commission has served to improve conditions for reception, and radio as a reliable entertainment has developed to a point where even the most confirmed cynic of a few years ago must be convinced of its value. All this makes for a broader market.

The Talking Machine World is privileged to present in this issue the opinions of many prominent figures in the various branches of the trade relative to the outlook. They are sound and confident, and should prove of real value to the trade member who seeks to keep informed regarding the status of the industry.

Victor Talking Machine Co., Camden, N. J.  
By Roy A. Forbes, Manager of Sales and Merchandise.

For the benefit of the "doubting Thomases," we recommend a study of our figures for 1926 and 1927, which will definitely prove that the talking machine business, with its allied products, is not a lusty infant, but a revived giant. These figures show conclusively the public's interest in instruments which give a scientifically true reproduction of the works of the great musicians. The tremendous increase in the demand for records demonstrates the widespread general interest as nothing else can. The sales for 1926 and 1927 reached a volume that must impress even the most casual student of these figures.

While the majority of dealers appreciate the magnificent opportunity and are making the most of it, nevertheless it is surprising that a certain element remains unconvinced. Not only is there an opportunity because of the supreme musical value of the new talking machine, but also because of the great interest in the Victrola-Radiola combinations. The field of reproduced music in the home is now thoroughly covered by our various instruments. There are those who prefer the so-called straight talking machine; there are others who wish it with the automatic feature; still others who desire electrical reproduction; and yet a fourth class that wishes radio and talking machine in the home. The tastes of all these classes are provided for in the products of our company. Some of these divisions have only begun to be developed.

Were we asked to predict two years ago, such prediction would have had very little value, but a prediction based on results of the past two years should convince dealers in our products that the results are only limited by

the effort put into the business in some one or all of its phases.

Radio Corp. of America, New York City. By David Sarnoff, Vice-President and General Manager.

Out of the experience of the past year four main factors of importance to the continued prosperity of the radio industry emerge quite clearly: First is the technical progress in the art, resulting in the development of the new AC tubes, which have made possible direct and complete socket-power operation of receiving sets, as well as the very marked improvement in other types of radio receiving equipment. Because of the popular interest attaching to the art, radio receiving equipment has been sold, to a large extent, to a radio-wise public. The latest achievements of the industry, particularly in perfecting socket power operation, confidently may be expected to bring the "waiting" public into the buying market in 1928. The improvement evident in the most modern receiving sets, I believe, will do much to stimulate business throughout the year. The standard of performance set by present-day equipment is too high to leave the public content with most of the radio receiving sets introduced in the earlier years, so that a constantly growing replacement market may now be foreseen.

Second is the development of nation-wide broadcasting, to which the Radio Corp. of America has had the privilege to contribute in the formation of the National Broadcasting Co. The fact is not only important for itself, but for the other network organizations stimulated thereby and the very notable improvement in radio programs which competition in service ensures.

Third, I believe, is the extraordinary public interest that will attach to radio in the coming

year because of the Republican and Democratic National Conventions. Political events of this character illustrate better than anything else that radio is more than an entertainment service, that it is a humanizing force which in a crisis or an important national event can draw the whole nation to the fireside.

Fourth in number but not in importance is the splendid work of the Federal Radio Commission. The Commission has brought order out of impending chaos in the air. It is effectively policing the channels of space and is giving the radio-listening public of the country the deserved opportunity for unimpeded reception of the musical, educational and informational features which radio brings to the home.

These facts are the sign posts of a prosperous radio year in 1928. They should enable distributors and dealers to choose intelligently the lines which they can most profitably handle; to determine the best character of service that their customers require; and to make plans to tie up their sales appeals with the best program features in their prospective territories.

Brunswick - Balke - Collender Co., Panatope Division, Chicago. By R. W. Jackson, General Sales Manager.

I believe that the opportunity for vast business volume, particularly from the best prospect class, created by the revolutionary change that electricity has brought to the phonograph has hardly been scratched. Music is sold through ear appeal, and printers' ink cannot be relied upon to tell the whole story. We must find means to get ear attention. That is to say, buyers who are accustomed to trade in at heavy loss automobiles not half so obsolete as their old phonograph, because they see the new styles, constantly hear of their

# Profit in 1928

## *Developments of Past Year Have Aided in Clearing the Skies by Providing Solutions to Many Vexatious Problems*

smooth power, note their beauty and are consistently pounded by dealers who know and watch their "user list" and by outside salesmen, who bring the new car to the door.

The owner to-day who thinks he has a musical instrument in his old \$150 phonograph that he bought five years ago will buy a \$600 to \$1,250 Panatrope or Panatrope-Radiola to-day, or his wife will, if the vast change in musical performance is made known to them through use of sales methods that insure ear appeal. More effective selling should result from greater use of "user lists" for mail and direct solicitation, special prospect lists, quick follow-up of store calls and other well-planned sales campaigns directed to increase store and home demonstration by close co-ordination of inside planning and outside selling.

Every record buyer is a potential instrument buyer, but vast numbers of record demonstrations are made on phonographs of ancient vintage, when the latest model of the most efficient reproducing ability should be a veritable mine of sales and prospect opportunity even if such types do require a little more in booth equipment investment, the dividend should more than justify that.

Nineteen hundred and twenty-eight, as other years, will be just what we make it by good merchandising, confidence and thoughtful and vigorous work.

**Zenith Radio Corp., Chicago. By Paul B. Klugh, Vice-President and General Manager.**

Zenith has had a most remarkable year. Our November sales in dollars were over three times last November and our year to December 1 two and one-half times last year. Orders from our wholesale distributors for December, January, February and March delivery indicate a continuance of this prosperity. We see no reason why next year should not be the greatest year in radio history.

The public now accepts radio as a necessary equipment in the home. Manufacturers of good products have nothing to fear. Price cutting and dumping only hurts those who indulge in such practices. Zenith has always manufactured less than the market demanded. There is no surplus Zenith stock and there will not be any.

**Thos. A. Edison, Inc., Orange, N. J. By Arthur Walsh, Vice-President and General Manager, Phonograph Division.**

We don't hear much these days from the prophets with the "saturation point complex" who predicted the demise of the phonograph industry several years ago. As a matter of fact, this good old industry proved to be the greatest business champion of all time by its remarkable comeback.

So far as Thomas A. Edison, Inc., is concerned, sales of the new Edisonic were in excess of our optimistic expectations, as evidenced by the fact that we were unable to meet the holiday demand. Our plans for 1928 cause us to approach the new year not only with confidence but actually with elation.

**Chas. Freshman Co., Inc., New York City. By Chas. Freshman, President.**

It is my firm belief that the days of sensational, startling, overnight announcements of innovations which will cause radical changes in the radio industry are now past. In the

future there will, in my opinion, be a steady, consistent advance forward—just a healthy, normal growth for the successful manufacturers. I also believe that with the advent of the electric radio using A. C. tubes and operated right from the lighting socket, radio has practically reached its ultimate point of development. There are no radical changes in sight. Of course there will be minor improvements and refinements both in the design and performance of the set itself and also in cabinet work.

As far as the dealer is concerned, I believe that there will be a general tendency on the part of electric radio manufacturers to sell and advertise their merchandise as a complete unit, the set and cabinet complete with tubes, speakers—in fact, everything necessary to operate the set—with the possible exception of the aerial. This procedure should be very favorably received by the dealer, inasmuch as it assures him of the complete sale, and not, as has often happened in the past, only the sale of the set—tubes and other accessories being bought on a price basis elsewhere. This method of merchandising will also tend to stabilize the entire industry to a very great extent.

**Symphonic Sales Corp., New York City. By Lambert Friedl, President.**

The year 1927, just coming to an end, has proven itself to be another reassuring period in the progress of the phonograph industry. With the arrival and further development of the electrical recording process, many a phonograph was dusted off, pulled out of a corner and put into use again. It is with pardonable pride that we can point out the fact that in our own small way, through the tremendous sale of Symphonic reproducers, we have been able to help the sales of records in the stores of thousands of dealers.

Nineteen hundred and twenty-eight promises to be a peak year in the phonograph business, and, judging by advance indications and orders in hand, we are looking forward to a very large volume of business. In a constructive way there is just one message we have for the phonograph dealers throughout the world: "Revive your mailing list and send out your monthly supplements as you did in old times; there are thousands of music-lovers eagerly waiting for them, if you only knew it."

**Atwater Kent Mfg. Co., Philadelphia, Pa. By A. Atwater Kent, President.**

There are great things ahead for radio in 1928. From every standpoint I foresee a good radio year. In 1927 there were great strides in every division of radio. My belief in the future extends to every field of the industry, for improvement in one branch brings development in others. With better broadcasting, more people wish to hear programs, therefore more radio receiving sets are sold. With improved mechanical facilities for both broadcasting and reception, there is greater satisfaction all around.

In 1927 radio may be said to have passed its critical stage. It was the period at which the industry was at the turning point. There are several things that stand out in radio development in the last twelve months. Perhaps the most outstanding in the field of radio

reception, on which the entire success of radio rests, is the introduction and general acceptance of the house-current set, which completely does away with batteries. The house-current set has come to stay.

Radio has added a new side to our lives, just as did the airplane and the automobile. It has passed through much the same stages of development which they encountered and it will become permanent just as they have become established. Broadcasting has improved vastly. There are millions more listeners and a greatly increased number of purposes for which radio is employed. There is stabilization in every field of the industry.

**United Air Cleaner Co., Chicago. By F. F. Paul, General Sales Manager.**

We are glad to say, at this time, that our company is closing a successful year. The phonograph division of our business has been more prosperous than it has been for three or four years. We are looking forward to a very prosperous year in 1928.

Realizing the increased demand for portable phonographs, our company has designed and is now going into production on a remarkable motor for portable phonographs. This motor will have many exclusive features, including a worm gear wind, and will sell at a very reasonable price. The new United pick-up and amplifier are meeting with increased demands. Our company has also perfected a new speaker unit for radio manufacturers and, all in all, we anticipate a very busy 1928.

**Federal-Brandes, Inc., Newark, N. J. By D. S. Spector, General Manager, Merchandising Division, Kolster Radio.**

It is generally expected that predictions about business when made by one engaged in it are as optimistic as conditions will allow, because improvement is desired and the prophet is apt to be prejudiced. But I have several definite reasons to offer why I am very optimistic about radio for 1928. First, confusion in the minds of the public and the manufacturers over electric sets, which made the market suffer this year, will be settled. Second, confusion in the air because of too many broadcast stations will also be settled. Those are two major influences.

The past year has been one of problems tending to muddle the minds of the public and the radio trade, and when confusion arises business is bound to reflect it. Confidence in the new design of electric sets and the improvements in battery sets will influence buying. Prices will be approximately the same as now, or perhaps slightly higher because of greater attention being given to better reproducers rather than lowest possible prices. The broadcast situation is much better and will be improved by the Federal Radio Commission, despite the limitations imposed on it by the letter of the law. General business conditions indicate a continuation of the state of semi-prosperity which existed during 1927.

Elections during 1928 will undoubtedly increase interest in radio, as the next campaign will largely be waged in the air. Radio programs will be the best we have ever had, with important business firms sponsoring the appearances of the country's best artists. The

*(Continued on page 78)*

## Trade Leaders See Prosperous 1928—(Continued from page 77)

licensing policy now being followed in the industry has freed manufacturers from troublesome patent considerations. Competitive conditions are wiping out the weaker and disturbing elements in the manufacturing and distributing fields. Radio trade associations are turning their attention to marketing problems. The result is appearing in better merchandise offered with greater appeal to the prospective buyer. These are reasons why we look forward to a greater volume of business and more satisfactory conditions in 1928.

**Audak Co., New York City.** By Maximilian Weil, President.

Our outlook for 1928 will be found in the fact that during the past year we have spent a fortune—to say nothing of the tremendous amount of effort—in the development of new products for the talking machine trade. Such is our confidence in the future of the talking machine business.

**F. A. D. Andrea, Inc., Long Island City, N. Y.** By Frank A. D. Andrea, President.

Radio has passed through its most critical stages and 1928 will see a more complete understanding both within and without the industry as to its place in the sun. The result will be a far more satisfactory relationship all along the line, with more and better business.

For the first time we have reached the point where real quality reception and quality broadcasting meet on a common ground. The Federal Radio Commission's efforts during the year and the work it is at present engaged in will ultimately—and that very soon—mean that the only excuse generally for poor radio performance will be a poor set in the hands of the listener. Technically, from the receiving angle, 1927 contributed as much to the enhancement of tonal quality of the complete outfit as the clearing of the air does to bring the programs to the listener with as little interference as possible.

In a broad sense, too, confusion was removed with the license agreements made during the year. This situation carried with it a clarification of the status of broadcasting to the extent that some definite participation has been undertaken by the licensees in discharging their obligation as to broadcast programs—the lifeblood of the industry.

On account of the state of the country with regard to income, as revealed in the recent address of President Coolidge, it is expected that radio will share in the general prosperity for 1928. Extra special events, owing to the "presidential" year, should help not a little in making for greater sales of radio apparatus by reason of additional broadcasts of nationwide interest.

On the production side as related to technicalities of radio we may, of course, look for the further development of the "electric" receiver during 1928, and this type of set will

undoubtedly assume an important position in radio merchandising with the advance of the new year.

**Caswell Mfg. Co., Milwaukee, Wis.** By L. B. Casagrande, President.

Personally, I think the phonograph industry ranks as one of the country's finest activities and that each year will see newer and better fields and finer products developed. Regarding prospects, will say that I really believe that the business is just as good as any manufacturer wants to make it. By that I mean—the amount of effort placed behind his product. The phonograph market is well established and the manufacturers enjoying this business should not forget for one minute their obligation to the trade, namely, to give them real value for every dollar, instead of being led astray by a series of false discounts, which in turn are reflected in false values.

The market for portables will be bigger and better than ever and the new year will see many fine new models being offered to the trade in general. These new portables will have increased volume and reproducing qualities.

**Freed-Eisemann Radio Corp., Brooklyn, N. Y.** By Alex Eisemann, Chairman.

The trend is toward satisfying a wiser public. That means, in this fast-progressing art, that the engineering and research departments must be on their toes. Receiver design must follow quickly on the heels of tube development. I know no other rule. The American public learns quickly and is no longer satisfied with mediocre performance. As for the future, I am not bold enough to vouchsafe a prophecy, but I will say that this month's billings will almost double those of the same period last year. We expect to carry on in somewhere near that proportion for the coming months.

There are many fine makes now on the market. Every large manufacturer has improved his product to a point at which I believe competition for the consumer dollar as against other commodities will swing more and more to radio because of the performance of the many good sets now on the market.

**Radio Manufacturers' Association, Inc.** By C. C. Colby, President.

To the radio public, which has so firmly adopted radio in its daily life, I wish to express, on behalf of the Radio Manufacturers' Association, sincere appreciation of the record of radio progress in 1927, which surpassed all previous marks. Prospects for the new year give every promise of steadily increasing popular favor, and, therefore, continued prosperity and stability for our new industry. The radio industry has "arrived."

The era of rapid, revolutionary changes in design of radio receiving sets, accessories and parts, has passed, with its trials to the consumer as well as the manufacturer. Of course there will be changes, with new discoveries,

in the future. That is the history of radio and also its promise. But with the new year the public and the manufacturer, in view of the stability of design (reached especially in the last five years), face a better ordered and more stable period.

The A. C. receiving set, with its popular, convenient and inexpensive "socket power" operation, unquestionably was the principal feature of radio in 1927. While it had a wide-spread effect upon the radio industry, it also was a force in stimulating further the public's interest and that without making obsolete the receiving set operated by battery power. With this enormous, potential market and with a large, if not the larger, part of it unequipped for the use of the newer "socket power" receiving set, there is plenty of elbow room for all manufacturers of radio.

With the assurance of improved conditions in the air for the radio public in the future, with improvements in the art of broadcasting and quality of programs presented, in the improvement of the radio product, in beauty as well as in technical progress, the public and the manufacturer both may face the new year with a feeling of confidence and satisfaction.

The development of trade association activity during 1927 also promises, to the industry and to the public, a wider and more efficient service during the new year. The Radio Manufacturers' Association, in close co-operation with the National Association of Broadcasters and the Federated Radio Trade Association of dealers, inspired with ideals of service both to the public and to the industry, will continue during the new year to forward the interests of our industry with the same deep sense of responsibility which has marked their course in the past.

**Blackman Distributing Co., Inc., New York City.** By J. Newcomb Blackman.

The outlook for business in 1928, I believe, is generally good. Whatever doubt might be reflected in cautious and curtailed sales because of it being a presidential year, it would seem, might easily be offset by many other favorable factors, among which are the following: An improved condition in the great farming sections of the country is resulting in greatly increased buying power of the farmer. There is an absence of overstock because buying for some time has been largely from hand to mouth and because commodity prices have been gradually falling. Reduced taxation and little or no indication of pending labor troubles or international controversies or difficulties which might have far-reaching effect are also important factors.

Generally speaking, however, sales have been increased at the expense of profits because overhead has not been kept in check. In 1928 I believe the efficient concern with ample capital and courage to refuse to manufacture or sell except on a conservative basis assuring

## MONEY FOR YOU—

### In These Power Supply Devices!

#### TIMMONS Combination Power Amplifier and "B" Supply



List \$70.00  
(without tubes)

**SPECIAL AT  
\$18-50 ea.**

Both of these high quality compact units use a U.X. 216B or 281 tube for rectifying and a U.X. 210 super power audio tube as an amplifier which gives distortionless and true natural reception with wonderful tone quality and volume.

Both instruments are identical in their performance as super power amplifiers. The Combination, however, is also a complete "B" Eliminator furnishing all the "B" current required by the regular tubes of the set.



#### TIMMONS Power Amplifier

List \$45.00  
(without tubes)

**SPECIAL AT  
\$11-50 ea.**



No adjustments required and no output transformer or similar auxiliary equipment needed with either unit.

For use with alternating current 105-120 volts, 50-60 cycles.

Every Unit is brand new, packed in original factory sealed carton and fully guaranteed. They have been approved by Popular Radio and Popular Science Laboratories.

Terms—20% cash with order, balance C.O.D., f.o.b. N. Y.

**AMERICAN SALES CO., 19 WARREN ST., NEW YORK CITY**

## Confidence in the Outlook for 1928 Justified—(Continued from page 78)

reasonable profit, can look forward with confidence, and to such concerns the outlook is favorable.

On the other hand, in the automobile and radio industry it is my opinion that the keenest competition we have experienced in years is just ahead. It will be a time when seasoned experience, established reputation and conservatism will win out over rank speculation, which has prevailed, and apparently successfully so, for some time in the past. Yes, the old condition of "survival of the fittest" will again be applicable to the coming year. It will be a good time for dependable concerns to get together and to carry out this theory from the manufacturer down through the distributor and dealer to the consumer. But for those who are prepared in the many ways that will be necessary to meet the conditions which I believe we will experience in 1928, the outlook is good.

**Bacon Banjo Co., Groton, Conn. By D. L. Day, General Manager.**

The trade in quality goods is well established and I feel that the coming year the manufacturers of same will receive their share of trade. At the same time it is becoming more and more evident that the situation is developing into more of a fight for the dollar between the industries.

Many things are constantly kept before us in the newspapers and trade press and other forms of advertising, so that in this way the sales resistance is so much lessened for that particular article, and the chances are that it is something we think more or less of and it may be something for pleasure or everyday use.

The musical merchandise trade needs a slogan and this can only be worked out to the best advantage through the various associations and getting finally to the Music Industries Chamber of Commerce. This movement has been started for some time and money appropriated, and lately through the efforts of the New York dealers and Musical Merchandise Manufacturers' Associations, joint committees have been appointed to consider various plans for the benefit of the Music Industries. These joint committees should work through other joint committees of other associations.

**Splitdorf Radio Corp., Newark, N. J. By Walter Rautenstrauch, President.**

To my mind the most significant comment that can be made on the radio situation to-day is that it has entered the realm of big business. Heretofore regarded as more or less of an uncertainty from the business angle, radio now takes its place along with other important industries in receiving the consideration of men engaged in shaping the commercial destinies of this and other countries.

The work of the Federal Radio Commission has given a stability and dignity to broadcasting. While the work of the Commission went on the manufacturers busied themselves

with the settlement of patent suits. The license agreements made in 1927 did much to wipe out further uncertainty in the new industry.

My belief is that radio is on the threshold of a tremendous development, not only in the realm of broadcast reception but in the field of television and certain allied branches of other industries that lean to some extent on communication of the type afforded by radio.

It is needless to forecast in detail the probable events of 1928 for many are doing this and, so far as the instruments devoted to broadcast reception are concerned, generally with a concurrence of opinion. I should, however, like to point out just one or two things. The public needs to exercise the same care, and this, of course, applies to the dealer, in selecting the all-electric type of set, as it learned by bitter experience to do in the case of the battery-operated and the socket-power operated receiver of a different type. Not because we have featured the Beauty in Radio idea, but because it is sound as a fundamental appeal to the court of last resort in buying, do I believe this movement will proceed with rapid stride in 1928 and thereafter. It is a part of our times and as such is firmly imbedded as a strong force within the confines of "what do the people want?" and nothing can halt it now.

**Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. By Geo. A. Scoville, Vice-President.**

It doesn't take much optimism to predict a much better radio year for 1928 than that experienced in 1927 because of the following factors: The good work done by the Federal Radio Commission in lessening disturbances; the contributions to broadcasting that are being made by so many manufacturers building radio equipment; the good chain programs that the National Broadcasting Co. has produced and for which they are responsible; the rapid clearing up of patent difficulties, and the settling down of the technical side of the art.

The improvement of these factors cannot help but improve the 1928 radio business and they are going to make it much simpler for manufacturers to settle down to a good, constructive merchandising effort.

**Crosley Radio Corp., Cincinnati, O. By Powel Crosley, Jr., President.**

There are many reasons for optimism. Here are a few of them. Confidence in the stability of our national government was never more apparent. Business men have a feeling of security, based largely on the sound, economic principles which are being applied in the control of the nation's resources. Assurance that Congress will enforce a tax reduction of a quarter billion of dollars, more or less, means financial relief of far-reaching effect in all parts of the country. Immediately it will make available huge sums for business advancement.

Money will continue to be easily obtained at reasonable interest. This assurance is given

by Wall Street and other large financial centers. With easy money there is little possibility of depreciation in commodity prices.

Despite political preaching to the contrary, the farming industry, which is the nation's most dependable resource, bids fair to enjoy a most prosperous period.

Steel manufacturers are preparing for large deliveries during the early months of the year and express confidence in a continuation of activities. There is no better barometer of business than the steel industry, unless it be farming.

Economic conditions are getting better almost daily in the foreign fields. This is especially true in Europe. It is a good omen for international business.

**Radio Corp. of America, New York City. By J. L. Ray, General Sales Manager.**

The outlook for the radio industry for 1928 is extremely favorable. Indications point not only to a continuance of the popularity of lighting current operated radio receivers, but to an increase of the demand for these devices. In addition to the market composed of homes not yet possessing radio sets, there will be a large replacement market formed by that portion of the public who will desire to purchase the new socket power operated sets to take the place of battery operated sets now in use.

The far-seeing dealer will take advantage of this replacement trend. His selling job to this market will be simpler in many ways since it will not be necessary to sell such prospects on radio itself but only on improved radio reception and the convenience of socket power operation.

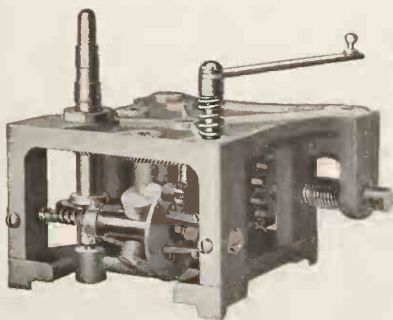
Broadcasting has progressed steadily during 1927. Technical advancement and program quality have kept step in this constant advancement. This progress will undoubtedly continue throughout 1928. The most important events of the year for radio, those which will lift the valley in the sales curve, are the political conventions in June and July. Election returns in November should not be forgotten. All these factors lead me to believe that 1928 will be the most prosperous the industry has ever had.

**Buckingham Radio Corp., Chicago. By Roy T. Anderson, Sales Manager.**

The fact that the AC set has arrived is no longer a matter of speculation. What it has done to the radio market this year is ample evidence of its popularity. Unquestionably the demand next year will be for direct AC operation and also a considerable improvement will be necessary over the present models. Aside from the demand for AC sets, it is rather difficult to predict any further than this, due to the introduction of several new types of tubes which give promise to reveal some startling developments.

While in the developments a constant improvement is necessary in radio, we believe

(Continued on page 80)



### PORTABLE MOTOR No. 55

Built to sell portable phonographs  
High in quality—Low in price

Send for a sample, and for a copy of the KRASCO catalog which illustrates and describes motors from a portable to a 10-record console type.

**KRASCO PHONOGRAPH MOTOR COMPANY**

1100 West Beardsley Ave.

Elkhart, Indiana, U. S. A.

## Intelligent Selling Will Be Rewarded—(Continued from page 79)

that for the stabilization of the market and the salvation of the business it is time that the radio manufacturers agree to systematize the introduction of new developments, for unless they do the market will be continually upset and buying retarded, which will mean a repetition of the present deplorable condition of the radio market.

**Magnavox Co., Oakland, Cal. By F. B. Travers, Vice-President and General Manager.**

After being closely allied with the radio industry since its beginning, it is safe to predict that although the last few years have been very unstable and chaotic, 1928 has every indication of being the industry's healthiest. The manufacturers of radio who have survived have done well to weather the errors of over-production and inventory liquidation, as well as being able to adjust themselves to a very complicated patent situation.

Inventories of general commodities are at a lower point than for some time, there is a decided demand for quality merchandise and the buying public is fast learning to discriminate in the selection of standard brands sold on a basis of quality and sound value. It will behoove every manufacturer and dealer to watch collections with extreme caution from now on and by so doing assist greatly in profitable turnover.

**Radio Manufacturers' Association, Inc. By H. H. Frost, First Vice-President.**

The year 1927 has seen some remarkable developments in the progress of radio. The work of the Federal Radio Commission in clearing the channels and bringing about better reception to millions of listeners is something which will continue to be of great value to the economical and social life of the people of the United States. Many improvements in design and construction have been incorporated during the past year in radio receiving sets, the outstanding development being the designing of sets for operation from the house wiring system through the use of the new A. C. tubes.

Radio in 1928 will be classed as a public utility in the mind of the public. The new year will see greater use of radio in the educational field and the agricultural field, and the development of radio for industrial purposes. Reception conditions will permit the selection of the desired program and the type of programs furnished will not only be of the highest order and arrangement, but will also

include diversified forms of entertainment, education and information. Nineteen hundred and twenty-eight will be the greatest radio year from every standpoint.

The successful radio set manufacturer will build for special purpose markets. Market analysis will be the backbone of the radio business in 1928. There are now four distinct markets for radio receiving sets, which may be classed as follows:

1. 110 volt, 60 cycle current supply
2. 110 volt, D. C. current supply
3. "Odd" frequencies current supply
4. Unwired market.

Each of the four markets requires special analysis in order to determine the proper kind of merchandise and the sales possibilities. Nineteen hundred and twenty-eight will be the first year of specialized radio sets.

**Philadelphia Victor Distributors, Inc., Philadelphia, Pa. By Louis Buehn, President.**

It is always interesting to speculate on the probable future trend of business, and while it is almost impossible to accurately forecast what is going to happen over a period of twelve months hence, I feel quite certain that we in the Victor business can look forward to the year 1928 with a feeling of equanimity, being secure in the certainty of doing a volume that should exceed the figures for 1927, which have been extremely satisfactory.

It is needless to go into the detailed reasons for our opinion, but anyone familiar with our line, realizing the wonderful development of Victor products, both instruments and records, cannot help but know that this increase in business is certain.

**Lyon & Healy, Inc., Chicago. By W. P. Roche, Retail Manager.**

We are closing a very successful year in radio and combination business, and it is my candid opinion that 1928 will show a greater increase in sales than has the past year. My opinion is based upon the enormous demand for electric socket sets, through the wide field which has not been touched, as well as the wonderful possibilities on trade-ins of the old dry and wet battery sets. We feel that in the larger cities the demand for combinations should increase from 50 per cent to 75 per cent owing to the compactness of the two instruments combined as one.

**Radio Manufacturers' Association, Inc. By Bond P. Geddes, Executive Vice-President.**

Fundamentals which made 1927 a record-breaking radio year insure, as the new year opens, a stable future for this lusty young giant of American industry. The American public has enthusiastically adopted radio as a distinct part of its daily life, and outstanding, in reviewing the radio year of 1927, is the stability accorded to the radio industry by the public.

From the manufacturing standpoint the outstanding achievements of 1927 radio history were the improvements in quality and also in appearance of radio products. Parallel with the improvements in the radio products by the manufacturer was that in broadcasting by the more than 700 American broadcasters.

For 1928 the present experiments in short

wave, beam transmission, television, trans-oceanic telephony and other achievements of the wonder-workers in the laboratories of radio tax the imagination of those seeking to envision the future of radio.

For the Radio Manufacturers' Association the national reception to Lindbergh, speeches of President Coolidge, the Dempsey-Tunney fight, the baseball World Series, football events, and other national broadcasting feats over record-breaking chain hook-ups were as important events as for the National Association of Broadcasters. These greatly stimulated the public interest in radio. Also the Radio World's Fair in the Madison Square Garden and the Chicago Coliseum Show, together with the R.M.A. Trade Show, were other important 1927 events.

**Engineering Division, Radio Manufacturers' Association, Inc. By H. B. Richmond, Director.**

Radio has arrived at the position in the arts where its progress must naturally be gradual, rather than sudden and spectacular. It is this very stability of the art that makes it difficult, when we are still so close to 1927, to review the outstanding technical features. However, **there are some items that have already proven their value so well that they stand out noticeably.**

Particular attention should be called to the fact that developments have not been of an individual nature. They are the result of accomplishments of large groups working on common problems, and also the joint activities of large bodies, such as technical societies and trade associations.

One association that has been given us this year by act of Congress is the Federal Radio Commission. While not strictly an engineering body, many of the problems before the Commission are of a strictly engineering nature, and must be handled as such. The principal problem that the Commission met was that of heterodyne interference between broadcast stations. The forcing by the Commission of stations to adhere to their assigned wave lengths has stimulated the art in broadcast station development.

A rapidly developing art naturally becomes involved in patent difficulties. A tremendous advance during 1927 can be registered in the clearing up of these patent difficulties.

Nineteen hundred and twenty-seven will go down as the year in which alternating current tubes were generally introduced. Practically all of the new designs for receiving sets call for the use of these tubes. It means that the purchaser of a set need only plug it into his light socket, and thereafter give no thought to batteries or battery substitutes. This advance should not be taken to mean that all other sets have become useless and obsolete. Another source of confusion that has been brought to an end in 1927 is the standardization situation.

Nineteen hundred and twenty-seven has developed a decided keynote of stability for the radio art. With such an accomplishment to start from, how can the outlook for 1928 be anything but bright? We will not look for startling discoveries and announcements during the coming year. We have every reason, however, to assure ourselves that the stability and progress so well started in 1927 will make rapid advances during 1928.

**Splitdorf Radio Corp., Newark, N. J. By Hal P. Shearer, General Manager.**

The most important battle yet waged in radio will be fought in 1928, in my opinion. It will be the real fight for sales supremacy within the industry under new conditions. This intensive

## PHONOGRAPH MOTORS

A WIDE variety of Motors made by **HERMANN THORENS, Ste. Croix, Switzerland, Manufacturer of Europe's most celebrated phonograph motor.**

High quality—reasonably priced. In different capacities, playing up to 10 records.

## THORENS, Inc.

Sole Distributors for U. S. A.

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NONE BETTER IN QUALITY  
NONE LOWER IN PRICE

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

## COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

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



## Peak of Demand Is Still to Come—(Continued from page 80)

effort will not concern itself with volume alone but more particularly with application of sound merchandising methods to the end that real profits may be had by all—dealer, manufacturer and jobber alike. At the same time radio faces its hardest year from the standpoint of outside competition, that is to say the new competition about which we hear so much these days. Because of the brevity required in this forecast it will not be possible for me to review and preview the causes and the reasons for the opening assertions.

Developments in 1927 that stand out may be listed as follows: The introduction of the inherently, or all-electric receiver; the practical settlement of the broadcasting difficulties with this work continuing into the coming year. Under this head, of course, is included the appointment of the Federal Radio Commission through whose agency the clearing of the air was undertaken in orderly fashion. The removal of the patent confusion by the licensing of a number of firms to manufacture under the tuned radio frequency patents. Another accomplishment of 1927 that will see its real reward in 1928 is the driving home of the "Beauty in Radio" idea.

Now, briefly, for 1928 possibilities. Here are six points for dealers which, if followed, will do much to "lick" 1927 from a selling angle:

Get going early in 1928 and get as many customers budgeted for radio receivers as possible early in the year.

Seek prospects. Abandon earlier methods of arousing interest in radio by getting down to specialized selling and all that implies.

Learn all possible about the new electric type of set. There will be some of all types of sets sold but the people want the all-electric receiver

and you can make it easier by knowing what it is all about.

Learn to discuss "furniture" in addition to every other phase of radio selling, for this will be a big factor in radio from now on.

Help the public to remove the confusion that has been existing as to the electric receiver.

Departmentize radio wherever this is practicable. Have special men handle it, if you are a music dealer. Secure the right sort of servicemen or serviceman and be sure they, too, are "up" on the all-electric set.

In spite of anything that has happened there is one thing we can all keep in mind; the potentiality is there, it is largely a matter of going after the business properly.

H. A. Weymann & Son, Inc., Philadelphia, Pa.  
By Harry A. Weymann, President

The year 1928—our sixty-fourth year in the music industry—will in our opinion be exceptionally prosperous. Most lines are showing advancement, including the steel industry, which is accepted as the barometer of America's business. The buying public has learned to appreciate good music as well as the advantages in paying the higher prices for the very best instruments to obtain the best tone qualities necessary for good music.

This was evidenced during the last several months of the year 1927. The reorders for the various costly type new Victor instruments up to and including the No. 9-55, at \$1,550 list price, exceeded the supply. The sale of the costly Victor instruments in preference to the less expensive types induces more extensive buying of the Red Seal Orthophonic Victor records and the dealers' sales volume accordingly will show a corresponding gain during the coming year.

Our efforts in promoting the sale of our own factory products—the Weymann Orchestra banjos—have been most successful in creating a demand for all styles of Weymann fretted string instruments. A decided preference is shown by the musical public for high-grade instruments that will encourage permanent interest and pleasure in music. Our national advertising in widely read magazines, coupled with our sales promotion plan, will have a very decided influence in greatly increasing the volume of sales for Weymann instruments this year, 1928, in which every active Weymann representative dealer will participate.

F. A. D. Andrea, Inc., Long Island City, N. Y.  
By R. M. Klein, General Manager

Radio manufacturers may look with confidence to 1928, because some of the gravest problems that ever faced any industry were cleared up for radio in 1927. The virtual solving of the entire patent situation by the license agreements made in 1927 went far deeper than the clearing away of patent litigation that kept the trade in constant turmoil, important as that latter aspect of the matter was.

The progress on clearing of the air through the work of the Federal Radio Commission is, of course, another outstanding achievement of the radio year.

For 1928 we may, of course, look for the further development of the alternating current tube sets. The "electric" set will probably become an exceedingly important phase of radio merchandising as the year advances.

Extension of the musical instrument interest in radio appears to be a natural sequence for 1928, with specialized selling receiving even greater attention.

### Three-Day Sales Conference Held at Freshman Offices

Charles Freshman Presided at Gathering—Interesting Addresses Made by Myron D. Goldsoll, Harry A. Beach and P. S. Weil

A three-day sales conference was recently concluded at the New York headquarters of the Charles Freshman Co., Inc. Charles Freshman, president, presided, and addresses were delivered by Myron D. Goldsoll, vice-president; Harry A. Beach, general sales manager, and Paul S. Weil, advertising manager, as well as members of the engineering department.

A banquet at the Hotel Astor, and a theatre party concluded the convention, which was devoted to a discussion of sales, merchandising and engineering plans for 1928.

### United Air Cleaner Co. Brings Out New Motor

A new United portable phonograph motor, known as No. 2, is the latest product to be placed on the market by the phonograph division of the United Air Cleaner Co., Chicago. This motor, which is of the single spring type, has a two-record capacity, with a worm gear wind. The first showing of the new motor is in this issue of The Talking Machine World, and advance announcements were sent to portable phonograph manufacturers late in December.

The motor measures only two inches in height, and is so constructed as to make it adaptable to the popular "thin" model portable phonographs. The crank is located one-half inch from the top of the motor so that the handle may be turned by the user without striking the table or object upon which it is placed. In designing the No. 2 motor, the United engineers had in mind a motor of high quality which could be used in the higher priced portables, yet sufficiently reasonable in price

so as to be adapted for the cheaper machines. The motor weighs about two and one-half pounds, and according to advices received from the United Air Cleaner Co. offices, a long period of time was spent in perfecting the product to the point where the firm could guarantee that it possesses no defects.

The Dragner Music Shop, Inc., Palisades Park, N. J., was recently incorporated with a capital stock of \$25,000 to deal in musical instruments. Henry, Philip and May V. Dragner are the incorporators.

### Pen Makers Are Denied the Use of Trade-Mark "Edison"

Thomas A. Edison and Thomas A. Edison, Inc., were sustained by the Patent Office in their contention that the registration of the trade-mark, "Edison," for fountain pens granted to the Edison Pen Co., Inc. should be canceled.

White's Furniture Co., Middleboro, Ky., is featuring the Columbia-Kolster electric phonograph with success.

## Radiola Dealers and Distributors!



Write today for special radio cabinet catalog for RADIOLA 16 and 17 NOW READY.

Dealers handling these Pierson cabinets are reporting wonderful success.

Ask about MINUETTE at \$35 List



THE  
PIERSON COMPANY  
Rockford, Ill.



## Trade in the Cleveland Territory Reports Satisfactory Year-end Business

Cleveland Music Trades Association to Hold Annual Banquet and Election of Officers in February—Fleming Co. Opens Radio Department—Jerry's Musical Box Opens

CLEVELAND, O., January 9.—The Cleveland music trade enjoyed a good business for Christmas. It was not phenomenal, but, considering general business conditions, it was very satisfactory. The demand for phonographs was fair. The demand for records was heavy, as it usually is at Christmas time.

The Fleming Furniture Co., of 13701 St. Clair avenue, formally opened its radio department to the public and celebrated the event in a unique manner by installing an audition station, known as 2 F. C. O., in its display window. A very fine program by local talent was put on in the evening and gave the public the opportunity to see the inside workings of a radio studio. At the present time the com-

pany is featuring the Argus and Crosley sets.

The Starr Piano Co., Huron road, has moved its salesrooms to the second and third floors. The Bolton Square Electric Co., of East Eighty-ninth street and Carnegie avenue, has taken space in the Prospect avenue building of the Starr Piano Co. and is featuring Sonora and other nationally known makes of radio receiving sets.

The regular monthly meeting of the Cleveland Music Trades Association was held at the Hotel Winton and dinner preceded the meeting. There was a fair attendance and Anthony L. Maresh presided. The matter of admitting radio jobbers to membership in the association was discussed but no action taken. The annual banquet and election of officers will take place on February 13.

Very much different is the new music store of Jerry Goldsmith, at 1600 Euclid avenue, which was opened during the month. It is called Jerry's Musical Box. It is a downstairs location, but the front of the store has been built up on a level with the sidewalk and the exterior presents the appearance of a box to a certain extent. Just inside the entrance there is a piano and a young lady plays the latest popular songs, which is proving quite an attraction. Phonographs, radios and Okeh records and pianos are carried, as well as a full line of sheet music.

The Cleveland branch of the Brunswick Co. is putting in a very beautiful demonstration and display room. It is being built in the rear of the salesrooms. The branch has received samples of the new P. R. 17-8 combination model, and E. S. Germain, district manager, reports heavy advance orders for it.

The Muehlhauser Bros. Co., located in the Guenther Building on Euclid avenue, has taken the agency for the Stromberg-Carlson line of radio receivers.

The big sensation of the month was the introduction of the Atwater Kent new model 37 to the trade through the distributor, the Cleveland Ignition Co.

T. E. Chadwick, radio sales manager of the Cleveland Ignition Co., was presented with what he termed the "most wonderful present ever"—a fine son and heir. Both mother and boy are doing well.

V. W. Collamore, general sales manager of the Atwater Kent Mfg. Co., was a visitor to the Cleveland Ignition Co. during the month.

The Cleveland Talking Machine Co., Victor distributor, is making a regular monthly feature of the meetings for dealers' record saleswomen. These affairs are held at one of the downtown restaurants and following the dinner there is an interesting meeting and demonstration of selling not only records but of interesting prospects in an instrument. There is invariably a full attendance as the affairs are both enjoyable and instructive.

The company received its first shipment of the new Electrola No. 1215 and this was quickly disposed of as there were many orders on hand.

A. L. Maresh, one of the pioneers in Cleveland's music trade circles, who gave up active management of his music store on East Fifty-fifth street, near Broadway, early last year, is back again in harness, having assumed control of the business again.

The H. C. Schultz Co., distributor of the Sonora and other lines of musical merchandise, reports that Sonora now has a larger distribution in this territory than ever before and the year 1928 gives every indication of being a good one for business. This distributor features a most complete line of musical instruments and radio.

### MICA DIAPHRAGMS

For Loud Speakers and Talking Machines  
RADIO MICA

American Mica Works

47 West Street

New York

## R. W. Porter Resigns From Splitdorf Bethlehem Co.

Plans to Engage in Sales and Advertising Organization Work—Well Known to All Branches of Trade Throughout the Country

Robert W. Porter, vice-president and general sales manager of the Splitdorf Bethlehem Electrical Co., of which the Splitdorf Radio Corp., Newark, N. J., is a subsidiary, tendered his resignation, effective January 1, to engage in sales and advertising organization work.

Mr. Porter is well known in both radio and talking machine circles. After ten years of adding machine specialty sales experience, he settled into the general field of sales management. In his earlier selling days he traveled much and studied the sectional buying habits of the people of the country. Thus, when he entered the employ of the Columbia Phonograph Co., he soon became known as the traveling sales manager. He operated for this company twenty-eight sales branches, organizing branch meetings and taking active charge in directing the advertising, field salesmen, dealer and sales promotion work. Mr. Porter numbered 7,000 dealers among his personal acquaintances. This period Mr. Porter regards as the most valuable, fitting him for the serious business of knowing how to sell goods by means of thoroughly organized selling effort.

It was while Mr. Porter was with Columbia that he developed what became known as the "Point of Sales Newspaper Advertising Plan." Through an interlocking newspaper campaign, which was carefully worked out on a basis of locality, covering certain prescribed space and copy appeals, over 500,000 phonographs were disposed of at a time when talking machine sales were decidedly slow.

When radio had reached a point where application of fundamental merchandising ideas could be made, Mr. Porter became vice-president and general manager of the R. E. Thompson Mfg. Co. Mr. Porter then joined the Splitdorf Bethlehem Electrical Co., where he applied his specialized sales knowledge with excellent results.

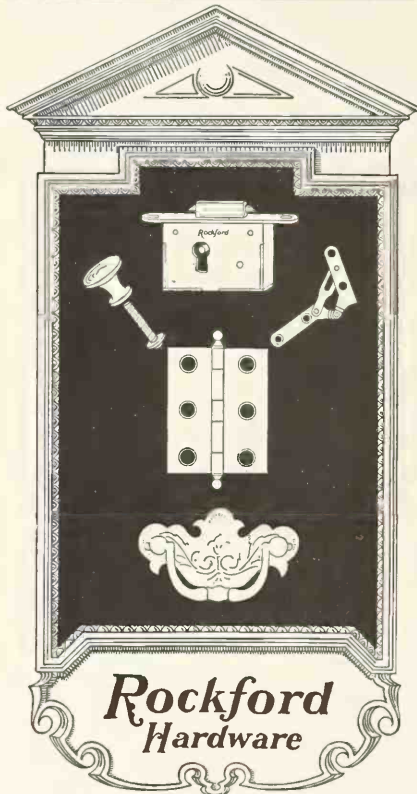
Mr. Porter, while authorizing the announcement as to his retirement from the Splitdorf affiliated companies, stated he did not deem it proper to reveal his new clientele at the moment.

## E. Toman & Co. Announce New Phonograph Reproducer

Latest Product Introduced by Well-Known Manufacturer Embodies New Features

E. Toman & Co., Chicago, Ill., recently perfected a new reproducer, which seems destined to attract considerable attention. The new No. 3 reproducer, as it is designated, embodies, among other features, the idea of a positive-locking back, without screws, which often become loose and cause blasting.

The diaphragm is of duraluminum and hand-lacquered to protect it from changes in climate. This new diaphragm is 10/1000 thick, just four times the breadth of the usual type of diaphragm. It is cushioned by live-rubber gaskets, which faithfully translate every vibration into its true tone value. Double-grip tone arm screws hold the reproducer in correct position at all times. In each of these developments E. Toman & Co. have introduced marked advances in reproducer construction.



Rockford Hardware is made to stand up under wear and tear. In beauty, workmanship and finish it is designed to give the utmost in service and satisfaction.

Actual samples of any items you use gladly sent on request. Write for the Catalog, No. 18, and keep it handy.

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

U. S. A.  
Cable Address: NATLOCK

#### Branch Sales Offices:

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



MODEL 16-E  
ALL ELECTRIC  
8 TUBES



ENGLISH DELUXE  
ALL ELECTRIC  
10 TUBES

Three different circuits—  
6, 8 and 10 tubes—battery  
or electric—some with  
antenna—some with loop  
—others without loop  
or antenna—16 models.

**\$100 to \$2500**

**Z**ENITH All-Electric Radio enjoyed a spec-  
tacular success during the past year. The  
reason for this is plain—Zenith was ready for the  
sudden, overwhelming demand for All-Electric  
radio. Three years of steady development and re-  
search resulted in the most highly perfected line  
of electric instruments yet offered to the public.  
1928 finds Zenith in the strongest position in its  
history—and Zenith will maintain the leadership  
it has won in the field of high grade radio.

ZENITH RADIO CORPORATION

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

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

3620 IRON STREET, CHICAGO

# Metropolitan Trade Activities

## Talking Machine and Radio Distributors View Outlook With Unbounded Optimism

Consensus of the Wide Variety of Expressions Given by the Members of the Wholesale Music-Radio Trade Is That Coming Year Will Be Profitable for Dealer of Quality Products

Nineteen hundred and twenty-eight will be a prosperous year in talking machine and radio circles in the New York metropolitan territory, according to distributors of these products. A wide variety of expressions from wholesalers have been given The Talking Machine World, but, briefly summed up, it can be said that the distributors are agreed that 1928 will see the dealer in talking machine and radio products in an enviable and profitable position, provided he handles quality products and he merchandises aggressively.

In retrospect, the opinions of the wholesalers hold that 1927 was a satisfactory year. While some felt that the maximum volume which might have been reached was not attained, the great majority expressed themselves as being satisfied.

The following expressions of opinion by distributors in New York and its vicinity indicate the feeling of optimism with which the new year is being greeted:

Paul Carlson, Chas. H. Ditson & Co.

Nineteen hundred and twenty-eight will be a banner year for products of the Victor Talking Machine Co. and the talking machine business in general. The tremendous demand for electrically recorded records, particularly the complete Symphony Album sets, has been most gratifying during 1927 and we have reason to hope for an even greater demand during the coming year.

With a catalog of twenty-five different types and styles to choose from, the Victor Co. offers the public a high-grade line of Orthophonic Victrolas and radio combinations, to say nothing of Electrolas, that will no doubt set a new mark in volume of sales for 1928.

E. W. Guttenberger, Wholesale Division, Columbia Phonograph Co.

In the Spring of 1927 I made the statement that the phonograph business was back on a firmer foundation than ever before in the history of our industry.

Subsequent events have proved the soundness of that statement. Nineteen hundred and twenty-seven was a good phonograph year. Monthly totals mounted steadily and December showed the largest volume of any month since the hectic war period.

We are entering 1928 with the fullest confidence and enthusiasm. No country on the globe can approach America in buying power, and what is equally important, the American public is awake to the marvelous quality of our new product.

Nothing can stop us and I look for an enormous increase in 1928 sales that will make the large 1927 totals seem small.

C. B. Mason, President New York Talking Machine Co.

At the close of 1926, which was one of the most successful years in the history of the Victor Talking Machine Co., many people were skeptical as to the outcome and the possibilities for Victor business during 1927. Every one admitted that the year 1926 had been an unusual year in the Victor business, but it was the opinion of many that the success during that year in Victor business was due to a new product plus a wonderful publicity campaign, but that the whole thing was more or less a flash in the pan.

There were many people, on the other hand, however, who realized that there would be spent in 1927 millions of dollars for musical entertainment and that the Victrola offered a type of musical entertainment that could be secured in no other way.

Not all of the distributors and dealers who handle Victor products were optimistic enough for the future possibilities of the sale of Victor goods, but enough of them knew that they had a good product and that it could be sold, with the result that 1927 will be practically as good a year, from the standpoint of sales in the Victor industry, as 1926, in spite of the fact that general business was conceded to be of

smaller volume in 1927 than the preceding year.

The year 1927 has proved conclusively that the Victor business is a big and healthy business for the man who is willing to go after it. People who a year ago were still skeptical of its possibilities to-day are enthusiastic over the results of the business in 1927 and most optimistic as to its possibilities in 1928. To those who make the effort it is my firm belief that 1928 will be better than either 1927 or 1926.

L. E. Hilduser, Distributing Division, Okeh Phonograph Corp.

The New York Distributing Division of the Okeh Phonograph Corp. has been showing a very heavy increase in business from month to month; in fact, the last six months have been way ahead of comparative months in 1926. The public have accepted the Okeh-Odeon records as a desirable piece of merchandise and we are indeed pleased with the business we have done. As a matter of fact, it really can be called a revival of the public's interest in Okeh-Odeon records.

Present indications will permit me to say that the year of 1928 should show us additional increased business, because of the excellence of the recordings and artists who are recording for us at the present time. In other words, I firmly believe that things are looking up in Okeh-Odeon records.

The additions to our lines are Truetone portables and Vincennes phonographs, which also promote the further interest of the dealers. Sales in these items have been more than satisfactory and we are looking forward to doing a very splendid business with them in the coming year.

E. B. Ingraham, Times Appliance Co.

The interest of the public in radio has continued and strengthened during the past year. Better service in the way of better broadcast programs and better receiving equipment has stimulated this increased interest.

The advent of the perfected AC and DC operated radio receiver has opened new possibilities in the radio business. The public have quickly learned the tremendous advantage these receivers possess and are discarding the older types of apparatus to buy these new sets. Our radio business during the past year has been exceptionally good because of this new development.

The coming year holds promise of an even increased volume of business based on AC and DC operated receiving sets. I think the big obstacle which will come up during the coming year is the best method of disposing of sets taken in trade. Every dealer has already been confronted with this problem and a complete solution has yet to be found.

Numerous sporting and political events of national importance which will be broadcast during the coming year are bound to influence the demand for all radio apparatus.

If the numerous predictions for improvement in general business that have been made recently are realized, there is every reason to believe that radio business will be even better in 1928 than in the year 1927.

Henry A. Deimel, McPhilben-Keator, Inc.

McPhilben-Keator, Inc., has always believed that radio should be merchandised, so far as the distributor is concerned, in the same way as the automobile; in other words, that a distributor carry one line of sets only and build his accessories around this line.

Our theory seems to have borne fruit during 1927, as we have had the most successful year in our history. Naturally our business is but a reflection of that of the dealers we serve, so that we are certain our dealers are prospering with us.

For 1928 I look to see fewer manufacturers, and, as a natural concomitant, fewer dis-

(Continued on page 86)

## Stevens Speakers

have everything

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

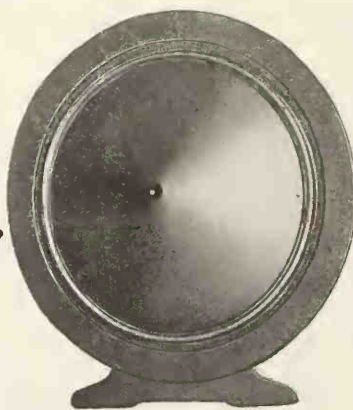
Attractive beauty of design and finish.

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

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.

46-48 East Houston St., New York



Model A-27  
14½ in.  
Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime".  
Price  
**\$18.50**

## Another Year of Great Opportunity for Victor Dealers!

Victor dealers have ample cause for satisfaction with the year that has just closed. The sales of instruments and records were remarkably satisfactory throughout the year and reached a climax during the holiday season that established a new high level in Victor history.

There is every reason to believe that this healthy condition will continue throughout 1928 and that another year of great opportunity lies ahead for Victor dealers. While general business conditions may be termed "spotty," the demand for Victor merchandise is stable and permanent and there is plenty of money available for the purchase of standard musical products.

Look ahead now and plan to get your full share of this potential business! And remember that dependable distributor connections will mean a great deal to you in the year to come. We have been rendering dependable service to Victor dealers for more than a quarter of a century and understand their problems as only a wholesaler of such long experience can.



**Blackman**  
WHOLESALE DISTRIBUTORS  
VICTROLAS - RADIO - ACCESSORIES  
**DISTRIBUTING CO., INC.**  
28-30 W. 23rd St., New York, N. Y.

*Blackman and Dependability  
—One Suggests the Other*

# Metropolitan Trade Activities

## Wholesale Radio-Music Trade Declares 1927 Sales Volume Was Satisfactory

(Continued from page 84)

tributors. I think that for standard lines, ably distributed, 1928 will be a banner year, as the introduction of electric sets has crystallized buying and taken most of the guess and service trouble out of radio.

Hermann Krug, Clark & Tilson, Inc.

We have enjoyed exceptionally good business since the first of the year, throughout the Summer and up to October 1. At that time we expected a brisk Fall business and from all appearances it now appears to be an off-year in radio. We believe that the condition is due to the fact that the public is skeptical of the new A. C. equipment and many people are holding back purchasing until they find out how A. C. equipment is standing up. We had a similar experience when "B" battery eliminators were put on the market and we found that the following year more than made up for the poor business of that previous season.

Our business is still mostly in nationally advertised parts, although we carry some accessories such as speakers, A and B battery eliminators, tubes, etc. However, we believe that we will add to our line a new set, possibly A. C. operated, as we believe that they will be perfected by next Fall.

Edward Biel, Progressive Musical Instrument Corp.

Nineteen hundred and twenty-eight promises to be a year of elimination—elimination of many of the manufacturers, jobbers and dealers in the metropolitan area, due to the fact that the field is narrowing down to only quality merchandise, honest and fair dealing.

The hysteria that radio experienced in the so-called "Gold Rush Days" is over and now radio has settled down to a stable business, with a very consistent and steady demand that will increase as the years go on, gradually.

Nineteen hundred and twenty-seven was an exceptionally good, consistent year with us, insofar as our lines of merchandise were successful throughout.

We are distributing Bosch radio, Stewart-Warner radio, Cunningham tubes, Eveready batteries, Powerizers, Dubilier antenna plugs, Brach products, Sterling products and Melofonic speakers. All of these lines are bound to become staples in the metropolitan trade.

J. H. Langman, Halsey Supply Corp., Newark, N. J.

The past year has seen a decided public preference for the "All Electric" radio set. Farsighted radio manufacturers recognizing this trend have cashed in on this demand. As jobbers, our problem was to get deliveries.

The outlook for 1928 in our opinion is a continued demand for electric sets of the better kind. The tendency in dealer distribution is the high-grade music and radio shop.

D. F. Goldman, General Manager, North American Radio Corp.

The ever-increasing demand for A. C. receivers has reflected itself in our 1927 sales, which show an increase of almost 40 per cent over 1926. We are concentrating our entire sales effort on the following for 1928: Zenith, Farrand, Eveready, Cunningham.

Specialization, we believe, is the keynote to real success in the distribution field. Fewer lines, less inventory, less investment, no obsolete stocks and greater concentration by our sales force—these are the advantages of specializing.

We expect 1928 to be our biggest year, as the A. C. receiver has placed the demand for the new, the up-to-date, where it was three or four years ago.

Carl Kaufman, Auto Hardware & Equipment Co., Inc.

Radio business for 1927 has shown a remarkable increase over the previous year. The A. C. set has stimulated the buying, and will keep the trade busy, no doubt, very late into 1928, as the demand for this type of set is still exceeding the supply.

The year closes with very small inventories in the hands of factories, distributors and re-

tailers, and 1928 must show an increased turnover for the whole industry.

Our own experience for 1927 shows an increase of 50 per cent daily over last year.

George Ollendorf, National Light & Electric Co., Newark, N. J.

Inasmuch as we have had our Indian Summer up to this present writing, it is quite evident that the big buying in radio has not yet come. People are not in the habit of buying things unless they actually feel the need, and it takes a lot of snow, cold and miserable weather to make these people feel the need of radio in the home. It is logical then to assume that from January, 1928, the big radio business will be at hand. We are, therefore, looking for larger radio sales in the first half of 1928 than what we have enjoyed at any other period.

As for the second half of the year, we do not feel qualified to say; but we have every reason to believe that a healthy radio business should be enjoyed by all. In any event, it is a year for the go-getter.

M. Salzman, Wholesale Radio Equipment Co.

We think that 1927 has seen the greatest change in the radio industry that it has yet seen in one season. The industry is changed considerably, with certain manufacturers, jobbers and retailers standing out as leaders in the trade. For those jobbers who watched their inventories and sought to do business with the better class of accounts, radio for 1927 has been a success.

In 1928 we can see a reduction in the number of manufacturers, jobbers and dealers, and once again those concerns will be satisfied to do business with a limited number of good dealers, even with a loss of business, due to the fact that all dealers will not be able to get that merchandise, and those manufacturers will be building something for the future.

Fred Wilson, E. M. Wilson & Son, Newark, N. J.

Radio sales, as far as our observation is concerned, have been very disappointing during the past year to all concerned in the trade. Many opinions have been expressed to us as to the cause of this recession in buying, but none of these opinions seems more logical than our belief that the average consumer interested in buying a radio set this past season has been very much confused as to the true meaning of A. C. sets.

Many manufacturers and dealers have in our opinion injured the market with their ads of electrified sets, socket power and house current sets and other such phrases which have in many instances misled the final purchaser. We believe that many owners of three and four-year-old sets who were logical prospects for new sets this season have stayed out of the market until they feel more nearly satisfied with the products that are being offered by retail dealers.

We feel that next season with the A. C. situation more clearly understood and the market generally more stabilized, better business may be expected. We believe that all trade journals and other publications who devote any space to the interest of the radio industry would do well to advocate more honest advertising in this industry.

## An Interesting Treatise

The Dubilier Condenser Corp., New York City, manufacturer of the Ducon, which is plugged into the house wiring system and which makes that system an aerial for the radio set, has issued an interesting treatise upon "The Evolution of the Light Socket Aerial." This treatise should prove of value to talking machine dealers who operate radio departments.



## The Great Line for 1928

More and more jobbers and dealers are finding that the Gold Seal proposition includes EVERYTHING to assure a profitable business—

(A) Highest quality tubes in a full range of types to meet all requirements. (B) A Policy that builds success on giving satisfaction in all dealings. (C) The largest factory in America making tubes exclusively. (D) Most complete selling helps for dealers and jobbers. (E) Effective advertising—national and local.

Write today for full information.

**Gold Seal Electrical Co.,  
Inc.**

**250 Park Ave. NEW YORK**

All Standard Types

**Gold Seal  
Radio Tubes**



GSX 226  
For amplification and  
Audio Frequency.  
List Price, \$3.



GSX 280  
Full Wave  
Rectifier.  
List Price,  
\$5.50.

# The Crosley <sup>A</sup> Bandbox is the leading radio of today—because

## NOW \$90.

IN POPULAR DIVIDED UNIT  
for SMALL SPACE and CONSOLE  
INSTALLATION and  
**\$95** FOR SELF CONTAINED  
SINGLE UNIT TABLE MODEL

The Crosley Bandbox is now supplied in two models—the 602 in which the power department is separate from the receiver and the 704 in which it is housed in the same case. The two models are identical—there being no difference in the amazing performance which so definitely marks the Bandbox 1928 *greatest* radio.

180 volts on the plate of the output tube! AC sets selling up to \$130, do not begin to deliver such voltage! Complete shielding of every element, no set on the market offering such a feature sells for less than \$150.

A genuine Neutrodyne! A high degree of sensitivity! Amazing selectivity! Compare the Bandbox with *any* set. Convince yourself of its superiority and make 1928 your greatest radio year by giving your trade the greatest radio value. Some Crosley franchises still available. Apply at once. Write Dept. 26.

of these wonderful tubes



The amazing new RCA alternating current tubes—the UX-226 and UY-227—utilize for their filaments and their heating regular house-lighting current. Current is stepped down through transformers. Rectifiers are not used.

the radio patents of these industries



The research and development work of these great industries—The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone and Telegraph Co., and The Hazeltine and Latour Corporations—are available to Crosley engineers in the constant advancement of Crosley radio design.

and the amazing capacity of this MERSHON *Electrolytic* CONDENSER



This is one of Crosley's great features. It is an exclusive Crosley device. It is self-healing—will last indefinitely—never needs attention and eliminates the danger of blown out paper condensers which are causing so much trouble in electrically operated sets.



THE NEW TYPE "D" MUSICONE

\$15

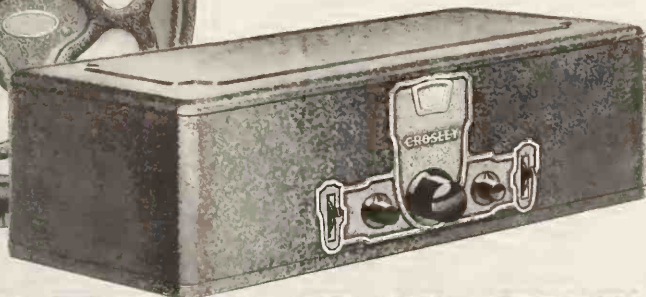


Ultra Musicone, \$9.75

Crosley Musicones are famous for their value. The new type D Musicone is as extraordinary as its companions and promises great satisfaction in its tone, volume and reproduction.



Super Musicone, \$12.75



This is the 602. The 704 is half again as deep

# CROSLEY RADIO

Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception.

THE CROSLEY RADIO CORP.  
Powel Crosley, Jr., Pres.  
Cincinnati, Ohio

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

## Irving J. Westphal Appointed Manager of Los Angeles Brunswick Headquarters

New Executive Formerly Connected With Lyon & Healy, Chicago, and Southern California Music Co.—Dealers Report Holiday Business Was Good—Other News of the Trade

LOS ANGELES, CAL., January 3.—The general reports from the various phonograph and radio departments indicate that the holiday business was generally good; although all claim



Irving J. Westphal

that they could have taken care of a good deal more.

Irving J. Westphal, who has been appointed district manager of the Los Angeles branch, Panatope Division of the Brunswick-Balke-Collender Co., has been known to the industry for many years, having been connected with Lyon & Healy in Chicago, and since 1911 with the Southern California Music Co., of Los Angeles. Through his experiences in the retail end of the music business, Mr. Westphal will be in position to greatly improve dealer service from the branch, as well as be of great help to all dealers in many ways. Mr. Westphal is gathering about himself a competent corps of assistants, and since his appointment the Brunswick situation on the Coast has shown a decided improvement.

George E. Morton, southern California representative of the Victor Talking Machine Co., is trading on air these days, filled with enthusiasm over the success of the new Electrola models. The 9-55 Combination Automatic-Electrola-Radiola, which sells for \$1,550, has met with a ready and remarkable sale during the few weeks since its introduction, and, in the opinion of Victor dealers, it hit the market at the psychological moment. The models 10-70 and 9-25, selling for \$1,100 and \$1,150, respectively, have also enjoyed brisk sales.

Irving Westphal, southern California manager phonograph division of Brunswick-Balke-Collender Co., reports very satisfactory sales for the last quarter of the year. The month of November was especially good and December followed with excellent volume. The models 138-C and 148-C, selling for \$1,175 and \$1,275, respectively, have been very good in Los Angeles, while in the country the sale of the medium-priced instruments, including the \$160 model, have been exceedingly satisfactory. Since the change in the prices of Brunswick records last November, the volume of sales has shown an increase of over 100 per cent, and at the same time reflects to the credit of J. Littel, special record field salesman. J. T. Jenkins, city salesman, is resting a little after his strenuous holiday rush, and John P. Murphy is in town for a change after making a final tour over his extensive territory.

F. B. Simpson, general manager of the Brunswick Co. in southern California, expressed himself as well pleased with the showing of the phonograph division.

C. P. McGregor, manager of the phonograph division in San Francisco and northern California, visited Los Angeles during the last week of December. He reported excellent business in his territory.

W. H. Lawton, southern California and Arizona branch manager of the Columbia Phonograph Co., is much pleased with the final results for 1927 and feels extremely optimistic in regard to the prospects for 1928. He declared that his salesmen have been "hitting on all six" and have won the goodwill of dealers

### TYPE M RECORDING WAX

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

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

in their respective territories and been rewarded with the maximum of orders. Record sales have increased enormously during the past few months.

A very strong effort is being made to clear up the causes of interference which occur in various parts and sections of the country and which emanate from power stations, leaks in power lines, wig-wag signals, X-ray machines and other disturbances. A special committee has been formed and includes Don C. Wallace, National Co., Inc.; G. R. Walters, French Battery Co.; K. G. Ormiston, Radio Doings; Lloyd Marshall, Jr., and H. R. Harper, as well as representatives and engineers from the power companies, electric railway and telephone companies. A special form of questionnaire has been sent out and the complaints are examined by the committee at weekly get-together meetings.

### Oro-Tone Co. Announces Interesting New Products

The Oro-Tone Co., Chicago, prominent manufacturer of reproducers, tone arms and ampli-



Oro-Tone Reproducer No. 101

fiers, has just announced the introduction of interesting new products.

Two attractive new type reproducers and two tone-arms of "different" design are being introduced.

According to Thomas A. Galt, the new general manager of the company, these products have unusual qualifications from the standpoints of tonal reproduction and volume. The claims for each are broad, and it will be interesting to note the reception they are accorded by the trade and manufacturers.

### Dr. F. A. Kolster Tells of Direction Finding by Radio

Direction finding by radio, important to the navigator at sea and the pilot in the air, made long strides forward during the past year, according to Dr. F. A. Kolster, inventor of the Kolster radio compass and chief research engineer of Kolster Radio, manufactured by Federal-Brandes, Inc., of Newark, N. J. Dr. Kolster states that a total of 45 radio beacon stations are now in operation along the coasts of the United States and twelve more are under construction, which is an increase of 50 per cent over the total of all previous years, since the first "radio fog signal" was established near New York in 1921. In addition to a large number of naval vessels, it is estimated that more than one thousand commercial ships are now equipped with radio compasses or direction finders.



# ALLEN PORTABLES

In announcing Allen Portables to our Dealers, we feel that we are presenting them with the finest line ever shown, and nationally advertised, giving them an opportunity for fuller profits and additional business. You all know our service is prompt, complete, and always open to you. May we suggest that you call upon us NOW for samples and catalog of Allen Portables.

**WILLIAM A. CARROLL, INC.**  
16487 Woodward Avenue  
Detroit, Michigan



# The Newest in Radio



**All-Electric Radio**

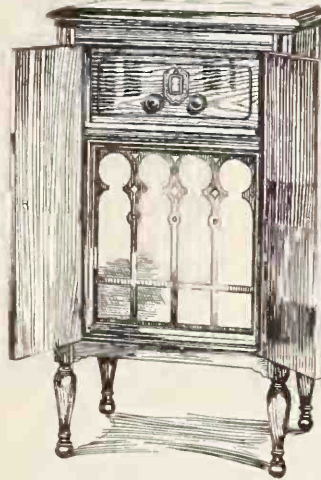
Chas. Freshman Co., Inc., New York City. All-electric Equiphase model G-10 contained in cabinet and complete with tubes, cone speaker and power unit. Illuminated dial is calibrated in wavelengths for simplicity in tuning. Cabinet has panels of genuine mahogany attractively inlaid. A desk type drop panel covers the set when not in use and provides a convenient rest while it is being operated. Price range from \$153 to \$500.

three variable voltages are also available, as follows: detector voltages, 22 to 45, adjustable; R.F. voltages, 50 to 75, adjustable, and A.F. voltages, 90 to 135, adjustable. The voltages as indicated make it impossible to place an excessive or harmful voltage where it does not belong. The case is finished in black crackle lacquer. It is compact, measuring 7 1/2 inches high, 7 1/4 inches wide and 7 1/4 inches long.



**A.C. Receiving Set**

Atwater Kent Mfg. Co., Philadelphia, Pa., Model 37 house current all-electric A.C. receiving set. A six-tube receiver comprising three stages of radio frequency amplification, a detector and two stages of audio frequency amplification. The set is single dial controlled and is self-contained in a metal cabinet which completely shields the electrical assembly, including power supply which in turn is surrounded by metal shields. Finished in brown and gold or bronze and gold. Dimensions: length 17 1/2 inches, depth 10 1/4 inches, height 7 1/4 inches, net weight 37 pounds; packed for shipment 48 pounds.



**Two New Radio Sets**

Apex Division, United States Electric Corp., Chicago. The Apex Milan electric 6-tube neodyne receiver, with three stages of radio frequency, detector and two stages of audio amplification. Single and Positive drum-drive control. Equipped with cone speaker and supplied in cabinet of 5-ply selected walnut with three-coat lacquer finish. List price, less tubes, \$192.50.

The Apex Division, United States Electric Corp., Chicago. The Music Chest, 6-tube, shielded D.C. neutro-

dyne receiver with three stages of radio frequency, detector and two stages of audio amplification. The Music Chest has single and Positive drum-drive control, illuminated dial and is supplied in a 5-ply selected walnut cabinet with a natural wood panel. Retail price, \$65, less accessories.



**Electric Receivers**

The A-C Dayton Co., Dayton, O. Four models: the XL-50 electric console compact six-tube receiver and XL-60 electric console full-size six-tube receiver, same cabinet used on both models, and contains built-in



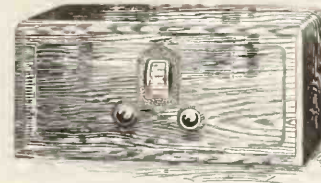
**Loud Speaker**

Temple, Inc., Chicago, Ill. Powerola loud speaker, incorporating complete audio frequency system, matched with a Temple air column and reproducing unit so as to give the most uniform sound output. Power amplifier consists of especially designed audio system, using standard UX-266 tube as one stage with a push-pull stage of two UX-171-A tubes; rectifying system uses a UX-280 tube; furnished in walnut cabinet. Can also be used as complete phonograph unit by addition of conventional magnetic pick-up. Powerola licensed under patents of Radio Corp. of America and associated companies, and sold only with tested standard RCA tubes. Price of complete set of tubes, \$17; price of Powerola, without tubes, \$295, West of Rockies \$312.



**"B" Battery**

French Battery Co., Madison, Wis. Master Ray-O-Vac, No. 9303, a 45-volt "B" battery of the vertical type. Thirty extra large cells give 45 volts with one intermediate tap at 22 1/2 volts. Is equipped with screw-post terminals, and is used with radio receivers of four or more tubes. Dimensions, including terminals, are 8 inches by 4 1/2 inches by 7 1/4 inches. Lists at \$4.75.



**"A" Eliminator**

The Abox Co., Chicago, Ill. A four-volt Abox "A" battery eliminator for the operation of all sets using 199-type tubes, including Radiolas. This unit will operate receivers using up to twelve tubes, and is basically the same in principle as the Abox six-volt "A" battery eliminator. In it is incorporated the Abox filter, containing electrolytic condensers of large capacity. The Abox unit supplies full-power "A" voltage direct from the light-socket to any receiver without changes in wiring or tubes.

**Electrical Pick-up**

Pacent Radio Corp., New York City. Phonovox electrical pick-up equipped with an adapter for use on all radio receivers using A.C. tubes. Is known as Catalog No. 105-AC and lists for \$12.50.



**Filtering Device**

Janette Mfg. Co., Chicago, Ill. New filtering device on rotary converters, used for operating A.C. receivers on direct-current circuit. Furnished in two sizes: one converting direct current to 60-cycle, 110-volt alternating current with a capacity of .3 K.V.A., the larger size produces .5 K.V.A., 60-cycle, 110-volt alternating current and is recommended for heavy duty, such as demonstrating A.C. sets in radio stores. Both machines may be obtained without filter, which is required only when machine is to be used for radio operation.



**Power Supply Unit**

National Co., Inc., Malden, Mass. National-B, type 7180, power supply unit will supply 70 milliamperes at 180 volts, sufficient for operating the largest radio set, equipped with the UX-171 power tube. In addition to the fixed power tube voltage of 180,



**A.C. Tube**

Arcturus Radio Co., Newark, N. J. Hi-Mu tube, type A.C. 32, mounted on a standard four-prong base plugging into the usual UX socket. The tube is of a heater-cathode type, operating from a 15-volt source, the heater consuming .35 ampere. The amplification constant of the A.C. type 32 tube is 30, the plate impedance 40,000 ohms and the mutual conductance 700 ohms. The tube is recommended for use with an applied amplifier voltage of 180 and higher, and a grid bias potential of minus 1.5 volts.

**"AB" Eliminator**

Fansteel Products Co., Inc., North Chicago, Ill. Balkite "AB" replacing "A" and "B" batteries, supplying radio current from the light-socket. Operates only while set is in use. Is of the electrolytic type, contains no voltage controls and requires no atten-

## Northwestern Victor Co. of Seattle Presents Automatic Electrola Radiola

Series of Recitals Was Given at the Olympic Hotel to Selected Audiences of 3,500 of the City's Leading Residents—Dealers Benefit From the Exploitation Work and Publicity

A series of recitals arranged by the Northwestern Victor Company of Seattle was given at the Olympic Hotel in presenting to the public the new model machines of which the Au-



Demonstrating the Victor Automatic

omatic-Electrola-Radiola was the machine of leading interest.

Before the public inspection a dealers' meeting and pre-showing was arranged. On one evening at a dinner given by the company the principals and officials of the three newspapers were given a demonstration. An impressive talk stressing quality, simplicity and ease of operation was given by C. B. Gilbert, president of the company. He also discussed selectivity of program.

Invitations were sent out to 3,500 of the best people of Seattle, and in the two-day public demonstration approximately 1,500 attended. Several good prospects were lined up, which were turned over to the dealers. All, however, were enthusiastic over the instruments and generous in their praise. On the day following the pre-view the dealers were supplied with the instruments, for display in their individual stores.

The machines characterize the grace and beauty of the Italian Renaissance period, and are of eloquent design. During demonstrations the machines were operated at half-volume, and only once was the full power turned on. On that occasion people in far parts of the hotel were conscious of the music and thought

a symphony recital was being offered. When operated at the smallest possible volume, the tones are still perfectly distinct, soft and resonant, resulting from perfection in reproduction.

One-half of the Automatic-Electrola-Radiola encloses a powerful eight-tube Radiola super-heterodyne. Shaded lights illuminate the dials, within the cabinet the loop antennae is concealed, and a beautiful radio in keeping with the Victrola is available when desired.

Main offices of the Northwest Victor Distributing Company are maintained in Seattle with a branch office in Portland. C. B. Gilbert is president, Thomas T. Evans, sales manager, and Joseph Tami, factory expert.

### "Talk-Back" Phonographic Recorder in Big Demand

Distributors Being Appointed in Important Trade Centers—Being Used by Musicians and Entertainers in Homes and Studios

A new product, the "Talk-Back" phonographic recorder, which was introduced to the trade a short time ago by the Talk-Back Phonographic Recorder Co., Los Angeles, Cal., is meeting with a healthy demand throughout the country, and has been received enthusiastically by distributors in various cities, including those located in Chicago, St. Louis, Detroit and other centers. The "Talk-Back" enables the user to make his own vocal, instrumental or speaking records at home on any phonograph, and it may also be utilized to preserve on records radio programs of famous entertainers, operas, musical organizations and singers.

Through its use, many musicians are improving their technique, and in Chicago the "Talk-Back" is in use in the studios and homes of many stage and musical celebrities, including Benny Meroff, Al Kvale, Charles Kaley, Tom Brown, Ben Pollack, Fannie Brice, Sophie Tucker and Myrtle Gordon. The instrument is also finding increasing favor in dramatic, vocal and foreign-language schools. The records

made with the "Talk-Back" are said to play with plenty of volume, and may be played over and over again. The manufacturers have experimented with and perfected the product over a period of five years, and have announced that a quarter of a million dollars have been invested in experimental work, laboratory and manufacturing equipment.

E. Lindell, in charge of sales for the Talk-Back Phonographic Recorder Co., has spent the past few weeks in the Middle West, making his headquarters in Chicago. He reports that very satisfactory progress in the distribution and sale of the product has been made during the past few months, and an aggressive plan of sales promotion is to be placed behind the "Talk-Back" recorder in 1928.

### E. S. Schenkel Co. to Act as Manufacturers' Agent

New Company Headed by Emil S. Schenkel, Well Known in Trade, to Specialize in Radio Merchandising in New York Area

The E. S. Schenkel Co. has been formed in New York City as a manufacturers' representa-



Emil Schenkel at His Desk

tive specializing exclusively in radio merchandising in the New York territory.

Emil S. Schenkel, head of the new organization, needs no introduction in either the talking machine or radio field. For many years he was connected with the Plaza Music Co., New York City, which earned for him a wide circle of acquaintances and a host of friends in both these allied industries. Here he also gained an intimate knowledge of the needs of the trade.

The plans of the new company are interestingly set forth in an attractive leaflet entitled, "Put it up to men who know New York's vast radio market." To quote from this leaflet: "The metropolitan market presents a complex problem to the radio manufacturer seeking to enter it. The area to be covered is so vast, so compact, so varied, so intensely competitive that the manner of selling it becomes almost bewildering. The Schenkel Co. are marketers. But they have no set or pct plan. They do not go about the marketing of every product in the same prescribed or stilted way. That is because we recognize that there is no one way, and at the same time, no sure way, of doing the thing. But in those cases where our personnel have been called in at the outset we have been able to devise methods that have accomplished the results sought." The E. S. Schenkel Co. took possession of its new offices at 45 West Forty-fifth street on January 1.

### Sonora Line in Demand

St. Louis, Mo., January 5.—A. B. Mayer of Mayer & Co., Inc., Sonora distributor, reports that dealers are showing much interest in the new Sonora plans and products and are enjoying a good demand for the Sonora phonograph and radio models. Territorial franchises are being granted rapidly.



## Through Eye and Ear Columbia Tells the World



Columbia products are being impressed upon the minds of the great consumer public both through the eye, by national newspaper and magazine advertising; and the ear, via radio broadcasting.

The radio programs of the Columbia Phonograph Company are attracting nation-wide attention. Featuring exclusive Columbia recording artists, the outstanding stars in their particular field of music, a great demand is being stimulated not only for their recordings, but for all Columbia Viva-tonal Records and the entire Columbia line.

Cash in with Columbia. Let us tell you how

**Lincoln Fixture and Supply Company**

828-834 P Street, Lincoln, Neb.

## Radio and Talking Machine Trade in Kansas City Reports Big December Volume

Volume of Business for Month Showed Increase Over Same Period of Last Year—Brunswick Dealers Tie Up With Appearance of Nick Lucas—Columbia Record Broadcast—Other News

KANSAS CITY, Mo., January 7.—Talking machine and radio business for the month of December was most satisfactory to the retail and wholesale trade here. The volume of business compared favorably with that of last year and showed a good increase in most cases.

Radio continues to increase in favor here, and both distributors and retailers report the best activity they have ever experienced in this line.

Nick Lucas, "The Crooning Troubadour," exclusive Brunswick artist, is now in the midst of one of the most successful tours of the vaudeville circuit that a recording artist ever



Theatre Tie-Up With Nick Lucas

had. That is, it is successful for the dealer from the standpoint of record sales. Typical examples of successful tie-ups are the recent appearances of Lucas in Kansas City and Des Moines, where the branch in the first-named city and Harger & Blish, Brunswick distributors, in the latter, co-operated with dealers, the theatre and with Lucas when he appeared in those cities. Dealers in these two cities left no stone unturned to develop the possibilities of an appearance of this artist to the utmost. Newspapers carried large ads throughout the time of the appearance; window displays were devoted successfully to Lucas material, and the theatre lobby itself, through the co-operation of the local manager on the Orpheum circuit, had all the earmarks of a Brunswick display room, because of the evidence of Brunswick material. A Panatrope playing Lucas records was in the lobby during the week prior to each appearance.

Business in records for Christmas exceeded all previous experience of the music houses here. Popular and classical recordings were both in good demand, and the dealers were ably assisted in presenting their higher-class selections by the Kansas City Star, which published an article on December 11, entitled "For a Record Christmas," and calling attention to the large number of recordings of music in the larger forms, which before the development of the electro-microphonic process was largely denied to the great majority of the public. The article then listed many of the outstanding symphonic and operatic numbers released during the year by Victor, Columbia and Brunswick.

The Chickering Ampico Studio, of this city, one of the outlying music shops, reports that Christmas business in Victor machines from \$335 to \$1,150 had been excellent with them. Demand for combinations has been exceptionally good. The Chickering Ampico Studio finds that the Automatic Orthophonic has developed a very nice demand for Red Seal records in sets of twelve, providing an evening's entertainment of the best that music has to offer.

The Paul Music Shop had a very fine Christmas business, according to Mrs. M. M. Paul. Especially interesting to Mrs. Paul has been the success which they have had with their radio lines, which they added only last Fall.

The new Columbia-Kolster is reported as going over exceedingly well, according to the Sterling Radio Co., local distributors for the Columbia in this territory. The entire Columbia line is meeting with fine success throughout the territory, C. M. Willis, sales manager of the company, reports.

Zenith radios have been experiencing excellent demand, according to the Sterling Co. They announce two new Zenith dealers. Harris Goar's, of Topeka, Kans., and the Archer Elec-

tric Co. of Great Bend, Kans. Kolster radio also is in strong demand.

As a special advertisement feature the Sterling Radio Co. has inaugurated a regular Columbia-Kolster radio broadcasting hour from 9 to 10 daily except Sunday on KMBC.

A Kolster Dealer Club has been organized here with W. E. Miller of the Butler Music Co., as president; H. A. Spokesfield, of the radio and Brunswick department of the Kansas City Power & Light Co., vice-president, and C. M. Willis, sales manager of the Sterling Radio Co., secretary. The meetings are held as dinner meetings at the Hotel President. H. H. Southgate, of the Kolster Co., will address the next meeting.

### Will of Albert M. Steinert

The will of Albert M. Steinert, who died recently, gives practically all his property to his wife, with the proviso that upon her death it will go to charity.

## ATTACHMENT NO. 2

KENT  
ATTACHMENTS

"WIN THEIR WAY  
BY THEIR PLAY."

EXCELS IN

Value  
Quality  
Material  
Workmanship  
Simplicity  
Durability  
Practicability

Reg. U. S. Pat. Off.

Noteworthy for

Grace  
Beauty  
Tone and  
Execution

With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

The Latest and Best Device for Playing  
**LATERAL CUT RECORDS on the  
EDISON DISC PHONOGRAPH**

Made by

**F. C. KENT COMPANY, Irvington, N. J.**  
Manufacturers of Tone Arms and Sound Boxes



# Volume

*Bagshaw's*

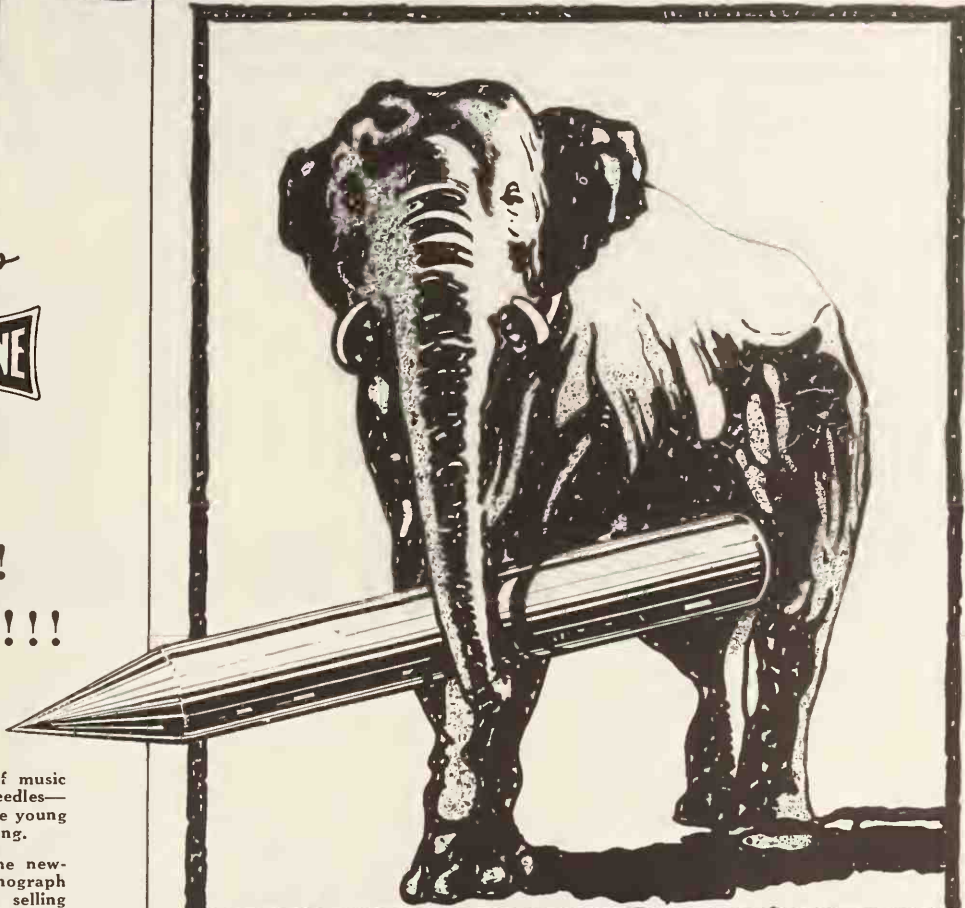


NEEDLES

Loud!  
Louder!!  
Loudest!!!

WHAT a volume of music from Jumbo Needles—just the wallop that the young people want for dancing.

Jumbo Needles are the newest thing in the phonograph business and they're selling without dealers using selling effort. Profits are only part of it. Records sound so much better with Jumbo's that your customers invariably "want more records." Send for a few samples!



**LOUDEST MADE**  
**JUMBO**  
**NEEDLES**  
**FOR THOSE WHO CRAVE**  
**THE LOUDEST**

## BRILLIANTONE STEEL NEEDLE

COMPANY OF AMERICA INC.

370 SEVENTH AVENUE

NEW YORK CITY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

a large department business in talking machines, pianos and radios. The fire originated in the cellar and spread quickly through the entire structure destroying several hundred thousand dollars' worth of merchandise and gutting the building completely. The flames for a time threatened the adjoining music store of the Bellak Co., also a dealer in pianos, radios and talking machines.

**Strong Demand for New Atwater Kent**

Since the first of the current month there has been a very gratifying demand for the newly introduced Model 37, all-electric style of the Atwater Kent radio which was brought out after the holidays by the nationally known manufacturers with headquarters in this city. The C. J. Heppé & Son Co. has been featuring this new type at \$138 complete in a special drive since its introduction, and it has been the sensation of the 1928 offerings. There have been continued orders for the Victrola-Radiola combinations from those customers who were



**Velvoid Record Brush**

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

**PHILADELPHIA BADGE CO.**

Manufacturers

942 Market Street

Philadelphia, Pa.

not able to secure them during Christmas week because of unprecedented demand of the gift season. Manager Leo Cromson, of the Heppé radio and talking machine department, has been placing this section of the business in the forefront ranks of the local trade within the year through his clever sales campaigning and exploitation stunts at the store, 1117 Chestnut street.

With the return to health of Florence J. Heppé, head of the company, after almost a year of illness, there was revived, this Christmas, the Yuletide custom which he instituted seven years ago of greeting his neighbors in

Pelham with "Ye Olde Time Carols," accompanied by ninety-six singers, and chimes played by Charles Mahoney, who made the first chimes' record for the Victor Talking Machine Co., and the Troupe of Royal Trumpeters, the well-known quartet of lady trumpeters. Following a tour of the neighborhood the carolers were entertained on Monday evening with supper at the Pelham Country Club by Mr. and Mrs. Heppé. Last year this celebration was postponed because of the serious illness of Mr. Heppé.

**New Guarantee Portables Coming**

With the mid-January days there will be placed on the market two new portable models by the Guarantee Talking Machine Supply Co. The new models, retailing for \$12.50 and \$22.50, will give a durable and attractive portable at popular prices and many improvements in tone appurtenances that will bring them up-to-date in line with the latest types of talking machines. The Guarantee Supply Co. is developing a wide market for its portables and repair parts and accessories in Central and Latin America, having distributors in Peru, Chile, Brazil and Colombia. There is a wide retail sale in Havana, where one of the leading dealers has made the Guarantee portable a feature in its particular class of machines. The Southern demands will be taken care of by E. Bauer, who is now traveling through the South as far as Miami, and who will make a stopping point at Havana in the wind-up of the itinerary. The early 1928 demand for Guarantee repair parts has been exceptionally good and prospects are bright for this branch of the business.

The Guarantee Talking Machine Supply Co. has been appointed a distributor for the Electrophonic tone arm.

**M. Grass & Son Expand**

M. Grass & Son will open the 1928 season with a much-enlarged store through the acquisition of an additional floor in the present building occupied by the firm at 27 South Sixtieth street. The second floor of the structure has been leased by the company for the purpose of opening a music department to be devoted to the instruction in piano and other musical instruments, and the rear section to the piano department. There will be placed in charge of this musical educational section Emanuel La Porte, who will feature the Melody Way and Shefte methods. With the transfer of the piano division to the second floor the lower store will be given over entirely to the radio and talking machine departments with larger displays and to string and brass instruments. There will be featured the Atwater Kent, RCA, Fada and Zenith sets and Victor talking machines and supplies.

**Planning a Busy 1928**

While the extension of radio sales makes possible one of the most prosperous years for the various sets distributed through the Penn Phonograph Co., of which T. W. Barnhill is head, the early days of the month and new year are being devoted to sales conferences by factory officials and executives both here and in the New York headquarters of the Fada and Zenith. Officials of the companies represented by the local distribution house entertained the sales staffs by educational and informative talks on the new set that will be featured in the current year. District Manager C. M. Sherwood held conferences at headquarters here in Arch street the week-end after Christmas when he outlined the campaign on the Fada and the 1928 policies, creating much enthusiasm among the staff. President T. W. Barnhill

(Continued on page 96)

**The Storm Before the Calm**

THE radio industry is now going through a trying, stormy period. A readjustment is taking place which is uprooting previously held notions and policies and in the process destroying those elements which are not homogeneous to the new order. But out of the chaos can be seen emerging, as surely as day follows night, a new order of calm and stability which has always seemed to the astute to be the inevitable trend of the industry.

And among those who will weather the storm and enjoy the calm will be found inevitably the manufacturer, wholesaler and dealer who builded on the foundation of SERVICE. This foundation is not composed of selfishness, avarice, disloyalty, carelessness. Its stones are inscribed

- Sincerity
- Endeavor
- Reliability
- Vision
- Industry
- Cooperation
- Efficiency

With contentment that is born of the knowledge of Service well rendered we enter the new year and face the new order ready to carry on and justify, as in the past, the confidence and trust of our many friends in the trade who have helped us to grow and whom we have helped to grow with us. Our hand is also outstretched to help those who, storm-bewildered, are seeking the way to safety.

DISTRIBUTORS FOR



GROSLÉY

KOLSTER



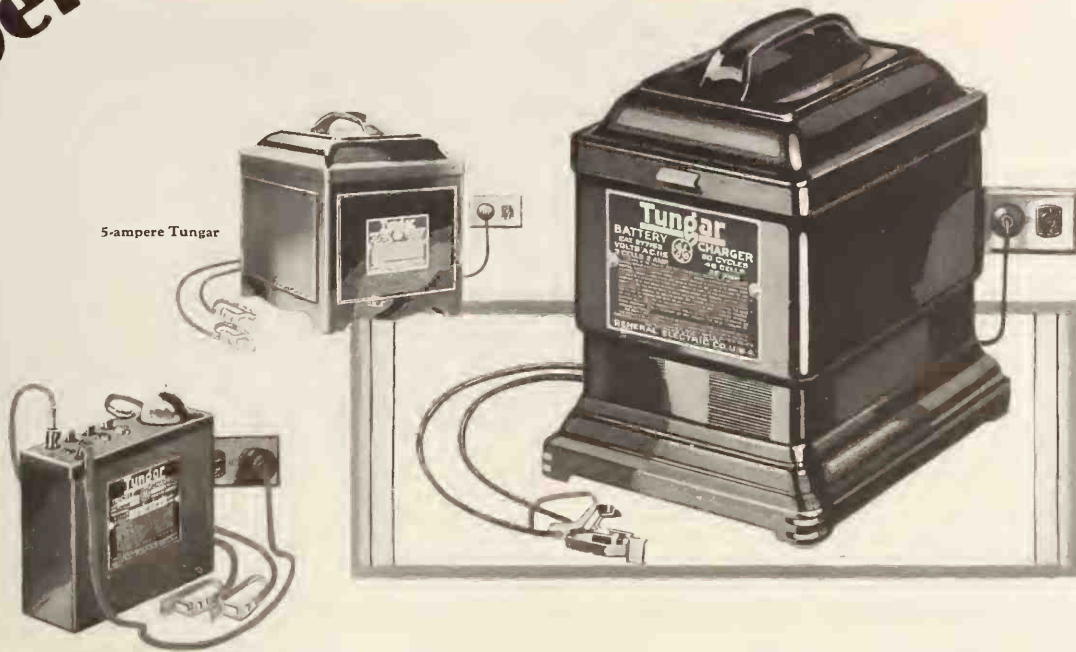
Radiotrons  
and  
Rectrons

**TRILLING & MONTAGUE**

WHOLESALE RADIO MERCHANDISERS

N. W. Cor. 7th and Arch Streets "Grow With Us" PHILADELPHIA, PA.

# General Electric Battery Chargers



5-ampere Tungar

The two-ampere Tungar has a special post which makes it a trickle charger, too.

G.E. Tungar Trickle Charger

## PROFIT BUILDERS!

Hundreds of thousands of sets are now battery operated. For them, there's nothing like a General Electric Battery Charger for constant power. If it is permanently connected, throwing a switch at night means fully charged batteries in the morning. Tell your customers this—and sell them a Tungar—the original bulb charger, made and guaranteed by General Electric.

East of the Rockies

2-ampere Tungar—  
\$14

5-ampere Tungar—  
\$24

Trickle Charger—  
\$10

Merchandise Department  
General Electric Company  
Bridgeport, Connecticut



Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

Do you know all about the  
THREE PUNCH  
PLAN?

If you don't, ask us for the  
whole story—and do it  
now.

# GENERAL ELECTRIC

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

journeyed to the metropolis for the two-days' conferences with the Zenith and Fada manufacturers, and going over the New Year prospects for the Pathex, moving picture products, also distributed through this local firm. While in the metropolis he was entertained at the McAlpin Hotel, where Vice-President Paul Klugh and W. B. Gaynor, district manager of Zenith Corp., laid before the jobbers in the district, at a social and business session plans for the 1928 sales promotion work on the Zenith. Mr. Ullman, from the Boston jobbing house of the Zenith, was entertained with President Barnhill. Following the Zenith district meeting at the McAlpin Mr. Barnhill and the sales manager of the Penn Phonograph Co. were entertained at luncheon on Friday of last week. Holiday demands for the new Electric Zenith were far in excess of the manufacturers' capacity, owing to the favorable reception by the public of the newest A.C. electric sets.

**New Firm Plans Expansion**

While the newly opened firm of C. Raymond Rudrauff, Inc., 2014 Market street, is now featuring the Victor and RCA lines the officers of the company are planning developing the business in the coming year with branching into other lines of merchandise. The heads of the firm long have been linked with the trade, both Mr. Rudrauff and J. S. Sibel having been identified with the executive staffs of large central city dealers.

**George Reese in New Post**

George Reese, who formerly was identified with the talking machine department of the Gewehr Piano Co., Wilmington, Del., has become connected with the Robelen Piano Co. in the Diamond State Capital. He will be attached to the staff of the talking machine and radio department.

**New Catalog Attracts Attention**

The J. A. Fischer Co., 730 Market street, has been highly complimented by the trade on the thoroughness with which the new 1928 catalog of the Valley Forge mainspring and repair parts has been compiled. From all parts of the nation have come letters to the head of the firm, Julius A. Fischer, telling him how helpful the catalog has been in aiding selection of parts needed, and the economy in time assured by the tabulations under alphabetical arrangement and the illustrations showing clearly the articles that may be required. Dan Cupid was busy in the Yuletide holiday among the



**ZENITH**  
and  
**FADA**  
Radio

**PATHEX Cameras and  
Projector**

**Radio Accessories**

**Penn Phonograph Co.**  
913 Arch St. Philadelphia

staff of the Fischer Co., two benedicts that were added in the month were Milton Leidner, head shipper, and Martin Krupnich, New York State traveling representative, who were united in matrimony at the same time and spent their honeymoon together at Niagara Falls and Quebec, during the early weeks of the current month. Irvin Epstan, of the company, is making the rounds of the Ohio trade this week and will, throughout January, complete his itinerary of the trade in that section.

**Quimby Radio Co. Renews Lease**

Although the leases on the Estey Piano Co. store at Seventeenth and Walnut streets, which were terminated under the receivership sales, affected other tenants on the property who subleased from the piano manufacturer, it did not interfere with the renewal of that of the Quimby Radio Co. occupying part of the property. The head of the Quimby Co. is Gerald Quimby, whose father, Louis Quimby, was formerly manager of the Estey Co. here, and with whom the younger Quimby was associated in the management of the radio department. Since severing his connection with the Estey Co. he has continued the radio business, featuring the Zenith and Radiola, which he will continue to represent.

**Walter Linton on the Job Again**

Walter Linton, who is among the prominent Victor dealers long associated with the Quaker City trade and operating two stores in this city, was confined to his home for several weeks suffering from bronchitis. He has now recovered and is back at the main store, 4713 Frankford avenue, having returned to business last week.

**Add New Lines**

Hugh B. Dunlap, 1118 Girard avenue, has

been extending his radio department, having now installed the Atwater Kent, and Mohawk and Sonora combinations in addition to his long-established piano business with its history of half a century in the industry.

The C. & J. Campbell Co., 3330 G street, has added the Stromberg-Carlson radio to the RCA line which formerly was the sole feature of the radio department.

The store of Emmerts added the Zenith A.C. radio to its talking machine and radio department, one of the largest in the Germantown avenue section, and located at 2626 Germantown avenue. This department was further augmented by the addition of the Steinite to the Atwater Kent and RCA lines. The new sets were made features of the holiday.

**Eldridge R. Johnson Honored**

Announcement was made during December of the election of Eldridge R. Johnson, founder of the Victor Co., to a life membership on the Board of Trustees of the University of Pennsylvania. On September 20, last, Mr. Johnson announced a gift of \$800,000 to the university which was designated the "Eldridge R. Johnson Foundation for Research in Medical Physics." He also is trustee of the University Museum.

**Stewart-Warner Get-Together Dinner**

Distributors and dealers of the Stewart-Warner Speedometer Corp. radio products, coming from all parts of eastern Pennsylvania, southern New Jersey, Delaware and Maryland, comprising the Philadelphia district, attended the get-together dinner at the Penn Athletic Club held in late December. J. B. Suess, distributor of Stewart-Warner products for this district, presided and welcomed the retailers and their allies in the distribution trade. He announced the appearance, with the new year, of the corporation's latest alternating current radio sets in all models, and his informative discussion on latest devices met an enthusiastic and responsive participation by those assembled from the ranks of the dealers. Other notable speakers at the gathering were R. H. Woodford, radio sales manager from the factory, and J. M. Golten, radio engineer of the Stewart-Warner Corp. One of the latest of the company's sets had been hooked up in the dining-room, and radio programs, including that of the company's own station, supplied the entertainment throughout the dinner. More than 150 were present, with almost every community represented in the district sending a dealer, or its local distributor.

**Installs "Talker" Department**

For the first time in the history of the business in the main store of the Lang Piano Co., at 1204 West Columbia avenue, there has been installed a talking machine department complete with records and accessories. The Lang Co. conducts four other stores in its chain, all featuring talking machines, but the first stocks of this branch of the industry to be installed in the original headquarters of the firm were the Brunswick line. After the new year is well on its way the company will open another store to be announced at a later date.

**Outlines Factors in 1928 Success**

A few factors for success in the new year were outlined in the following article laid be-

# 1928

*begins our 64th year of service in the  
Musical Industry*

We sincerely appreciate the confidence our dealers have manifested in our house in the past and will exert even greater efforts to continue to merit this confidence during the year of 1928.

**H.A. WEYMANN & SON, INC.**  
1108 Chestnut Street - Philadelphia, Pa.

*Victor Wholesalers*



## Gross-Brennan, Inc., Organization Holds Its Third Annual Banquet at Hotel Astor

Thirty-one Members of Staff of New York and Boston Stromberg-Carlson Representative Gather at Annual Event—Broadway Stars Entertain Diners—Interesting Talks Given

The members of Gross-Brennan, Inc., Stromberg-Carlson radio distributors, of New York, thirty-one strong, held their Third Annual Ban-

quet, on Wednesday evening, December 28th, in the Rose Room of the Hotel Astor.



morning, led by Jimmie Caruso's Orchestra, assisted by several Broadway stars, including Morton Downey, of Excess Baggage and Club Rich-

man; Maxine Lewis, of Club Richman; Danny Darc, of The 5 o'Clock Girl; Leo Donnelly, of White Lights, and several vaudeville artists, including Dave Franklin and Bert Gilbert and Eddie Mulcahey, the Irish monologist.

Gross-Brennan, Inc., had much cause for celebration this year by virtue of having for three successive years, including 1927, reached the point of sales in the last four months of the year exceeding the twelve previous months. An analysis of sales during 1927 shows that the average retail sale unit was over \$450 per set, indicating an ever increasing demand for better radios.

Another point that gives this organization plenty of reasons to be proud is that the majority of Stromberg-Carlson dealers in the Gross-Brennan territory did over 50 per cent of their total radio business on Stromberg-Carlson merchandise and netted two-thirds of their profits on Stromberg-Carlson sales alone.

Otto B. Heaton recently took over the entire business of Heaton's Music Store, Columbus, O., following retirement of C. W. Heaton.

## Trade Activities in the Philadelphia Territory

(Continued from page 96)

fore the dealers and the trade generally by Sydney Schwartz, special Chicago representative of the Brunswick Co., upon his recent visit to the Philadelphia offices:

"The music retailer vs. the music merchant is the designation between future success and failure. Each year since the World War the absolute necessity of being a merchant in order to survive has been forcefully proved. No longer is it possible for the retailer to sit comfortably back in his 'oldest established music store in town' and live on the laurels of a past reputation. No longer can he anticipate the manufacturer taking the obligation of 'advertising' the customer into his front door. No longer can he say, 'I'll handle the line of least resistance.' There are no lines of least resistance.

"Musical instruments must be sold. They are no longer being bought. In many ways this is a desirable condition; it will separate the chaff from the wheat; it will reduce retail competition; it will prove who are music merchants. The progressive music merchant makes his presence felt in his community. He is a factor in the social and commercial life and his townspeople recognize him as an authority in his line. He 'sells' himself; he sells his organization through having them thoroughly trained and in a position to represent him at all times in a manner worthy of the music merchant. He uses progressive methods of selling—no antiquated mailing list, not checked up from year to year; no prospect list filed in alphabetical order for 'future reference,' no 'take them in the booth record girl,' but an 'on the job' sales force with new and modern ideas."

## RCA Acquires Interest in FBO Pictures Corp.

A substantial interest in the FBO Pictures Corp. has been acquired by the Radio Corp. of America, according to a recent announcement, through which it is expected that radio sound reproduction will be synchronized with motion picture production and presentation. Negotiations were successfully concluded by David Sarnoff, vice-president of the Radio Corp., and Joseph P. Kennedy, president of the FBO Corp. It was said that the devices and developments controlled by RCA will not be exclusive to the FBO Co., but will be available to the entire motion picture industry. The announcement reads in part:

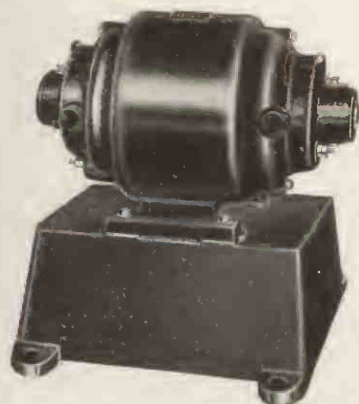
"This affiliation opens for motion pictures for the first time the tremendous resources and potentialities of radio. It will give the movies the use of all present patents and prospective developments of sound reproduction and synchronization, broadcasting, television, etc., of the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric & Mfg. Co. A complete revolution of present-day entertainment may easily develop as a result of this affiliation.

"The first important development of the combination will be the presentation of a new method of sound reproduction and synchronization perfected by General Electric."

## Superior Cabinet Corp. Expands to Better Service

Due to expansion of manufacturing facilities, the Superior Cabinet Corp., of New York, announces that it is now ready to take care of quantity orders for the production of cabinets of special designs for jobbers and distributors of radio set manufacturers. A very satisfactory business was enjoyed during 1927, according to executives of the Superior Cabinet Corp.

## Boosting Radio Sales in Direct Current Districts



The New Improved Janette Rotary Converter Type CB 12-F, a heavy duty machine recommended for dealer use. Will operate either A.C. radio or electric talking machine. Smaller Converters, with or without filters, are also obtainable. Converter must be equipped with filter when intended for radio operation.

Janette Rotary Converters are helping hundreds of dealers in direct current districts to boost their A.C. radio and electric phonograph sales.

Dealers who formerly were prevented from demonstrating their A.C. machines, can now give faultless demonstrations of ALL machines, grounded or ungrounded.

The New Improved Filtering Device assures silent operation. Janette Converters occupy an extremely small space—easily placed out of sight.

Write for low prices and full information

**Janette Manufacturing Co.**  
554 W. Monroe St.  
CHICAGO

Singer Building  
147 Broadway,  
New York

Real Estate  
Trust Building  
Philadelphia



## PERRYMAN RADIO TUBES

Distance Without Distortion

# All the A. C. Types!



Sell your A. C. sets  
by demonstrating  
with Perryman  
A. C. tubes, and  
make that triple  
extra profit.

1. Extra profit in the sales price.
2. Extra profit because they stay sold. No replacements to eat up profits (they must make good or we do).
3. Extra profits because they bring back new business on their excellent performance.

### PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

### PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

PERRYMAN ELECTRIC COMPANY,  
33 West 60th Street,  
New York City

Kindly send me complete information on the new Perryman A. C. Tubes.

Name .....

Address .....

### Latest Talking Machine and Radio Patents Granted

SOUND-BOX COUPLER. William Trues, Chicago, Ill., assignor to the Oro-Tone Co., same place. Patent No. 1,648,080.

SOUND REPRODUCER FOR PHONOGRAPHS AND THE LIKE. Daniel R. Wells, Reading, Pa. Patent No. 1,648,432.

PHONOGRAPH. Joseph M. Lucarelle, Bridgeport, Conn., assignor to the Dictaphone Corp., same place. Patent No. 1,649,965.

PHONOGRAPH ATTACHMENT. David H. Moss, Newark, N. J., assignor to Brandes Laboratories, Inc. Patent No. 1,650,089.

DRIVING MECHANISM FOR PHONOGRAPHS AND THE LIKE. Morris H. Bennett and Henry C. Rochette, Waterbury, Conn. Patent No. 1,651,800.

HORN FOR TALKING MACHINES. Bagster Roads Seabrook, Winnipeg, Manitoba, Canada. Patent No. 1,651,840.

TONE ARM. Joseph N. Pepin, Chicago, Ill. Patent No. 1,653,410.

METHOD FOR MAKING SOUND RECORDS. Hartwell W. Webb, Leonia, N. J. Patent No. 1,653,524.

RECORD HOLDER FOR TALKING MACHINES. Paul D. Bodwell and Henry W. Bellows, Waynesboro, Pa., assignors to the Deca-Disc Phonograph Co., same place. Patent No. 1,653,541.

COMBINATION RADIO AND PHONOGRAPH APPARATUS. Frank Oberst, New York, N. Y., assignor to the Sonora Phonograph Co., Inc., same place. Patent No. 1,653,725.

COMBINATION RADIO AND PHONOGRAPH APPARATUS. Frank Oberst, New York, N. Y., assignor to the Sonora Phonograph Co., Inc., same place. Patent No. 1,653,726.

RADIOFREQUENCY TRANSFORMER. Noble Gibbs Dowdell, Chicago, Ill. Patent No. 1,651,515.

RADIO RECEIVING SYSTEM. Leo C. Young, Washington, D. C. Patent No. 1,651,658.

SUPPORT FOR RADIO APPARATUS. Arthur C. Hayden, Brockton, Mass. Patent No. 1,651,953.

RADIOCONDENSER. Monroe Guett, Hartford, Conn. Patent No. 1,652,118.

RADIO RECEIVING APPARATUS. Adolph Alexander Thomas, New York, N. Y. Patent No. 1,652,219.

COMPOSITE RADIO PANEL AND SOUND MODIFIER. William B. Stevenson, Philadelphia, Pa. Patent No. 1,652,257.

LOUD SPEAKER UNIT. Emil F. Holinger, New York, N. Y. Patent No. 1,653,045.

LOUD SPEAKER. Lawrence Alvin Smith, New Orleans, La. Patent No. 1,653,128.

RADIOREPRODUCER. Walter L. Eckhardt, Philadelphia, Pa. Patent No. 1,653,158.

RADIOCONTROL OF ENGINE SPEED. John Hays Hammond, Jr., Gloucester, Mass. Patent No. 1,653,172.

RADIO REPRODUCER. Frank Oberst, New York, N. Y., assignor to the Sonora Phonograph Co., Inc., same place. Patent No. 1,653,727.

RADIO WAVE CONTROL SWITCH. Jesse S. Wheeland, San Francisco, Cal. Patent No. 1,653,753.

CONCEALED LOUD SPEAKER FOR RADIO RECEIVING SETS. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., New York, N. Y. Patent No. 1,653,795.

RADIO APPARATUS. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., Inc., New York, N. Y. Patent No. 1,653,796.

RADIOSPEAKER. Howard P. De Graff, New York, N. Y. Patent No. 1,653,891.

RADIOANTENNA. Adolph T. Blanc, Detroit, Mich. Patent No. 1,654,108.

RADIOBATTERY. Walter B. Schulte, Madison, Wis., assignor to the Burgess Battery Co., same place. Patent No. 1,654,145.

RADIO RECEIVING SET. Agnar Wikstrom, Boston, Mass., assignor to the Flash Radio Corp., same place. Patent No. 1,648,521.

RADIO LOUD SPEAKER. Walter Westphal, Los Angeles, Cal. Patent No. 1,648,668.

VARYING-FREQUENCY SYSTEM OF RADIO SIGNALING. John Hays Hammond, Jr., Gloucester, Mass. Patent No. 1,648,682.

TWO-WAY RADIO COMMUNICATION SYSTEM. Paul Ware, New York, N. Y., assignor to the Ware Radio, Inc., Delaware. Patent No. 1,648,835.

RADIO RECEIVING SYSTEM. Walter N. Fanning, Vallejo, Calif. Patent No. 1,649,341.

COMBINED RADIO RECEIVING SET AND SOUND AMPLIFYING HORN. Walter Lytton, Chicago, Ill. Patent No. 1,649,715.

RADIO PHONOGRAPH COMBINATION SWITCH. Walter Lytton, Chicago, Ill. Patent No. 1,649,716.

AERIAL FOR RADIORECEPTION. Frederick Peitzman, Grimes, Ia. Patent No. 1,649,727.

RADIO APPARATUS. Thomas E. New, Cincinnati, O., assignor to the Teleforce Radio Laboratories Co., same place. Patent No. 1,650,032.

RHEOSTAT. Alva J. Carter, Chicago, Ill., assignor to the Carter Radio Co., same place. Patent No. 1,650,008.

COIN-CONTROLLED RADIORECEIVER. Richard Sause, New York, N. Y. Patent No. 1,650,238.

RADIO RECEIVING SET. Hiram D. Currier, Chicago, Ill., assignor to the Kellogg Switchboard and Supply Co., same place. Patent No. 1,650,432.

ANTENNA DEVICE. Arthur Reinhold Nilson, Brooklyn, N. Y. Patent No. 1,650,461.

W. W. Reser has opened a new music and radio store in the See Building, Tonkawa, Okla., under the name of the Tonkawa Music & Radio Store. A complete line of musical instruments and radio is featured.



# The Organ-Tone

KING OF REPRODUCERS



Your Sales  
Will Increase  
If You Will  
Show the  
Organ-tones  
in This New  
Handsome  
Display Box



Get  
One of These  
Unique  
Display  
Boxes FREE  
With Every  
Six  
Organ-tones

# Unique

REPRODUCTION  
COMPANY

Makers of Tone-Arms  
And Reproducers

32 Union Sq.  
New York, N.Y.

## Blackman Distributing Co. Uses Demonstration Car to Try Out Mohawk Sets

Traveling Demonstration Car Is Fully Equipped to Demonstrate Mohawk Receiving Sets, Both A. C. and D. C. Operated—Appoint Many Dealers as Mohawk Representatives

The Blackman Distributing Co., Inc., wholesaler of Victor and radio products and one of the foremost jobbing organizations in the country, recently introduced a unique sales

Distributing Co. upon its progressiveness in sponsoring a sales plan of this type. The demonstration car has been utilized to introduce Mohawk products to dealers in many sections where Mohawk sets have been heretofore unknown, and in addition to giving the dealer an opportunity to hear the sets under working conditions, the demonstration car has served to bring hundreds of interested passersby to the dealers' warehouses. The demonstration car features a series of artistic Mohawk signs and its illuminated plate-glass windows have attracted attention through the metropolitan territory. Thousands of Mohawk feather head-dresses have been distributed from the car and this sales plan will be used generally throughout the coming year.



Blackman Co.'s Demonstration Truck

plan in behalf of Mohawk receiving sets, for which it is the distributor in metropolitan territory. A traveling demonstration car fully equipped to demonstrate Mohawk receiving sets, both A. C. and D. C. operated, was completed a few months ago and has proven of considerable value in developing an interest in Mohawk products among the representative dealers in the Blackman Co.'s territory.

This demonstration car, which is shown herewith, has visited the warehouses of hundreds of dealers, who have been delighted with the practical value of the demonstration idea and who have congratulated the Blackman

In a chat with The World, C. L. Johnston, vice-president and general manager of the Blackman Distributing Co., stated that the company has established about 100 active Mohawk dealers in metropolitan territory and considering the fact that the company has only been a distributor of Mohawk for the past few months, this dealer representation is very satisfactory. Mr. Johnston is well pleased with

the progress made by the Blackman organization in developing interest in the Mohawk product, and during the coming year a series of intensive sales plans will be sponsored by Blackman in behalf of the Mohawk product.

## H. T. Melhuish Director N. E. M. A. Radio Division

H. T. Melhuish has tendered his resignation as manager of sales administration of the Radio Corp. of America to become director of the radio division of the National Electrical Manufacturers' Association, according to a recent announcement. For several years Mr. Melhuish has represented the Radio Corp. in various trade associations and other outside affiliations, in addition to co-ordinating the activities of the several divisions of the RCA sales department.

Mr. Melhuish practiced law for several years before joining the Radio Corp. in 1922 as manager of the Chicago office. Since that time he has held the positions of district sales manager, assistant sales manager and manager of sales administration.

The resignation of Mr. Melhuish as a member of the board of directors of the Radio Manufacturers' Association was also announced.

## Dr. Albert N. Goldsmith Heads Radio Engineers

Dr. Albert N. Goldsmith, chief broadcasting engineer of the Radio Corp. of America, was elected president of the Institute of Radio Engineers at the opening session of the Institute's third annual convention, held in the Engineering Societies Building, New York, this week. Among the new managers elected by the Institute was R. H. Manson, chief engineer of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

## Six Products to Be Included in Major Merchandise Line of Sonora Phonograph Co.

Products Comprise Revolutionary Type of Mechanical Reproducing Phonograph, Electric Pick-up Instrument, Combination Electric Pick-up and Radio, Records, Radio Sets and Speakers

P. L. Deutsch, president of the Acoustic Products Co., Inc., and the Sonora Phonograph Co., Inc., which it controls, recently sent out a very interesting letter to Sonora jobbers throughout the country outlining the company's plans for manufacturing and merchandising. In his letter Mr. Deutsch called attention to the important personnel and executive appointments which have been announced in *The Talking Machine World* during the past few months and emphasized the fact that there will be six products in the major merchandise lines of the Sonora Co., each being developed to a point where it will be a leading factor in its particular field.

These products comprise: A revolutionary type of mechanical reproducing phonograph as applied to the low-priced field, including a portable phonograph; an entirely new type of electric pick-up instrument resembling a phonograph only in its use of a record, but not in any way like the old-fashioned phonograph or gramophone, as every feature of it will be completely modernized; a combination instrument, containing both the new type of electric pick-up phonograph as described above and a radio, both of which will use the same loud speaker which will also be of new design; a Sonora record of the highest grade possible and electrically recorded by a new process; radio receiving sets built on new designs and principles; radio loud speakers, constructed on an entirely new principle.

Mr. Deutsch points out that it will, of course, take some little time to develop all the varied interests of an enterprise with the scope of the new Sonora Co., but he expects that by the second quarter of 1928 all of them will be in operation, and merchandise available for distribution.

The first of the new products to appear will be the Sonora record which, as stated several months ago, will be manufactured under the supervision of Walter G. Haenschen, nationally prominent as one of the foremost recording directors. It is the company's intention to build up gradually a record catalog of unusual merit and unlimited sales possibilities, aided by

improvements in recording methods which have been developed by the Premier Laboratories, one of the affiliated Sonora companies. Complete recording and manufacturing personnel have already been acquired by Mr. Haenschen, and the first of the Sonora records should be available in the early part of 1928. Another product to be released early in the year will be the electric pick-up instrument, entirely new in principle and capable of exceptional performance.

The general offices of the Acoustic Products Co., the Premier Laboratories, the recording laboratories and the Eastern division offices of the Sonora Co. will be located in February in the new Sonora Building, 50 West Fifty-seventh street, New York. The sales headquarters of the Sonora Co. are located at 64 East Jackson boulevard, Chicago, with A. J. Kendrick occupying the post of vice-president in charge of sales. Frank V. Goodman has been appointed vice-president and Eastern sales manager, with head quarters in New York.

In conclusion Mr. Deutsch stated: "Mr. Kendrick will shortly outline the new plans and policies governing sales and distribution which have been adopted. Meanwhile, I trust that with this broadening of Sonora operations and in view of the excellent prospect presented by these developments, Sonora distributors and dealers will more actively prosecute the sale of the present Sonora product, as its well-recognized value in the current market is quite obvious to all."

### Decision Will Be Appealed

The suit of the General Electric Co. against the De Forest Radio Co., in which it was sought to restrain the latter from making and using radio apparatus claiming the infringement of four basic patents, was dismissed last week by Federal Judge Morris sitting in Wilmington, Del.

The De Forest Co. was charged with infringement of patents granted to Irving Langmuir, and by him assigned to the General Elec-

tric Co. for electrical discharge apparatus and the process of manufacture and use of tubes used in radio reception and broadcasting. They are what is known in the electrical world as the "high vacuum tube patents."

The court decided that the first and main patent of the four is invalid in view of prior art and because it lacked patentable novelty and for other reasons. The court held that only the third patent, on the use of potassium in radio tubes, was valid.

It is understood that counsel for the General Electric Co. will take an appeal.

### Walter J. Staats Resigns Position With Victor Co.

Will Devote Attention to Other Interests—Has Had Long Career With Victor Organization—Will Continue on Directorate

Walter J. Staats, vice-president in charge of exports and foreign trade activities of the Victor Talking Machine Co., has resigned to



W. J. Staats

devote his attention to his many financial interests, including the vice-presidency and treasurership of the Smith-Austermuhl Co., a leading insurance organization at Camden, N. J.

Mr. Staats joined the Victor Co. in 1901. He was elected to the board of directors in 1910, was appointed comptroller in 1912. He then became assistant treasurer and later assistant secretary, being appointed treasurer in 1920.

Mr. Staats will continue on the directorate of the Victor organization. He is also a director of the West Jersey-Parkside Trust Co. and the First National Bank of Philadelphia.

### Ortho-sonic Model D List Prices Reduced

List prices on model D Federal Ortho-sonic receivers, including two all-electric models, have been reduced by the Federal Radio Corp., Buffalo, N. Y., according to a recent announcement. The changes are as follows: Model D10, formerly \$100, now \$75; D10-60, formerly \$185, now \$160; D40, formerly \$200, now \$175; and D40-60, formerly \$285, now \$260.

Adjustments on stock on hand will be made direct to dealers by the Federal Radio Corp. on the basis of the reduced prices.

Several officials of Thos. A. Edison, Inc., including Chas. Edison, president; Nelson C. Durand, in charge of the Ediphone activities, and Arthur L. Walsh, vice-president and general manager of the phonograph division of the company, attended the annual Ediphone Convention, held at the Hotel Cleveland, Cleveland, O., on January 5, 6 and 7, at which were present Ediphone jobbers from all sections of the country.

## Consoles for RADIOLA 17



R17 CONSOLE for Radiola 17 and 100A Speaker Built of Walnut Veneer beautifully finished. Price \$35.00

Atwater Kent 37  
Crosley  
and other popular  
AC Operated Receivers

Special Consoles for New  
ATWATER KENT 37  
and  
CONE SPEAKER

Send for complete information

Plymouth Furniture Co.  
25 E. Juneau Ave.,  
Milwaukee, Wis.

## Blackman Launches Direct Mail Drive

Direct-mail Campaign Being Used by Blackman Distributing Co. to Interest Dealers in Products Distributed and Company's Policy

A direct-mail campaign of unusual scope and value was introduced a few weeks ago by the Blackman Distributing Co., Inc., prominent wholesaler of Victor and radio products, for the purpose of interesting dealers in the metropolitan territory in the true meaning of Blackman service and the sales value of the products merchandised by this company. This campaign, consisting of eight pieces of mailing matter, was started on December 15 and the mailing list comprises 3,000 representative music and radio dealers in the territory served by the company.

The literature in this unusual direct-mail campaign presents concretely the sales importance of the various products merchandised by the Blackman Radio Co. and also emphasizes the salient features of Blackman service and co-operation. The first mailing piece featured the four well-known loud speaker lines distributed by Blackman, comprising Rola, Utah, Fada and Mohawk. The center two pages of each piece of mailing matter illustrate the complete line of products distributed by the Blackman organization with appropriate text which is varied in each brochure. For example, the text in the first folder is headed "Dependable Products," while on the reverse side is a most interesting talk under the heading of "Dependable Distribution."

The second mailing piece features Fada products with the text on the inside entitled "A Big Source of Supply" and the text on the outside "In and Near New York." The third mailing piece is a general resumé of all of the products in the Blackman radio line with the text entitled "Follow the Leaders" and "Advertised Products Only." The fourth piece features Mohawk products with the text "Our Salesmen—Your Representatives" and "For Years and Years." Power units are featured in the fifth mailing piece, including the Majestic, Philco and the Powerizer, also accessories such as Brach, Birnbach, Polymet and R. C. A. Radiotrons. The sixth piece of mailing matter features the famous Victrola products; the seventh, Fada radio products, and the eighth shows a few illustrations of the Blackman headquarters, including offices, warerooms, stock and service departments.

This very interesting direct-mail campaign, prepared under the personal direction of C. L. Johnston, vice-president and general manager of the Blackman Co., is one of the most effective sales campaigns sponsored by any jobber in metropolitan territory in recent years. Its success is assured, not only in behalf of the Blackman organization itself but as a sales help for the products distributed by this well-known jobber.

## Atlas Plywood Corp. Gets Stock of Allen & Sons Co.

BOSTON, MASS., January 9.—The Atlas Plywood Corp. has acquired the entire capital stock of Otis Allen & Sons Co., of Lowell and Lawrence, Mass., maker of packing cases. E. I. MacPhie, president of the Allen Co., has been made general sales manager of the parent company. It is stated that the Atlas Plywood Corp. furnishes approximately half a million packing cases a year for shipping radio and talking machines.

The business of the Mickel Music House, Omaha, Neb., has been purchased and is being reorganized under the name of the Will E. Mickel Music Co.

## Thos. A. Edison is in Florida on a Vacation

Thos. A. Edison, with Mrs. Edison, left for his Winter home at Ft. Myers, Florida, on January 12, and announced before starting that he would continue there the work on rubber experiments that have kept him busy for some time past in Orange. Before leaving Mr. Edison attended the Automobile Show.

## Aeolian Co. of Missouri Suffers Heavy Fire Loss

St. Louis, Mo., January 4.—One of the most spectacular fires of recent years virtually wiped out the building and stock of the Aeolian Co. of Missouri yesterday and did considerable damage to the Rudolph Wurlitzer Co. and other nearby buildings. Police estimated the loss to the building at approximately \$350,000.

*It speeds the sale to say  
Cabinet Work by ADLER-ROYAL*

# ADLER-ROYAL



This "Jewel Casket" cabinet, fashioned from the choicest burl walnut, and exquisitely finished, has proven the season's popular choice. The front door panel opens down to form an attractive desk, and a lift top makes the chassis conveniently accessible. Height 39½ inches, width 30¾ inches, depth 14¾ inches.

## Special Adler-Royal Console for RADIOLA 17 for ATWATER KENT 37

Designed by Adler-Royal craftsmen especially for A.C. Sets. The leaders say Adler-Royal cabinets contribute a noticeable sales advantage to the sets which they enclose. Give your dealers this sales help.

**ADLER**  
Manufacturing Co.  
*Incorporated*  
LOUISVILLE  KENTUCKY

Your nearest R.C.A. or Atwater Kent Distributor can supply you, or write to us.

# AN INVITATION

to share our profits . . . .

**POPULAR MUSIC**  
40951—10 in. 75c  
A SHADY TREE —Vocal  
EVERYWHERE YOU GO—Vocal  
Both sung by Mark Fisher with Violin, Cello and Piano

**INSTRUMENTAL**  
40944—10 in. 75c  
YESTERDAY—  
Pipe Organ Solo with Vocal Refrain by Seger Ellis  
MY BLUE HEAVEN—  
Pipe Organ Solo  
Both played by Sigmund Krungold

**OLD TIME TUNE**  
45171—10 in. 75c  
I'VE GOT A WOMAN ON SOURWOOD MOUNTAIN—  
Instrumental with Singing  
JOHNNIE GET YOUR GUN—  
Vocal with Instrumental  
Both Sung and played by Earl Johnson and His Clodhoppers

**RACE**  
8525—10 in. 75c  
(Norfolk) CHURCH STREET SOBBIN' BLUES — Fox Trot  
YAMA YAMA BLUES — Fox Trot  
Both played by Clarence Williams' Washboard Four  
8527—10 in. 75c  
DEACON'S PRAYER SERVICE—Sermon  
EXPERIENCE MEETING — Sermon  
Both preached by Deacon Leon Davis—Assisted by Sisters Jordan and Norman

Latest **Okeh** Records  
ELECTRIC

We are successful distributors of Okeh Records. Our profitable business is the result of our Okeh dealers selling Okeh Records in large quantities and at a good profit. If Okeh Records are not in your stock may we encourage you to

## SELL OKEH RECORDS?

# Consolidated Talking Machine Co.

227 West Washington Street

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., So., Minneapolis, Minn.

LEONARD P. CANTY

## All Branches of Music-Radio Trade in Mid-West Enjoyed Satisfactory 1927

Holding of R. M. A. Convention and Trade Show in Chicago in June Started Buying Season Earlier Than Usual—Holiday Selling Season Proved Most Satisfactory—News of the Trade

CHICAGO, ILL., January 9.—While the figures for talking machine and radio sales for the year 1927 are not ready for release at this writing, it is believed by trade authorities in this section that the allied industries centered in the Mid-West have completed a very successful year. Spurred on by the music trade convention and the R. M. A. trade show and convention held in this city in June, selling, both by the manufacturer and distributor to the dealer, and by the retailer to the consumer, started at an earlier date than heretofore. This fact helps to offset the slump which occurred in late October and November, and to raise the yearly average to a satisfactory total. September sales in radio products and in talking machine records were exceedingly high, in some cases registering a great increase over those of 1926, and the demand for talking machines, while not as great in the larger cities, held up remarkably well in the smaller communities and farming districts.

Portable phonograph manufacturers report an unusually satisfactory year, and are embarking upon even more ambitious sales programs in 1928, with more attractive models and improved quality of reproduction. The rapid growth of the portable phonograph industry in the short period of four years is regarded as little short of sensational in business circles, and that division of the industry bids fair to outstrip its former achievements in 1928.

Colder weather struck the Middle West shortly before the holidays, and practically all music-radio dealers report a satisfactory Christmas selling season. The trade has found that the majority of radio prospects desire a completely equipped receiver, either A.C. operated, or electrified by the use of power units, installed in a cabinet, with a built-in speaker. Music dealers throughout the city report that displays of receivers completely equipped in this manner are productive of the greatest number of inquiries and sales. According to figures compiled by the Federal Government, radio distributors in Chicago sold, in 1926, \$34,315,800 worth of receiving sets and accessories. This is more than three-fifths as much money as was paid for all the house furniture sold by Chicago wholesalers, and it is expected that the figure will be somewhat larger when the 1927 figures are compiled.

Trade leaders in this territory are confident in their belief that the first three months of 1928 will surpass those of 1927. Hampered by warm weather in October and November and the early part of December, talking machine and radio sales were given a setback. Unemployment, confined mainly to Chicago and the larger cities in the Middle West, also contributed a harmful influence, but with the advent of typical winter weather, better employment conditions, which are promised early this year, it is expected that those consumers who have delayed purchasing will devote a larger part of their earnings to the buying of the reproducing instruments offered by the trade.

Jay Schwartz Represents Steinite in East  
 Jay Schwartz was recently appointed Eastern sales promotion manager of the Steinite Laboratories, Chicago. Mr. Schwartz has had considerable experience in the radio field, having

served as assistant sales manager and managed the advertising department of Charles Freshman Co., sales promotion manager of the Freed-Eisemann Radio Corp and sales manager of the Knickerbocker Talking Machine Co., New York City. He will devote his entire time co-operating with Steinite distributors and dealers in the Eastern half of the country.

**Silver Masked Tenor Enjoys Kellogg Radio**  
 The Silver Masked Tenor, one of radio's most popular artists, has installed a new Kellogg



**Famous Radio Artist Listening In**  
 Model 510 A. C. Receiver in his sumptuous new home on Long Island. He says that he prefers a Kellogg because of its absolutely faithful reproduction of the original studio program, its distance-getting powers and the magnificent beauty of its cabinet. Also, he maintains that the Kellogg cabinet is one of the

most decorative pieces of furniture in his living room.

Recently the Silver Masked Tenor wrote to the Kellogg Co., this city, to express his appreciation for what he termed "the masterpiece among radio sets," and in his letter stated that for the first time in his radio experience of six years he was able to sit in his Long Island home and bring in a Los Angeles station. He says that he is able to get out great distances all the time, despite the fact that his aerial is indoors around the picture molding. "It's a cinch for me to get Cleveland, Cincinnati, Chicago, Des Moines, Buffalo, Philadelphia, Pittsburgh and Davenport," he declares.

"This popular radio entertainer certainly knows music and what its reproduction ought to be, and we are mighty proud of his hearty endorsement of the Kellogg," says Fred Oliver, of the Boley-Oliver Co., New York distributor of Kellogg.

### Brunswick Artists Broadcast

Jules Herbiveaux and his orchestra, Brunswick recording artists, was the first orchestra to broadcast from Chicago over the National Broadcasting Co. chain, which recently opened its Chicago office. Frank Sylvano, another Brunswick record star, did the vocal bits for the orchestra during the broadcast.

### B. H. Clark With Consolidated Radio Corp.

Bayard H. Clark has joined the national sales organization of the Arborphone Division, Consolidated Radio Corp., Ann Arbor, Mich., taking charge of the Chicago territory, comprising the States of Indiana, Illinois, Wisconsin, Minnesota, North and South Dakota, Iowa, Nebraska, Kansas and Missouri. His headquarters will be at the offices of the Arborphone national representatives, Sanford Bros., 30 West Walton place, Chicago.

Mr. Clark has had long experience and is well known in the music and radio industries. He is an engineering graduate of the University of Illinois, was factory manager for  
 (Continued on page 104)

## The NEW KIMBALL Phonographs

Superiority in Tone  
 Production

Outstanding  
 Values

Several Styles

Write or wire for  
 complete information

**W. W. KIMBALL CO.**

Established 1857

**306 S. Wabash Ave.**



New Style  
 110 Consolette

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

the Q R S Music Co., for five years was sales and advertising manager for the Clark Orchestra Roll Co. and conducted a successful retail radio store. He also spent two years as district supervisor of the Crosley Radio Corp. and a year in the same capacity with the American Bosch Magneto Corp., working with distributors and dealers in the Chicago territory.

**E. Toman & Co. Open Export Office**

E. Toman & Co., Chicago, prominent manufacturers of tone arms and reproducers, have opened a new export office at 189 West Madison street, Chicago. The business at this location is under the supervision of T. J. Davis and Victor Kohl, both formerly with T. J. Davis, exporters. Both men have had wide experience in export work and are ideally equipped to handle the rapidly increasing demand for Toman products. All export inquiries for E. Toman & Co. will be handled through the new office at 189 West Madison street.

**Appoint Steinite Distributors**

The Campbell Iron Co., St. Louis, Mo., has secured the exclusive distribution of Steinite radio receivers in the St. Louis territory, consisting of eastern Missouri and central southern Illinois. Other distributors recently appointed by the Steinite Laboratories, Chicago, are the Salt Lake Hardware Co., Salt Lake City, Utah; Roskin Bros., Middletown, N. Y., and the McIntyre-Burrall Co., Green Bay, Wis.

**Patent Issued to Temple, Inc.**

Temple, Inc., Chicago, loud-speaker manufacturer, on November 22, 1927, was issued patent number 1,650,307, in the name of Fred W. Temple, vice-president of the company. The title of the patent is: "Moulded Articles and Methods of and Apparatus for Producing Them."

**Sonotron Co. Launches Ad Drive**

The Sonotron Tube Co., Chicago, is inaugurating an impressive advertising campaign for the year 1928, the principal feature of which will be space in the Saturday Evening Post. The first advertisement of a series of four quarter pages and one full page will appear in the January 28th issue of the Post and the campaign will continue into March. The copy will show the completeness of the Sonotron line, which contains 33 different types of tubes, and will list the makers of radio sets and eliminators who use Sonotron tubes as standard equipment. The officials of the company expect

the Post campaign to give considerable impetus to Sonotron sales for the entire year.

**Kimball Co. Reports Brisk Sales**

The retail department of the W. W. Kimball Co., located at Wabash avenue and Jackson boulevard, has experienced a very successful Fall selling season with an increase over the corresponding period in 1926. Ruth C. Strickland, manager of the retail department, states the fastest-selling radio equipment consists of a completely equipped unit, containing the radio receiver, power units and speaker, already installed in a cabinet, retailing for less than \$200. The Kimball retail department handles Atwater Kent, Zenith, Radiola and Freshman products.

The wholesale phonograph department of the Kimball company also reports a very profitable season, with a healthy demand for phonographs, especially in small and medium-sized cities.

**Retail Store Bombed**

The front of the music-radio store of Louis Eller, 2702 West Division street, Chicago, was destroyed on the night of January 5 by the explosion of a dynamite bomb. Mr. Eller and his son, Louis, believe that Chicago racketeers, seeking to start a radio trade association, may have been responsible, for they were approached recently by men representing themselves as organizers. The Midwest Radio Trades Association, formed by the dealers themselves, has been making every effort to keep racketeers out of the business. The explosion tore away the plate glass window of the store and damaged several radio receivers. The total loss was estimated at more than \$1,000.

**Housewarming at Plant of Temple, Inc.**

In December Temple, Inc., manufacturer of the Temple Air Column Speaker, had a housewarming in its new plant at 1925 South Western avenue, at which time some 600 guests were present. A very instructive and interesting tour of inspection was headed by Fred Temple, vice-president of Temple, Inc., in which he explained the many up-to-date and new processes of manufacture of reproducing units.

Temple's new factory is a three-story building with floor capacity of over 30,000 square feet. It is lighted on four sides with windows from floor to ceiling, so that every department has perfect light. It is equipped with the most modern equipment for high production and is manned by a large force of skilled workmen, experienced in the manufacture of air-column

Fibre needles, to deliver soft and mel-low tones, should be repointed with the ALTO Fibre Needle Cutter.



LIST PRICE \$1.00

ALTO MFG. CO.  
1647 Wolfram St., Chicago, Ill.  
Ten Years of Service in the Industry

speakers. Mr. Hernlund is factory superintendent.

During the evening Eddie and Fannie Cavanaugh, the Gaelic Twins of KYW, and Al and Pete of KYW, broadcast a very interesting program from the experimental laboratories of the new plant. A delicious supper was served by Mrs. Temple, Mrs. Andres, Mrs. Hernlund and Mrs. Marchev. A space was cleared away on the first floor, where many of the guests danced by music broadcast from Chicago stations and brought in by the new Temple Powerola.

In addition to the housewarming being the



Temple Organization Enjoys Housewarming function of the evening, it was also a good-bye party to Mr. Marchev, president of Temple, Inc., and Mrs. Marchev, who left that night for New York and thence for a two months' tour of Europe and England.

**Charles C. Henry With the Grigsby-Grunow-Hinds Co.**

Has Assumed Duties as Sales Engineer in Interest of Majestic Line of Radio Power Units—Widely Experienced

Charles C. Henry, for the past four years with the Sonora Phonograph Co. of New York, has joined the Grigsby-Grunow-Hinds Co., of Chicago, manufacturer of Majestic electric radio power units, and has already entered upon his duties in his new location. Mr. Henry occupied the post of radio sales engineer with the Sonora Co. and will continue as sales engineer for Grigsby-Grunow-Hinds Co.

Mr. Henry's experience has been a long and varied one and it is generally conceded that he is especially well informed as to all phases of sales and technical problems relating to radio.

Before going with Sonora, Mr. Henry was with the Federal Telephone & Telegraph Co., of Buffalo, N. Y., and prior to that was an expert radio consultant in the U. S. Navy. In the early days of radio Mr. Henry operated an amateur station from Dubuque, Ia.

**Noted Artists Visit U. S.**

Sir Thomas Beecham, British conductor and world-famous musician, and Maurice Ravel, leading French composer and conductor, both Columbia artists, arrived in New York on January 4, both to go on tour as guest conductors with American orchestras. Both conductors are represented in Columbia Masterworks Series.

## 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.

Manufacturers of High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

TRADE MARK  
"CONSOLA"  
CABLE ADDRESS  
"CONSOLA"

SUCCESSORS TO Standard Talking Machine Co., United Talking Machine Co., Hermany Talking Machine Co., O'Neil-James Co., Arctino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.  
Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



---

# Eureka Phonographs

The artistry and appeal of Eureka Cabinets speak for themselves. They are built of very finest materials with painstaking care by master craftsmen of 10 years' experience in the production of Eureka Phonographs.

All mechanical parts are selected with a view to giving our customers the best and nothing but the best. The famous United Motor No. 5, known everywhere for its superior quality and satisfactory operation, is used exclusively.



Eureka No. 60  
Console

40 in. high, 22 in. deep,  
22 in. wide  
Mahogany or Walnut



Eureka Model C Console

33 in. high, 22 in. deep, 33 in. wide  
Mahogany or Walnut

Before placing your new contracts, it will pay you to find out first hand what our concentrated production for some of America's largest phonograph distributors will save you.

Write us.

**Eureka Talking Machine Co.** 5939 LOWE AVENUE  
CHICAGO, ILL., U.S.A.

---

## MARSH Recording Studio

"The Originators of Electrical Recording"

WE SPECIALIZE in the independent recording field.

We are prepared to do master recordings, and furnish the finished records in any quantity desired.

OUR ELECTRICAL RECORDINGS are being used by record companies, dealers, musicians, schools, clubs, advertising concerns, concert agencies, etc., and used on such records as:

Paramount Gennett Wallace	Silvertone Rainbow Autograph	Puritan Broadway Etc.
---------------------------------	------------------------------------	-----------------------------

Write for further particulars of this new plan.

**MARSH LABORATORIES, INC.**

64 East Jackson Blvd. Chicago, Illinois  
Phone Wabash 7288

## S. O. Martin Resigns as President of Sonora Co.

Associated With Sonora Phonograph Co.  
Five Years, During Which Time He Made  
Many Friends in the Trade

At a recent meeting of the directors of the Acoustic Products Co. and the Sonora Phonograph Co., Inc., which it controls, S. O. Martin, formerly president of the Sonora Phonograph Co., tendered his resignation from the organization. This resignation was accepted with keen regret by P. L. Deutsch, now president of the Acoustic Products Co. and the Sonora Phonograph Co., and Mr. Martin received the hearty good wishes of his former associates. During the five years in which Mr. Martin was associated with Sonora he won the esteem and friendship of the trade throughout the country. He is widely known in industrial and financial circles, and will shortly announce his plans for the future.

## Artist Opens Night Club

Harold Leonard, exclusive Columbia artist, who has directed the orchestra at the Waldorf for three years, has opened a night club. Mr. Leonard's recordings are popular throughout the country, and he is well known to dance devotees in New York.

## Instrument for Receiving Programs Over Telephone and Power Wires Is Perfected

General Squier, U. S. A., Working With Kellogg Switchboard & Supply Co., Announces the  
Perfection of New Method of Receiving Radio Programs Over Wires—Explains Operation

The sending of radio programs via telephone wires has been the subject of experiments by many different inventors during the past two years. Various difficulties have been encountered, chief of which has been the costliness of the installation to the telephone company. Also, there was trouble because the radio carrying current interfered to some extent with the use of the telephone.

Recently, General Squier, U. S. A., retired, announced the perfection of a new method for receiving radio programs over telephone and power wires. Because of its capable staff of telephone and radio engineers, and its research laboratories, General Squier joined forces with the Kellogg Switchboard & Supply Co., Chicago, in perfecting his invention. For several months trial tests of this new equipment for handling radio program service have been carried on in Freeport, Ill., but only recently General Squier and the Kellogg Co. jointly announced the perfection of the new invention.

The programs to be furnished are sent over telephone wires at inaudible frequencies and received in the home by specially constructed receivers that are comparatively simple in design. The method as now developed contemplates sending three different programs over one pair of telephone wires. Programs are selected at the receiving set simply by pushing a switch button, and volume can be regulated in the same manner as on any radio receiver. As now contemplated, program service will be furnished by telephone companies at a nominal cost per month in exactly the same manner as telephone service is now sold.

A specially constructed receiver is enclosed in a small floor cabinet, standing about 2½ feet high and made of highly polished walnut. The cabinet contains a heavy horn reproducer and there are three tubes which change the high frequency waves to audio frequency so that the programs can be heard. Under the overhanging cover of the cabinet are a small toggle switch, three push buttons and a small knob similar to the volume control on a radio set. From the back of the reproducer run three wires, one going to the telephone line, another to a ground, which may be attached to a nearby radiator, or water pipe,

and a third wire is designed to plug into the light socket. All that is necessary to receive programs is to press a button and adjust the volume control. All the receiving equipment for this new device will be installed and serviced by local telephone companies.

At times when there is nothing of special interest to be picked out of the air or received over chain systems, it is possible for the local telephone company to install a high grade phonograph and broadcast the latest records. In fact, this is being done in Freeport at the present time.

As the service develops a group of companies probably will be organized into a network. Programs originating in a central studio can be distributed to all parts of the country over telephone wires. Thus it will be possible to secure the recreation of programs without any interference due to warm weather or any of the other causes of static.

All the practical work on General Squier's new invention, including the Freeport installation, has been completely engineered by the Kellogg Switchboard & Supply Co., maker of Kellogg radio receivers and Kellogg A. C. radio tubes.

## Vincennes Phono. Mfg. Co. Announces New Automatic

New Instrument Combines Exclusive Features  
of the Veraphonic—Changes Records Auto-  
matically—Plays Ten Records

VINCENNES, IND., January 9.—The Vincennes Phonograph Mfg. Co., manufacturer of the Veraphonic phonograph, introduced to the trade with considerable success, announced recently an automatic instrument, combining all the exclusive features of the Veraphonic with the additional advantage of having a mechanism for the automatic changing of records.

The Automatic will play ten records in rotation. These records are placed in the instrument in the order in which the listener wishes to hear them. A selector allows the operator to decide the number of records he wishes to hear, after which the machine will automatically stop. The Automatic, styled Model 250A, can be procured in either mahogany or walnut. It is less than four feet wide and two and a half feet deep. The new instrument is on display at the Furniture Mart, Chicago, Ill., this month.

## D. R. McKinnon Western Manager for Amrad

Well Known in Middle West Radio Trade  
Circles—Now in Active Charge of Western  
Division of the Amrad Corp.

D. R. McKinnon, a well known figure in Middle West radio circles, has joined the forces of the Amrad Corp., Medford Hillside, Mass., and on January 1 took active charge of the western sales division of the company. The western division of the Amrad Corp. serves a territory extending from the western boundary of Pennsylvania to the Pacific coast and from the Canadian boundary to the Gulf of Mexico, comprising over one-half of the United States. The firm maintains warehouses in Chicago, and serves about forty distributors from this point.

Mr. McKinnon for the past three years has represented the Federal Radio Corp., Buffalo, N. Y., in the Middle West territory and numbers among his friends a host of dealers and distributors throughout the Middle West. His wide experience especially fits him for his present important post.

## FLORENCE MOORE



writes: "I put over a broadcasting  
stunt on some of my friends . . .  
and how! I'd call the B. M. S. Home  
Broadcaster the latest word in fun."

*Florence Moore*

### B.M.S. Home Broadcaster

is as easy to install as possible. You simply insert the adapter into the detector tube socket of any radio, run the extension cord into another room or closet and broadcast anything you want. Fun? Try it on your customers—they're all live prospects! List price \$7.50 complete.

MISS  
MOORE  
IS  
THE STAR  
FUN-MAKER  
OF  
"ARTISTS  
&  
MODELS"

(She ought to know!)



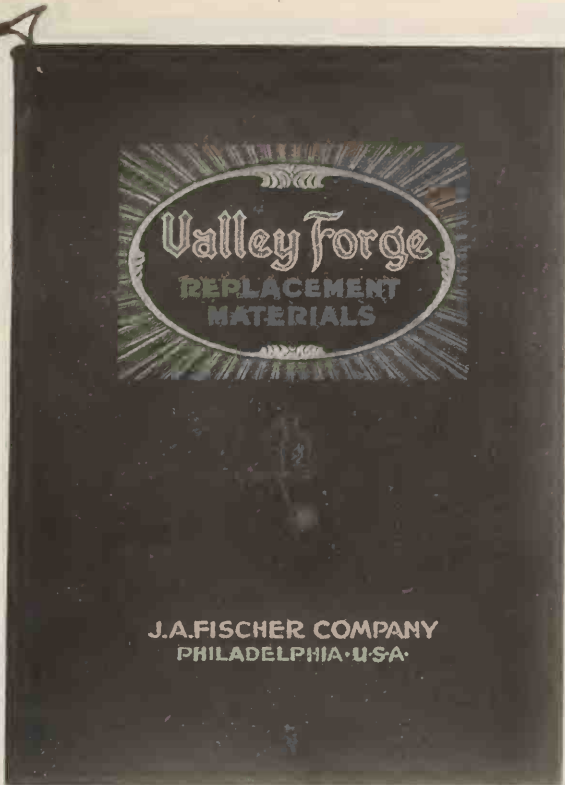
It's the new idea  
for a radio party.

BROOKLYN  
METAL  
STAMPING  
CORP.

719  
ATLANTIC AVE.  
BROOKLYN  
N. Y.

(Write for particulars)

## Home Broadcaster



\* \* \* \*

The Valley Forge catalog of replacement materials for the talking machine, which was announced in last month's issue of *The Talking Machine World*, has been placed in the mail. The Valley Forge catalog in the past has proved a very valuable adjunct to the repair department and the demand for the new catalog is reported exceptional. The photograph to the left shows the very attractive appearance of the catalog and the minute listing, description and illustration of each part is readily referred to by means of a tabulated index.

\* \* \* \*

## Splitdorf Concentrates Activities in New Plant

Acquisition of Building With 100,000 Additional Square Feet Meets Needs for Enlarged Radio Program—Every Facility Is Provided

The Splitdorf Radio Corp., of Newark, N. J., has announced the concentration of its production activities in a new plant. To meet the needs for the enlarged radio program for 1928, the Splitdorf interests have acquired an additional 100,000 feet of floor space. This was accomplished by taking over the building formerly occupied by the Boyden Shoe Co., in close proximity to the other Splitdorf factories. Every facility for the building of radio receivers and loud speakers is provided.

At the same time announcement is made that the Splitdorf radio activities have been placed under the direction of Hal P. Shearer, general manager; Noel S. Dunbar, advertising manager; Paul Ware, director of the laboratory, and Sam Schaeffer as assistant advertising manager. Walter Rautenstrauch is president of the Splitdorf Radio Corp. and of the Splitdorf Bethlehem Electrical Co., and E. H. Schwab is chairman of the board. In addition to his duties in the laboratory, Mr. Ware will take active part in directing certain phases of Splitdorf radio production.

## New Display Box for the Organ-Tone Reproducers

A new display box, attractively executed in blue and gold, has been designed by the Unique Reproduction Co., New York, as a retail merchandising aid for the Organ-Tone reproducer. The display box holds six reproducers and is available to all dealers on purchases of six or more Organ-Tones. The Unique Co. is enjoying a lively demand for the Organ-Tone reproducer, which is claimed to be the only sound box on the market finished in color, thus adding the sales appeal of eye-value to its tone qualities.

Herman Segal, executive head of the Unique organization, announces that samples are now ready on a new reproducer which has many appealing features. Details will be given to the trade very soon. Mr. Segal states that he is looking forward to a very satisfactory volume of business in 1928 on the Unique line.

## "1928 Will See Better Radio Merchandising"

W. L. Jacoby, President of Kellogg Switchboard & Supply Co., Discusses Necessity of Attention Being Given to Dealer Problems

W. L. Jacoby, president of Kellogg Switchboard & Supply Co., looks forward to better radio merchandising in 1928, saying:

"The radio industry has suffered the growing pains natural to an industry that has expanded at a rate unequalled. Some of these pains may have resulted from a lack of balance between the engineering and merchandising departments of given institutions. The engineering and production divisions of some radio manufacturers may have been more efficiently manned and better organized than the sales and merchandising divisions. Nineteen hundred and twenty-seven was the first year that a number of manufacturers attempted to remedy this condition.

"It seems essential that as much attention be devoted to distributor and dealer problems as to engineering and production. Only on that basis can manufacturers continue to increase their business, or even hope to survive."

## Berg Sales Representative Starts on Mid-West Trip

A. J. Engel, special representative of the Berg A. T. & S. Co., Long Island City, N. Y., maker of Berg Artone portables and phonographs, left on his first trip of the new year during the last week in December. Mr. Engel, who is well known in portable circles, covers the entire Middle Western territory for the Berg organization and is adding new territory for 1928.

The new trip started in an auspicious manner. Mr. Engel has already reported that the Phonograph Repair & Accessory Co., St. Louis, has taken on the Artone line.

Mrs. Engel, who had been visiting her parents at Butler, Mo., joined Mr. Engel at St. Louis at a house party given at the home of Oliver Grenzbech, of the Phonograph Repair & Accessory Co.

## R. F. Bensinger Abroad

R. F. Bensinger, vice-president of the Brunswick-Balke-Collender Co., accompanied by Mrs. Bensinger, sailed from New York on January 6 for a two months' tour of Europe, on which he is planning to combine both business and pleasure.

Mr. Bensinger plans to diagnose trade conditions in Europe and visit the Brunswick offices there, to establish more definite contact and take care of any situations that might arise. Mr. and Mrs. Bensinger will take the Mediterranean Cruise and tour through Italy, stopping in Rome, Florence, Naples and other cities. They will also visit Switzerland, Paris, London and many other important points of interest in Europe.

## SINCE 1890!

MASTERCRAFT products are the result of long and successful experience in the manufacturing and merchandising field. Distinction of design comes from logical steps toward perfection in MASTERCRAFT cabinets and phonographs. The quality and beauty you see in MASTERCRAFT is created by extraordinary craftsmanship, the art of masters of cabinet making.

Eleven sales and distributing offices cover every section of the United States.



### Phonographs

The MASTERCRAFT phonograph is distinguished by a rich depth of tone and unusual volume. Master-phononic principle and scientifically designed tone chambers make it incomparable. It sells quickly and profitably.

### Radio Consoles

Bare radio sets and instruments are in themselves unsightly. MASTERCRAFT radio Console cabinets transform them into beautiful and useful furniture. Write us for descriptive literature and prices.

## THE WOLF INDUSTRIES

KOKOMO

Established 1890

INDIANA

St. Paul  
100 Midland Trust  
Bldg.

—BRANCHES—

Boston  
21 West Street

New York City  
250 W. 57th Street

Detroit  
1501 Saratoga Ave. W.

New Orleans  
1046 Camp Street

Chicago  
1500 Republic Bldg.

Denver  
3235 W. 29th Street

Los Angeles, Calif.  
1106 Masselin Ave.

New York City  
44 Whitehall Street  
(Export Dept.)

Dallas  
908 S. St. Paul

## Carryola Co. Introduces Pick-up to the Trade

Porto Pick-up for Playing Phonograph Records With Radio Amplification—Company Also Has Perfected an Electric Pick-up

The Carryola Co. of America, portable phonograph manufacturer of Milwaukee, Wis., placed upon the market several weeks ago the Carryola Porto Pick-up, a product which enables radio users to have a complete and compact outfit for the playing of phonograph records with radio amplification. The Porto Pick-up, consisting of a turntable, motor, electric reproducer, volume control and all the necessary wiring, is enclosed in a fabriroid case. The new product which retails for \$23.50 is equipped with a single spring motor, and the electric reproducer is attached to a curved throw-back tone arm. The volume control is located on the motor board, enabling the operator to regulate the volume within the limits of the loud speaker, and case is finished in fabriroid with nickel plated fittings.

For those who have both a radio receiver and a phonograph in their home, the Carryola Co. has perfected the Carryola Electric pick-up, which combines the phonograph and radio receiver into an electrical reproducing phonograph. The pick-up itself replaces the reproducer on the phonograph, the detector tube of the radio receiver is removed and an adaptor inserted in its place. The volume is controlled by the turning of a volume control knob connected by wire to the adaptor. The Carryola Electric pick-up retails for \$10.50.

## Stages an "Old Home Week"

In connection with the renovation of its retail department the Oliver Ditson Co., Boston, Mass., set aside a week as "Old Home Week" to welcome its friends and patrons.

## H. C. Schultz, Inc., Issues Radio and M. M. Catalog

Sonora Mid-West Distributor Prepares a Most Comprehensive Listing of Products Jobbed—Attractively Printed and Illustrated

A most complete and comprehensive catalog covering the radio and musical merchandise fields has been issued by H. C. Schultz, Inc., of Detroit, Mich., and Cleveland, O. The catalog covers 408 pages, is attractively bound in a stiff cover in black, green and gold, and describes fully and illustrates in color the wide and varied lines of instruments carried by the company. Throughout the book special inserts of model descriptions printed on heavy plate paper give fine illustrations of the instruments.

Among the lines listed in the catalog and which are distributed by H. C. Schultz, Inc., exclusively in Michigan, northern Ohio and western Pennsylvania are: Sonora radios and phonographs, radio speakers and needles, portable phonographs, musical instruments and strings.

Other products distributed include: radio cabinets, console loud speakers, Timmons, Temple, Utah and Sandar speakers, a variety of power units, Abox "A" eliminator, Elkon "A" power, a wide range of other radio accessories, Cunningham tubes, Sterlin battery chargers, Ray-O-Vac batteries and Belden products. Wall Kane and Brilliantone needles, the Bosch recreator and the Audak line of reproducers is also carried.

## Platt Music Co. in New Home

LOS ANGELES, CAL., January 5.—The Platt Music Co. moved into its magnificent new building on Broadway between Eighth and Ninth streets on January 1. The exterior of the thirteen-story building has been designed on beautiful lines, dignified and inspirational. The six floors to be occupied by the Platt organization are finished in Gothic style.

## R. L. Speicher Now Freed- Eisemann Ad. Manager

Has Background of Nine Years of Advertising, Merchandising and Publicity Experience in Silk and Electrical Industries

The appointment of Ray L. Speicher as advertising manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., succeeding R. Robert Smith, has been announced. Mr. Smith resigned a few weeks ago to accept the post of advertising manager of the Geuting chain of shoe stores in Philadelphia, a position for which Mr. Speicher's thorough experience in merchandising and advertising particularly fits him.

Mr. Speicher comes to the Freed-Eisemann organization with a background of nine years of advertising, merchandising and publicity experience in the silk and electrical industries. His acquaintance with the electrical trade served to familiarize him with various phases of the radio business. Mr. Speicher's headquarters will be at the Brooklyn executive offices of the Freed-Eisemann Radio Corp.

## New Columbia Record by the "Two Black Crows"

Parts 5 and 6 of Series Declared to be Even More Humorous Than Predecessors, That Have Registered Such Heavy Sales

Moran and Mack, Columbia's record-breaker artists, have just released Parts 5 and 6 of "Two Black Crows," and those who have heard the record report the Crows to have achieved the impossible, to wit, that they are funnier than ever.

They come through with an entirely new line of talk, yet retain the immortal mannerisms of the old, and a newly discovered animal, the "rhinohorse" makes its appearance.

## R. M. A. Holds Its First Meeting of the New Year

A record attendance marked the first monthly meeting of the Radio Manufacturers' Association held during 1928, on Thursday, January 5, at the midday luncheon at the Bismarck Hotel. The meeting was addressed by Professor Paul G. Andros, of Temple, Inc., who spoke on the subject "The Best Reproduction in Radio and its Attainment."

Bond Parker Geddes, executive vice-president of the R. M. A., New York City, made his initial appearance at a Western meeting and gave to the members some advance information on the June Trade Show to be held at the Hotel Stevens, Chicago, the week of June 11. Plans for this annual event have practically been completed.

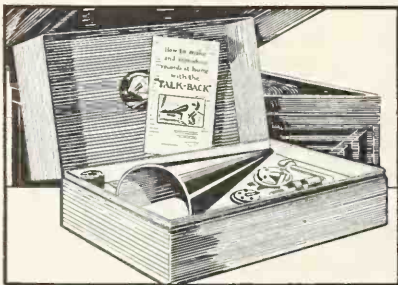
A. J. Carter, chairman of the Patent Interchange committee, reported the progress which had been made in securing information regarding patents held by R. M. A. members.

W. W. Rogers, Washington, D. C., was a guest at the R. M. A. luncheon, and outlined the steps taken at the International Radio Telegraph conference, held in Washington in November.

## Stewart-Warner Corp. Expects Good Business During 1928

The January business of the Stewart-Warner Speedometer Corp. will represent one of its best months in the history of the organization, according to W. J. Zucker, vice-president and general sales manager. He stated that the company recently received some attractive orders for 1928, with more business of sizable proportions about to be closed. He said further that the radio branch of their business was satisfactory, with every indication of high volume operations during the new year.

## At Last— A Practical Home Recording Instrument



**T**HE TALK-BACK now makes it possible for anybody to make worth while records on any phonograph. Talk-Back made records are full volume — long playing — permanent records. They stand up for 200 or 300 playings.

### Every Phonograph Owner Wants One

The Talk-Back is a large and steady seller wherever introduced. Its price is within easy reach of all. Dealers who sell Talk-Backs have found that it increases the sales of portable and standard phonographs especially among orchestra and band leaders, musicians, actors and actresses, and students and teachers of voice and music.

### Builds Profitable Repeat Business

Every Talk-Back buyer becomes a blank record buyer. The long-playing, 8-inch, double-faced Talk-Back Records sell at 3 for \$1.00 with a wide margin for the dealer.

COMPLETE  
OUTFIT

\$7<sup>50</sup>  
LIST

Nothing Else to Buy

**Dealers—**  
If your jobber cannot supply you, write to our factory for sample.  
**Jobbers—**  
There is still some territory open. Write today for particulars.

TALK-BACK PHONOGRAPH RECORDING CO.

4703 East 50th St.

Los Angeles, Calif.

# IN THE MUSICAL MERCHANDISE FIELD

## Talking Machine Dealer Uses Variety of Methods in Selling Musical Merchandise

Canvassing, Advertising, Window Displays and Free Lesson Arrangements Are All Found to Be Effective in Stimulating the Sale of Band Instruments and Musical Merchandise

This is the third of a series of articles dealing with various phases of the merchandising of band and orchestra instruments and small goods by talking machine dealers. The facts presented are the result of a nationwide survey among the dealers recently concluded by The Talking Machine World.—EDITOR.

**S**ALES methods have a direct bearing on the volume of musical merchandise sold in the retail talking machine store, according to the replies received in answer to a questionnaire sent to dealers throughout the country by The Talking Machine World.

This survey, as outlined in previous articles, emphasized several important points. First, a majority of the talking machine stores throughout the country handle small musical instruments. In some stores the department is exceedingly small and in others the investment runs to well over five figures. Second, that experience has proved this department to be a profitable adjunct to the business. Third, that a musical merchandise department aids sales in all departments of the business.

### Sales Promotion

Many methods of sales promotion are being used by talking machine dealers to insure turnover of small goods. Some retailers seem to specialize in canvassing; others put their main effort on advertising and window displays, and quite a number have developed arrangements

by which purchasers of a musical instrument are given a certain number of free lessons, enough so that at least the customer reaches the point where his knowledge of the instrument is sufficient to keep his interest alive. Some dealers utilize all of these efforts, and it is noteworthy that merchants who do this are the ones who apparently are the most successful and have the most profitable business.

### Sales Methods Versus Turnover

The relation of sales methods to turnover is graphically illustrated by some of the individual reports. For example, a dealer whose investment in small musical instruments is \$10,000 states that his annual gross business is \$20,000. This merchant declares that he finds advertising "good," canvassing "better" and window displays "good" as business builders. Another merchant who develops sales mainly by advertising, window displays and offering free lessons has an investment of \$1,500, and reports a three-time turnover. One retailer secures a four-time turnover through sales promotion with the aid of music teachers. This merchant has become friendly with the teachers in his community, and has made arrangements with them whereby they are paid a commission on sales, just as would be paid to any other salesman.

A dealer in Ohio states: "We utilize advertising, canvassing, window displays and free lessons without prejudice. We have no way of telling which method of sales promotion is most productive and we would not dispense with any, as it seems to us that the combination is most effective."

### Complete Stock Is Necessary

One particularly important suggestion made by several of the dealers who answered the questionnaire was the necessity for an adequate stock. Certainly it is impossible for the dealer to sell what he doesn't handle, and there are many merchants throughout the country who are steadily losing business because of the incompleteness of their stocks. At best the investment in a musical merchandise section need not be large even if, from the standpoint of variety, the stock is fairly complete.

The dealer who orders fifty ukuleles at one throw and then does not stock a few other instruments of the more popular kind is making a foolish mistake. Cut down on the single item to get diversity. That is good business.

### The Ideal Sideline

The survey brought home the fact that the musical merchandise department is without question the ideal sideline for the talking machine store. First, because it is a kindred line and the merchant remains what he essentially is, a dealer in musical instruments. Second, the investment required is comparatively small, and for this reason the small goods department should be an attractive proposition for the dealer. Last, but not least: The musical merchandise section is a profit producer of the first magnitude, if properly handled.

## Protecting Your Profit—

**S**ELLING musical merchandise demands time and energy. The dealer must go out and create business. He invests many dollars in developing prospects.

Are you getting a full and fair return on your selling effort?

The King Exclusive Franchise dealer receives absolute protection. Every inquiry is referred to him. He knows that he will get full profit on every sale in his territory.

The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

Full information is yours for the asking. There are enough rich territories still open to make your immediate inquiry well worth while.

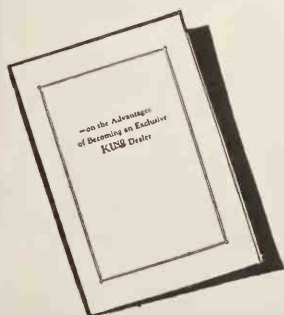
Write for our booklet on "The Advantages of Becoming a 'King' Dealer."

THE H. N. WHITE CO.  
5215-95 Superior Avenue, Cleveland, Ohio

Manufacturers  
of

**"KING"**

BAND  
INSTRUMENTS



## IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 109)

## New Weymann Catalog Makes Its Appearance

Complete Weymann Line Attractively Pictured and Graphically Described in Booklet—Distinctive Features of Products Told

The new catalog of Weymann banjos, manufactured by H. A. Weymann & Son, Inc., Philadelphia, Pa., made its appearance in the trade at the very beginning of the new year. It is attractively covered in orange and blue and presents through half-tone illustrations and printed descriptions the many models and distinctive merits of the Weymann line. The center spread is devoted to a graphic description of "Fourteen Points of Weymann Superiority." Among the models presented are the Tenor Style No. 85, Orchestra Tenor Banjo Style A, Styles 1, 2 and 3 and DeLuxe models 4 and 5, Tenor Banjo Style 135-A, 140-A and 150-A, Mandolin-Banjo Style 25-A, 35-A, Weymann Banjola Style 30 and 60 and Weymann Ukulele-Banjo Style 225.

The various distinctive features of the Weymann banjo also are described, including the Weymann megaphonic tone amplifying rim, Weymann "four-to-one" pegs, Weymann patented tone resonator and banjo bridge.

## Buys King Saxophone

SAN JOSE, CAL., December 27.—T. French, saxophonist, who was formerly with Santreys' Orchestra but now with Peter Paul Lyons and his American Theatre Orchestra, recently purchased an artist special gold King saxophone from the San Jose branch of Sherman, Clay & Co., the sale being made by A. Caro Miller, manager of the band and orchestra instrument department.

## Death of U. G. Turner

Ulmer G. Turner, president of the music company bearing his name at 1100 Gervais street, Columbia, S. C., died at a local hospital in that city, after an illness of three months. He was about forty-five years old and had spent about twenty years in Columbia operating his music store.

## Federal Figures on Band Instrument Sales

Statistics Covering First Ten Months of 1927 Show a Falling Off of Nearly Eleven Per Cent in the Volume of Sales

WASHINGTON, D. C., January 6.—According to figures reported by the Department of Commerce the ten months' period ending October 31, 1927, showed a 10.9 per cent decrease in the sale of band instruments from the corresponding period in 1926. Total shipments from the factories to points within the United States of cup mouthpiece and woodwind instruments and saxophones disclose a decline from \$5,156,737 for the first ten months of 1926 to \$4,595,112.

An analysis of these figures shows that it was the cup-mouthpiece instruments and saxophones that fell off, the former dropping 11.6 per cent and the latter 11.4 per cent. Woodwind instruments, however, showed an increase for the period of 5.8 per cent.

According to leading dealers and manufacturers the sales of band instruments have been improving steadily during the final two months of this year, and it is expected when the figures are in for November and December that the decrease in band instrument sales for the whole year will not be as large as the Department of Commerce figures indicate.

## Bacon Announces Smeck Stage Silver Bell Banjo

Instrument Designed by Roy Smeck, Victor and Columbia Recording Artist and Vitaphone Player, Introduced to Trade

GROTON, CONN., January 3.—In a very attractive and unusual circular the Bacon Banjo Co. is introducing the new Roy Smeck stage model Silver Bell banjo. The circular shows in full natural colors, style No. 4, in this instrument. The instrument was designed for Roy Smeck, Victor and Columbia recording artist and the famous Vitaphone "Wizard of the Strings." It has vermilion neck, resonator and rim, gold-leaf fingerboard and peghead with beautifully engraved embossed designs in black and gold. It has double resonating tone changes same as

**B & D**  
**"Silver Bell"**  
**BANJO ARTISTS**

**MONTANA**  
 Cowboy Banjoist

**ROY SMECK**  
 Wizard of the Strings

**FRANK REINO**  
 Banjoist, Ben Black's Orchestra  
 Paramount Theatre, N. Y. City

**STEVE FRANGIPANE**  
 Banjoist, Levittow's Commodore  
 Hotel Grill Orchestra

**SLEEPY HALL**  
 With His Orchestra at  
 Castilian Royal Pelham Parkway

New 1927-28 Illustrated 48 Page  
 Catalog and Blue  
 News—Free.

**THE BACON BANJO CO., Inc.**  
 Groton, Connecticut

on regular styles of Silver Bell banjos. Other features are B & D super strings, web-foot bridge, Oettinger separate tension tail piece and gear pegs.

Telegraph orders for Bacon banjos have been coming in very freely, according to David L. Day, general manager of the Bacon Banjo Co., Inc. The Chicago Musical Instrument Co., Middle Western distributor, recently wired for three each of the Roy Smeck stage model gold banjos and Montana special gold banjos, selling at \$270 each. Other telegrams received in one day came from the Progressive Musical Instrument Co. of New York and George A. Peate, Ltd., of Montreal for Montana Silver Bell banjos and No. 1 Silver Bell banjos.

## Macaulay Joins Hanson

SAN FRANCISCO, January 3.—A. D. Macaulay, who for six years has been with the retail band and orchestra instrument department of Sherman, Clay & Co. in this city, has resigned to accept a post on the staff of the H. C. Hanson Music House. After a short stay at Hanson's main store it is expected that Mr. Macaulay will be attached to the Oakland store.

Dan Coakley, drummer with Paul Kelly's Orchestra, has been placed in charge of the drum department of the H. C. Hanson Music House.

## Weyand Opens Quincy Branch

The Weyand Repairing Co., Boston, Mass., which repairs all makes of phonographs and radio receivers, has opened a branch at 21 Waban road, Quincy, Mass. William J. Weyand, general manager of the company, is well known in talking machine and radio circles, having been connected with a number of leading Boston music houses.

## Foster Commemoration Hour

In line with its commemorations of the deaths of Beethoven and Schubert, the Columbia Phonograph Co. broadcast on January 11, a radio hour devoted to the compositions of Stephen Foster, the beloved American composer of home songs, who died on January 13, 1864.

Tommy Hill, well-known Irish entertainer, has opened a phonograph shop at 365 Willis avenue, the Bronx, New York City, where he will specialize in Irish records.

# 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

# GLEANINGS *from the* WORLD *of* MUSIC

## Music Publishers Demand Strict Adherence to Copyright Law From Record Makers

Forty Publishers Serve Notice That They Expect Manufacturers to Comply With Law as It Applies to Royalties for Mechanical Reproduction and in All Other Directions

Some forty music publishers, shortly before the first of the year, through the medium of E. C. Mills, served notice upon manufacturers of talking machine records and player piano rolls that on and after January 1, 1928, they would be expected to comply strictly with the provisions of the copyright law of 1909 as it applies to the payment of royalties for mechanical reproduction and in all other directions.

The notice calls attention to the fact that the law provides that when an owner of a musical copyright has himself used or permitted or knowingly allows another to use the work upon the parts of instruments serving to mechanically reproduce it, any other person might make similar use of the work upon serving notice of his intentions to do so and upon the payment of a royalty of two cents on each such part manufactured; that the copyright owner might require a report under oath each month of the number of parts of instruments manufactured during the previous month, and that royalties be due on the parts manufactured, payable within the following month; that definite penalties were provided for failure to meet the royalty provisions.

Notwithstanding the clear intention of the law, say the publishers, manufacturers of mechanically reproduced music have contrived to pay less than the law provides, through demanding a discount of 10 per cent from the legal rate to cover "breakage," "discount for prompt payment of royalties" or some other reason, and also arrange to pay royalties quarterly instead of monthly as was also provided by law.

Evasions of the provision providing for the filing of "notice of user," were also complained of, as was the practice of manufacturers securing waivers of royalties on parts manufactured in the United States but subsequently exported to foreign countries. The suspension of royalty payments in cases where compositions were involved in copyright suits and the boycotting of works of copyright owners who refused to yield to their requirements are also charged against the manufacturers, as are various other evasions of the law.

Among the complaints, too, is that the manufacturers in many instances have not reported on the parts, "manufactured" as provided by law but only upon the parts "sold," and have, at times, insisted on contracts that have given them the performing as well as the reproducing

rights. It is also held that manufacturers have made adaptations and revisions of copyrighted works in direct violation of the copyright owners' interests.

The publishers declare that the laxness in the observance in the mechanical reproduction features of the copyright law has resulted in the development of numerous evils that are proving costly to copyright owners and that the cost of publishing and exploiting music has reached the point where publishers can no longer accept those losses quietly. In the notice to the manufacturers of instruments and parts for the me-

### "Rosita," Sam Fox Number, Used in "Gaucho" Prologue

The prologue for the new photoplay "The Gaucho," with Douglas Fairbanks, now playing at the Liberty Theatre, New York, has won almost as many favorable comments as the picture itself. It is the creation of Boris Petroff, who with the Sam Fox Publishing Co. song "Rosita" as the musical allurements, has produced a unification of prologue and picture that can hardly be surpassed.

An exquisite setting, fine voices, artistic native dancing, all produce a spirit that wins en-

chanted reproduction of music it is announced that every effort will be made beginning January 1 to see that the provisions of the copyright law of 1909 are fully and completely complied with in every instance; that royalties be paid in full without discount; that reports be rendered and payments made promptly; that notice of user be filed in proper form; and that all other details be handled in strict accordance with the provisions of the law.

Following receipt of the notice it is understood that record manufacturers have held several conferences to determine the course of action. The meetings have been held behind closed doors and no announcement of the action decided upon has been made, but it is believed that some interesting developments are in the offing. It is further hinted that the approaching fight on the existing copyright law will serve further to complicate the situation.

noticed in heavily increased sales. It, too, must be recognized that the qualities of "Rosita" are unusual to be selected for such an important exclusive feature. "Rosita" also is used as the theme in the picture presentation.

### New Music Publishing Firm

Middle West Music Publishers, Inc., a firm which will serve the trade as a jobber of popular and classical music, and music books of all kinds, was founded in Chicago late in December and commenced active operation early in 1928. The firm is headed by Christ Serum, president,

and the general manager of the business is Norris Gundersen. Mr. Gundersen has been active for a period of twelve years in the music field as manager of the jobbing department of Foster Music Publisher, Inc. The firm, whose headquarters are in the Sarcok Building, 228 South Wabash avenue, maintains a complete stock and has inaugurated a unique system of filling orders for the city trade. New equip-



Scene From Prologue of "The Gaucho"

ment throughout the office has been installed and all of the employees of the firm have had previous experience in the music business.

enthusiasm. The publisher of "Rosita" is most fortunate as the presentation gives this single number such prominence that it is bound to be

## FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

**IRVING BERLIN INC., 1607 Broadway, New York**

## SONGS BY "JANE FRAZER FISH"

AN ORIENTAL FOX-TROT

**"BLUE IDOL"**

SPECIALLY ARRANGED

By LOUIS KATZMAN

**FRED K. STEELE**  
INCORPORATED  
745 SEVENTH AVENUE  
NEW YORK CITY

A WALTZ ROMANCE

**"SILENT PLACES"**

A W. C. POLLA ARRANGEMENT

ORCHESTRA 40c.

### De Francesco to Conduct "Wings" Coast Premiere

While in California He Will Confer With J. S. Zamecnik on "Wedding March" Score—Will Contribute Compositions to Fox Catalog

So important do the officials of the Paramount Co. consider the Pacific Coast premiere of "Wings," the aviation film of which the musical score was written by J. S. Zamecnik and which has had such successful runs in Eastern cities, that Luigi De Francesco, general musical director of the Paramount road show department, has taken a trip across the continent to conduct the opening at the Biltmore Theatre, Los Angeles, on January 15. The theme of the film is also entitled "Wings" and has been published by the Sam Fox Publishing Co. It has won great success in the East and the popularity of the song is expected to keep pace with that of the film in Pacific Coast circles.

While in California, Mr. De Francesco will confer with Mr. Zamecnik on the final stages of the score of "The Wedding March," which Mr. Zamecnik is composing. This film, which has had an unprecedented amount of advance publicity, all of it favorable, is scheduled to open in New York late this month or early in February. Reports from the Coast state that those who have heard Mr. Zamecnik's score for "The Wedding March" are enthusiastic over it and have commented most favorably on the amount of original and unusual material which is contained in it. The theme song, "Paradise," is the object of particular praise from those who have heard it. This number will be issued by the Sam Fox Publishing Co. in sheet music form when the film opens in New York.

Mr. De Francesco, it might be mentioned, recently signed a contract to contribute original compositions to the Sam Fox catalog. He has specialized in scores for motion picture films for a great number of years and has worked with leading directors.

### "Singapore Sorrows" Proves Popular With Orchestras

The Broadway Music Corp. is putting an elaborate campaign behind "Singapore Sorrows," the unusual fox-trot song which was

such a decided hit with dance orchestra leaders. Will Von Tilzer, president of the Broadway Music Corp., states that requests for dance arrangements are steadily growing and while it was expected that the number would have a wide appeal to orchestra leaders, a surprising and gratifying condition has arisen in that vaudeville singing acts have included "Singapore Sorrows" in their routine.

Although the selection is of but recent issue it is being heard over the radio at frequent intervals and the leading metropolitan orchestras are making it a regular feature as was the latest of the Broadway organization's hits, "Make My Cot Where the Cot-Cot-Cotton Grows."

### \$1,000,000 Royalties for the Music Publishers

Publishers' Protective Association Signs Contract With Electric Research Covering Royalties for Vitaphone and Movietone

A contract has been signed by E. C. Mills, chairman of the board of directors of the Music Publishers' Protective Association, in negotiation with the Electric Research Products Corp., licensors of Vitaphone and Movietone, which is expected to result in over \$1,000,000 in royalties for the sixty-three publishers of the association. By the terms of the contract the licensors of Movietone and Vitaphone acquire the right to use the music issued by the publishers, for which they guarantee royalties of \$100,000 for the first year and \$150,000 for the second.

Mr. Mills said he expected the actual royalties to exceed the guarantees and that in the last three years of the contract the use of Movietone and Vitaphone would be so widespread that the income to the publishers would be greatly increased. Authors and composers will share in the royalties through separate agreements with their publishers.

The real significance of the contract, according to Mr. Mills, is that people in small towns all over the country will have access to the best music available in the country. With the foremost orchestras and singers appearing on the screen, and their music reproduced through the vocalizing machines, the man in the little movie theatre of the South or Middle West, or anywhere else in the country, will have the best in opera and concerts brought to his own Main Street, he said.

### Forster Music Publisher, Inc., Discontinues Jobbing

Due to Rapid Growth of Its Own Catalog Forster Organization Discontinues Its Jobbing Service After Twenty-five Years

For the past twenty-five years Forster Music Publisher, Inc., Chicago, has been giving the general sheet music trade a jobbing service, but due to the rapid growth of its own catalog the Forster company officials have decided to discontinue this jobbing service and devote their time and efforts to promoting Forster publications. The stock of the jobbing department and its equipment has been disposed of to a new jobbing concern, Middle West Music Jobbers, Inc., who will confine their efforts exclusively to jobbing. Forster Music Publisher, Inc., will have no connection whatever with this new concern, but will devote all its efforts to its own publications.

Forster Music Publisher, Inc., has a varied catalog and has justly earned the reputation of being original. Its latest idea, that of increasing the number of piano players by using a popular piano method, is meeting with tremendous success. It is interesting to note that the Shefte Rapid Course is being adopted by leading colleges, schools and individual teachers and bears the endorsement of outstanding authorities. The Forster Edition is also gaining considerable recognition in the standard field, containing as it does a song and piano number for almost every occasion and for every type and class of artist.

Because of the interest that will be revived in the playing of popular songs through the Shefte Rapid Course, the Forster company intends to be very active in the popular field. This department will be under the supervision of A. Olman, who will establish representatives in important sections.

Forster has been responsible for some of the biggest hits in the industry, such as "Naughty Waltz," "Sweet and Low," "Hindustan," "Missouri Waltz," "Karavan," "Oh, Johnny," "It Ain't Gonna Rain No Mo'," "Mellow Moon" and "Lonesome That's All," and with its renewed activity in this field, no doubt the sales of these hits will be duplicated on its newer issues.

TRIANGLE'S "1928" SENSATIONAL WALTZ SONG HIT

**YOU'D RATHER  
FORGET THAN  
FORGIVE**

By HOWARD JOHNSON and JOE DAVIS

A BEAUTIFUL  
HEART-APPEALING  
BALLAD

TRIANGLE MUSIC PUB. CO. INC. 1658 Broadway, New York City



# H. A. Weymann & Sons, Philadelphia, Give Window to "Among My Souvenirs"

Great English Success, Published in This Country by DeSylva, Brown & Henderson Made Basis of Entire Window Display by Quaker City Music House

A highly effective show window, devoted exclusively to the display of the single number, "Among My Souvenirs," was arranged recently by H. A. Weymann & Sons, of Phil-

Co., original publishers of "Souvenirs" in London, who startled the whole sheet music world by running a full front page advertisement featuring the song hit in the London Daily Mail,



Weymann Display of "Among My Souvenirs"

adelphia. This fox-trot song, published by De Sylva, Brown & Henderson, Inc., New York, for American and Canadian distribution, has shown unprecedented results in sales in the short time the publishers have been working on it, due to the merits of the song itself coupled with the confidence and co-operation of the trade in featuring it.

The Weymann display represented a particularly astute bit of judgment in tying up with the mechanical recordings of the number carried by the other departments of the firm. The fact that "Souvenirs" has already been recorded five ways by Victor is presented both by placard announcements and photographs of the various recording artists. These photographs include Paul Whiteman, who made a special twelve-inch concert record with his orchestra; Reinald Werrenrath, baritone, who recorded it as a vocal solo; Roger Wolfe Kahn, who recorded it for dance with his orchestra; Jesse Crawford, who made the organ recording, and the Revelers with a harmony vocal recording. The number has also been recorded on all the leading music rolls and this fact too is announced by placard. As can be observed from the accompanying illustration, sheet music copies of "Souvenirs" were attractively distributed through the window.

The success being met by De Sylva, Brown & Henderson, Inc. with the song substantiates the confidence of the Lawrence Wright Music

at the expense of several thousand dollars.

The campaign placed behind the number by De Sylva, Brown & Henderson, Inc., demonstrates the willingness of the writer-publishers to give any song in the catalog the plug it deserves, whether written by an outside contributor or by their own collective efforts. This policy is again evidenced in the campaign being put behind "Henry's Made a Lady Out of Lizzie."

## Fred K. Steele, Inc., Places Catalog With London Firm

Lawrence Wright Music Co. Secures Steele Catalog for London Exploitation—Predicts "Every Little While" Will Be Big Hit

Fred K. Steele, Inc., which has to its credit one of the big hits of the season in "Every Little While" has placed its catalog for London exploitation with the Lawrence Wright Music Co. The number, "Every Little While," is registering very big in London, and Mr. Wright predicts it will be one of the outstanding hits of the season over there. "Bells of Hawaii," "Yep! 'Long About June," "Will You Think of Me," "Close to Your Heart" will also be exploited in London by the Lawrence Wright Music Co. which has expressed great pleasure in securing the Steele catalog.

"You Can't Go Wrong With Any 'FEIST' Song!"

The Surprise Ballad Hit!  
**"MY BLUE HEAVEN"**  
GEORGE WHITING  
WALTER DONALDSON

A New Mother Song Beautifully Told in Lyric and Melody!  
**"BABY YOUR MOTHER"**  
(LIKE SHE BABIED YOU)  
DOLLY MORSE  
ANDREW DONNELLY  
JOE BURKE

The New Waltz Song by the Writers of "Spanish Town"  
**"CHEERIE BEERIE BE"**  
(FROM SUNNY ITALY)  
MABEL WAYNE  
LEWIS & YOUNG

Donaldson's High-flying Dixie SONG HIT!  
**"THERE AIN'T NO LAND LIKE DIXIELAND FOR ME!"**  
WALTER DONALDSON

Charmingly New And Melodious!  
**"INDIAN CRADLE SONG"**  
GUS KAHN  
MABEL WAYNE

The European Success!  
**"WHERE IS MY MEYER?"**  
Introduced by BALIEFF in "CHAUVE-SOURIS"

**LEO. FEIST, Inc.**  
FEIST BLDG.  
231-5 W. 40<sup>TH</sup> ST.,  
NEW YORK CITY

# In 1927

The Sensation of  
the Music  
Publishing  
Industry—

# In 1928

We will be even  
bigger!!

With such songs as:

Among My Souvenirs  
Together  
Without You Sweetheart  
The Tin Pan Parade  
Broken Hearted  
There's One Little Girl Who  
Loves Me  
Sweetheart Memories  
Plenty of Sunshine  
Who's That Knockin' at My  
Door  
Gee! I'm Glad I'm Home  
Didn't I Tell You (That You'd  
Come Back?)  
There Ain't No Sweet Man  
Worth the Salt of My Tears  
Henry's Made a Lady Out of  
Lizzie  
Baby Feet Go Pitter Patter

The following  
sensational songs from

## "GOOD NEWS"

Varsity Drag  
Best Things in Life  
Lucky in Love  
Good News

The greatest score a musical  
comedy ever had

LOOK TO US FOR GREAT  
SONGS IN 1928

DE SYLVA, BROWN & HENDERSON,  
Inc.

ROBT. CRAWFORD, Pres.  
745 Seventh Avenue  
NEW YORK CITY

## "Watching the World Go By" Gaining in Popularity

Last Ballad of Gifted Composer, Ernest R. Ball, Has Steadily Increasing Number of Entertainers Using It, With Sales Increasing

Just before he died last May, Ernest R. Ball had turned in to his publishers, M. Witmark & Sons, the MS. of his latest and what was to prove his last ballad, "Watching the World Go By." The popular composer-entertainer had already tried out the new song in his vaudeville act out West, and had "put it over" in great shape. The song had been sent to the engravers just about the time that its composer was stricken fatally in his theatre dressing-room, and in due time the song was published. Naturally, among the countless lovers of Ball ballads, there was keen interest in and curiosity over this last song from his gifted pen. Due in some measure to this unusual condition, "Watching the World Go By" has steadily forged ahead in sales, until to-day, without any extraneous publicity campaign such as the Witmark house usually conducted on a new and promising Ernest R. Ball song, this post-mortem number shows a lively promise of equaling some of the best of the late composer's big sellers.

It stands to reason, however, that the keen interest evinced in this number by singers and singing acts all over the country is not based entirely on the facts already outlined. On all hands it is conceded that "Watching the World Go By" is not only a typical Ball ballad, done in the composer's best vein, but is actually as melodious, as simple and as singable a popular song as his famous "Let the Rest of the World Go By," which attained such tremendous popularity and sales and to which this last Ball number is indeed a fitting complement. Not a week goes by that does not see a substantial addition to the number of those using and featuring this song, and correspondingly, its sales have been and are steadily increasing.

## A. S. C. A. P. Publishing Journal of Its Activities

First Issue of Journal of American Society of Composers, Authors and Publishers Has Many Interesting and Informative Articles

The American Society of Composers, Authors and Publishers is publishing each month a journal devoted to the interests and activities of the society and containing articles by prominent composers, lyricists, publishers and others interested in the aims and purposes of the organization. The first number of the Journal made its appearance last month and presented an attractive appearance and contained much informative and interesting reading material. The first issue was fittingly dedicated to Victor Herbert, the cover bearing a sketch portrait of the famous composer.

The first issue started with an editorial which explained the purposes and aims of the society and also included "Greetings From the President," by Gene Buck; an article on foreign relations, by George Maxwell; "Doing the Score of an Operetta," by Sigmund Romberg, and interesting articles by Jerome Kern, Silvio Hein, Gus Kahn, Dorothy Morse and W. S. Handy. News items pertaining to the society and its individual members were also included.

## Mort Bosley in New Post

Mort Bosley was recently appointed publicity manager for De Sylva, Brown & Henderson, Inc., succeeding Sam Wigler, who resigned January 1 to enter a new field. Mr. Bosley is well known in the publishing field and for the past six years was a road representative for Jerome H. Remick & Co.

## Harry Engel, Berlin Sales Manager, on Extended Trip

Sales Executive of Irving Berlin, Inc., Making Trip to Coast in Interests of Berlin Standard Music Corp.—Will Return About February 12

Harry Engel, general sales manager of Irving Berlin, Inc., started on January 3 on a sales trip throughout the country to the Pacific Coast with stops at all the Berlin branch offices in the interests of the Irving Berlin Standard Music Corp. catalog. Mr. Engel is visiting dealers handling this class of sheet



Harry Engel

music and is opening up new accounts for the standard catalog.

Mr. Engel will devote part of his time to visiting the retail trade handling the Irving Berlin popular catalog and will line up the most recent additions to the popular list with the various branches. He will pay particular attention to checking up with the activities of Irving Berlin Week, which takes place January 14 to 21.

On his trip Mr. Engel will cover such centers as Chicago, Minneapolis, St. Paul, Seattle, San Francisco, Los Angeles, Salt Lake City, Denver, Kansas City and St. Louis. He will return to New York about February 12.

## Five New Publications Listed in Feist Bulletin

"That Melody of Love," "My Heart Is in the Roses," "Changes," "What Are You Waiting For, Mary" and "The Sunrise" in Class "A"

The Leo Feist, Inc., bulletin to dealers for January, 1928, lists five new publications which until January 31 are placed in Class A at 20 cents per copy and will on February 1 be rated as Class B at 22 cents per copy. They are: "That Melody of Love," theme song of Gilbert-Garbo picture, "Love," written by Walter Donaldson; "My Heart Is in the Roses," melody ballad by Alfred Bryan and Fred Fisher; "Changes," described as another "Sam, the Old Accordion Man," by the same writer, Donaldson; "What Are You Waiting For, Mary?" fox-trot ballad by Walter Donaldson, and "The Sunrise" (Will Bring Another Day For You), ballad by Cliff Friend and Lester Santly.

## Sam Wigler in New Post

Sam Wigler, who is well known in music publishing circles and who was publicity manager of De Sylva, Brown & Henderson, Inc., from the time of its formation up to January 1, 1928, has purchased an interest in the Allegro Music Printing Co., and is acting as manager.

## Two Novel Offerings in Witmark Popular Catalog

"Mamma's Little Baby" and "There's Always a Way to Remember," by Well Known Composers, Seem Certain of Winning Popularity

Among the really attractive and often novel offerings recently put out in their popular catalog by M. Witmark & Sons are two that are already outstanding favorites and seem destined to become substantial popular hits. Both of them are fox-trots, and each has a dance arrangement by two of the most adroit arrangers in the country. "Mamma's Little Baby" is number one of this duo of successes. It's by the two clever boys who were responsible for the same firm's snappy seller, "Two Little Pretty Birds," and it has the same delightful, unexpected bits and twists and fancies that made its predecessor so great a favorite with the dancers. The dance arrangement of the number is by Joseph Nusbaum.

In "There's Always a Way To Remember" Lew Pollack has handed M. Witmark & Sons a real Pollack fox-trot sizzler. He is a writer, of course, who, in the language of the day, certainly "knows his onions," otherwise he could hardly have to his credit such three emphatic popular hits at one time as "Charmaine," "Diane" and "Miss Annabelle Lee." To which must certainly now be added "There's Always a Way To Remember." The Witmark firm has a capital dance arrangement of it by Frank Skinner.

## Berlin Tenor Banjo and Saxophone Folios Released

The Irving Berlin Standard Music Corp. announces that it released on January 10th, the No. 4 Tenor Banjo Folio consisting of their latest hit songs. The first three releases of their Banjo Folio have enjoyed a very substantial sale, and new editions will be released about three times a year.

They also announce the release of the No. 3 Saxophone Folio. Both of these folios will undoubtedly be received with popular favor throughout the trade. Advance orders for the No. 4 Tenor Banjo Folio and the No. 3 Saxophone Folio are now being taken.

## "Henry's Made a Lady Out of Lizzie" a Sure-Fire Hit

De Sylva, Brown & Henderson Publish Topical Comedy Song Which Tells of the Ford's Transition—Many Extra Choruses

What promises to be the outstanding comedy-novelty song of the present day and of many days is being vigorously exploited by De Sylva, Brown & Henderson, Inc., who believe that "Henry's Made a Lady Out of Lizzie" will smash all records of this type song for years to come. The timeliness of the song, coming as it does immediately after the introduction of the new Ford line, the catchiness of the melody and the humor of the innumerable choruses have made the song a big favorite with vaudeville, radio and recording artists.

Believe it or not, the Ford after its many years of jeers comes in for praise and Walter Keefe, who wrote the lyrics and music of the number, has given the trade a topical song which is certain to be sung, hummed and whistled all over the country. Dan Winkler, sales manager of De Sylva, Brown & Henderson, states that the song has been recorded 100 per cent and the recording companies are rushing releases on the number.

The song bears the O. K. of the Ford Motor Co., which is pleased with the idea of boosting a car which heretofore has been a subject for jest. Ford dealers are being requested to tie up with the song, placing copies of it in novel backgrounds of their window displays. The Champion Sparkers, representing the makers of Champion spark plugs, which are used in Ford cars, have agreed to broadcast the number every week over a chain hook-up for the next twenty weeks. Joe Cook, famous comedian, recently broadcast the song.

## Fred K. Steele, Inc., Takes Over Jane Frazer Fish Songs

"Blue Idol," With Arrangement by Louis Katzman, and "Silent Places," With W. C. Polla Arrangement, Additions to Steele List

Fred. K. Steele, Inc., recently accepted two new numbers by Jane Frazer Fish, "Blue Idol" and "Silent Places," for publication and the organization is putting a strong campaign behind the selections. Mr. Steele feels that in taking over the numbers he exercised excellent judgment, for favorable responses from both the trade and the mechanical managers were heard immediately following the release of the numbers.

Louis Katzman first heard "Blue Idol" and thought so well of it that he made a special arrangement for the Anglo-Persians to use it in their radio broadcasts. He then brought the song to the attention of Mr. Steele, who lost no time in adding it to his catalog. The arrangement by Louis Katzman is considered by many to be the best he has ever made.

"Silent Places," the second Jane Frazer Fish number, has an arrangement by W. C. Polla. It is a beautiful waltz romance and Mr. Steele expects it will soon find a big demand both from musicians and the public.

Harry Von Tilzer reports that "I'm Happy Now That You've Gone," which was placed on sale the first week of the year, found favor with the trade and public immediately. The song, which was released on records some time ago, is by Vic Meyers, Al Thompson and Harry Von Tilzer.

# Forster for Hits

The following songs are among the best sellers and featured by theatres, orchestras and radios throughout the country.

## Tomorrow

—Destined to become the biggest ballad hit of the season.

## Counting the Days

—Wonderful fox-trot song.

## I'm Waiting for Ships That Never Come In

—Staging a come back—the demand for this number is phenomenal.

## That Saxophone Waltz

—The bread and butter tune.

## Please Tell Me

—A fascinating fox-trot song.

## When You're in Love

—Featured in all concerts by Tito Schipa. Written by Walter Blaufuss and Walter Donaldson.

## Fallen Leaf

—By Frederic Knight Logan—and as good as his PALE MOON.

Forster Music Publisher, Inc.

218 So. Wabash Ave.

Chicago, Ill.

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

Donaldson's Exquisite Waltz Song  
**"A SHADY TREE"**  
by WALTER DONALDSON

A Natural Melody Hit!  
**"JUST ONCE  
AGAIN"**  
by WALTER DONALDSON  
and PAUL ASH

The International Fox Trot Hit!  
**HEAD OVER HEELS IN LOVE**  
by DONOVAN PARSONS and PAT THAYER

Another  
Donaldson Ballad HIT!  
**"What Are You Waiting For  
MARY?"**  
by WALTER DONALDSON

The Theme Song of The John Gilbert—  
Greta Garbo Picture "LOVE"  
**THAT MELODY OF LOVE**  
by WALTER DONALDSON and HOWARD DIETZ

That Irresistible  
Fox Trot Tune!  
**"WHAT'LL  
YOU DO?"**  
by NED MILLER and  
CHESTER COHN

**LEO. FEIST, INC.**  
231-5 W. 40<sup>TH</sup> ST.  
NEW YORK, N. Y.

## Bernie Grossman Is Chicago Manager for E. B. Marks Co.

Well-Known Middle Western Music Man  
Placed in Charge of Chicago Office—Formerly  
Connected With Marks Co. as Writer

The Edward B. Marks Music Co. has announced the appointment of Bernie Grossman as manager of its Chicago office. Mr. Grossman, who is one of the best known music men in the Middle West, was formerly connected with the Marks organization as a staff writer. He wrote such successes as "When a Feller Needs a Friend," "You Didn't Want Me When You Had Me" and "Let's Help the Irish Now."

Of recent date Mr. Grossman, in addition to his exploitation work, has found time to write a number of hits, a few of which are "After I Call You Sweetheart," "I Wonder if She's Lonely," "Tell Her at Twilight" and "Wherever You Go, Whatever You Do."

The new Chicago manager made a trip to New York the latter part of last month to confer with E. B. Marks and the various heads of departments. The policy of the firm—"more standard popular songs and more popular standard songs"—was impressed upon him and he started his duties on January 1 full of confidence.

The Marks concern is about to start work upon the best of the new Grossman compositions, "To-morrow Is To-morrow," "Playing Hide and Go Seek" and "I'm Getting Used to It Now," written in collaboration with Arthur Sizemore and Sam Kaufman.

## Max Darewski to Write for the Sam Fox Catalog

Famous English Composer and Pianist Will  
Write Series of Compositions—First Suite,  
"An Eastern Garden," Now in Preparation

The Sam Fox Publishing Co. of New York and Cleveland, O., has closed arrangements with Max Darewski, the English composer and pianist, for a series of compositions. The first of these now in final preparation is an East Indian suite called "An Eastern Garden." The Fox Co. also has first call on further services of this eminent English composer, exclusive of popular or production compositions.

Max Darewski is not so well known in this country, although for years he was billed in the British Isles as "the famous boy composer and pianist." His English compositions are published by Francis Day & Hunter, Chappell & Co., Ltd., and Ascherberg, Hopwood & Crew.

Sam Fox, head of the Sam Fox Publishing Co., has discovered in the modern compositions of Mr. Darewski a type and treatment of material that offers unusual promise.

## Irving Berlin Week Winning Nation-wide Co-operation

Irving Berlin, Inc., announce that their Special Irving Berlin Week, January 14th to 21st, is shaping up better than any campaign they have ever attempted.

During this special week a tie-up has been effected with every leading theatre, dance orchestra, singer and vaudeville act from coast to coast, featuring Mr. Berlin's two latest songs, "The Song Is Ended (But the Melody Lingers On)" and "Together We Two."

Phonograph companies are taking advantage of this unusual tie-up and have arranged window displays with all record dealers. Live-wire sheet music dealers will profit by taking advantage of this unusual Berlin Week and display these two songs in their windows during this special campaign. The firm reports that "The Song Is Ended" is proving one of the greatest songs Mr. Berlin has ever written.

## Sam Fox Popular Numbers Accorded Hearty Welcome

New Department of the Sam Fox Publishing  
Co. Starts the New Year With a Sheaf of  
Hits—Trade Responds Enthusiastically.

The new year opened auspiciously for the Sam Fox Publishing Co., for the introduction of the several numbers of the new Sam Fox popular department met with an immediate enthusiastic welcome from the profession and trade. The initial selections, "Humoreskimo," "Starlight and Tulips," "Blueberry Lane," "Fascinatin' Vamp," "Wings," "Chopinata" and "Polly," the majority of which were issued in sheet music form but a short week, have won from dealers most gratifying expressions of praise.

"Fascinatin' Vamp," a novelty fox-trot by Joseph Nussbaum, seems to be especially favored by orchestra leaders and others of the profession, and the well-named novelty, "Humoreskimo," by Alfred Bryan, Pete Wendling and Henri Berchman, seems certain of widespread popularity. "Polly," the successor to "Nola," a real piano and dance novelty, has already been recorded by the leading companies and is well established. "Wings," as the theme song of the film of the same name, is known to hundreds of thousands, and with the film being shown in new cities practically every day the song which is played many times during the showing of the film is certain to win more followers.

In brief, it might be truthfully said that the popular department of the Sam Fox organization shows every indication of equaling the great success which this house has attained in all its ventures.

## "That Melody of Love" Is Theme Song of Film Success

New Feist Number Played Constantly During  
Presentation of "Love," the Film Playing to  
Capacity at Embassy—Music by Donaldson

The musical scores of feature moving pictures are playing an increasing major part in the success of these films. For the past year or more several of the outstanding song successes had their first hearing as theme songs of such scores. "That Melody of Love," published by Leo Feist, Inc., is the latest example of this type of song. The selection, worthy in itself of exploitation by a publisher, is by virtue of its "hook-up" with the film success "Love," featuring John Gilbert and Greta Garbo, playing at the Embassy Theatre, New York, certain of widespread popularity.

The lyrics of the song were written by Howard Dietz and the music by Walter Donaldson, who has written so many of the present-day successes, including "My Blue Heaven," "At Sundown," "A Shady Tree," "Changes" and a host of others. Leo Feist, Inc., is placing unstinted efforts behind "That Melody of Love" and is supplying dealers with display material of a wide and varied nature.

Harry Von Tilzer reports that he has just finished writing two songs in collaboration with Dolf Singer. They are "Out of a Clear Blue Sky" and "If Mother Could Only See Me Now." Those who have heard the numbers are enthusiastic in their praise. Mr. Von Tilzer has issued a special dance arrangement of his leader, "Whether It Rains," by W. C. Polla.

The musical comedy, "Lovely Lady," which opened at the Harris Theatre, New York, seems destined for a lengthy stay. Shapiro, Bernstein & Co. are publishing the music which contains two numbers which seem sure-fire hits, "Lovely Lady" and "Make Believe You're Happy." The production is presented by the Shuberts.

## Baltimore Distributors Report Past Year As Being Satisfactory, With Outlook Bright

Brunswick Branch Manager States That 1927 Was Largest Year Ever Experienced by Brunswick Branch—BrafcO Staff Visits Fischer Plant—New BrafcO Catalog Ready

BALTIMORE, MD., January 9.—Talking machine and radio dealers in this territory have concluded the holidays with a feeling of satisfaction because of the gratifying public demand for their products. The past year has been a good one and all join in looking forward to 1928 with feelings of unbounded optimism, which seems justified, for the public's interest in music-radio products is being sustained.

M. P. Smith, assistant manager of Cohen & Hughes, Victor distributors, states:

"Victor sales for the month of December were fully up to our expectations, and the month ended a most satisfactory year for Cohen & Hughes, Inc. We are looking forward with confidence to a continuance of the prosperity experienced in 1927, and predict another banner year for Victor. In fact, we believe that the business done during the past two years, great as it has been, has only scratched the surface, and feel that as the trade in general is more thoroughly impressed with the unprecedented and tremendous sales possibilities of the Orthophonic Victrola, the Electrola and the radio combination instruments, the Victor industry will reach heights heretofore unknown."

I. Son Cohen, president of the organization, returned at Christmas from a trip through West Virginia and Virginia, where he spent a lot of time with each Victor dealer on his route. He reports enthusiasm on the part of practically every individual retail account with the business done during the year and with prospects for the future of Victor products.

J. G. Mullen, manager of the Panatrope division of the Brunswick Co., was elated at the sale volume of the past year, saying:

"1927 proved to be the largest year in the history of the Baltimore branch of the Brunswick-Balke-Collender Co., and the outlook for 1928 is most optimistic."

A sales meeting was held between Christmas and New Year's, after which a dinner was held and prizes for the year were awarded. A gold watch, suitably engraved, was presented to J. B. Elliott, North Carolina representative.

C. E. Childs, formerly covering the State of Maryland, has resigned, effective January 1,

and will become associated with M. P. Moller Music Co., Hagerstown, Md. E. M. Krieger, formerly manager of the phonograph and radio department at Brager's of Baltimore, has been appointed sales representative to succeed Mr. Childs in the State of Maryland.

The new combination model, the PR-17-8, containing the Radiola No. 17 in conjunction with the Panatrope, has been most enthusiastically received by dealers who have had the opportunity of seeing and hearing the sample instrument on display at the branch offices. Orders received during the first week after the new machine was announced to the trade were far in excess of the shipment of instruments which will arrive in Baltimore about the middle

## Golden Anniversary Issue of the American Exporter

The latest issue of The American Exporter of New York has just come out in gala dress in honor of its fiftieth anniversary. It was founded in 1876 and in 1905 was purchased by Wm. J. Johnson, founder of The Electrical World, and since 1907 has been published by his sons. Editorially this Golden Anniversary issue is a most interesting number and emphasizes that America's position in international trade is the result of a combination of the unique conditions of the home market and the enterprise of American industrial leaders untrammelled by conservatism or past traditions.

The changes that have occurred since the foundation of this paper are covered most adequately, and leading industries are represented by articles written by editors of the various publications covering these fields, telling of the developments in each respective industry within the half-century period. One of the features along this line is an article on the broadening influence of the phonograph, and the new acoustic principles developed with the advent of radio, written by Raymond Bill, editor of The Talking Machine World.

An impressive idea of the position which

of January. This new model seems destined to be one of the most popular of the entire line.

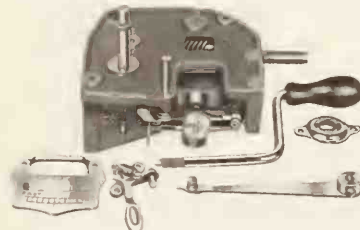
During the past month, on December 27, the entire Braiterman-Fedder Co. sales staff took a good-will trip to the headquarters of the J. A. Fischer Co., of Philadelphia. Those making the trip were: William Fedder, William Braiterman, Lou Fedder, E. Maurice Fedder, Phil Kaufman, I. Braiterman and Miss Nathanson. The entire day was consumed in a discussion of sales plans for Valley Forge merchandise for the coming year. Several effective plans were put forth by the members of the sales staffs of both organizations and some of them will be put into practice in the very near future.

The new BrafcO catalog is now ready for distribution and will be sent to active dealer accounts who request a copy. In addition to a listing of the lines carried, including Valley Forge products, BrafcO portables and Mel-O-Art player rolls, the catalog has many dealers' sales aids, merchandising plans and sales promotion ideas.

The American Exporter holds in the esteem of leading manufacturers and business houses is to be found in the wonderful display of advertising which appears within its specially designed covers.

## United Air Cleaner Co. Markets New Portable Motor

CHICAGO, ILL., January 9.—The United Air Cleaner Co., 9702 Cottage Grove avenue, maker of United phonograph motors, recently placed



**New United Portable Motor**  
on the market a new United portable phonograph motor. This new product has several outstanding features, chief among which are the cut spiral nickel steel winding gears and the placing of the winding crank on the motor in a position to allow free winding of the portable motor even when it rests on a table.

## William H. Lyon Is Sales Manager of Amrad Corp.

MEDFORD HILLSIDE, MASS., January 9.—The Amrad Corp., of this city, has announced the appointment of William H. Lyon as general sales manager of the corporation. Mr. Lyon was formerly connected with the Crown Light & Electric Co., Federal Ortho-Sonic distributor, of New Haven, Conn., and is well experienced in the radio field.

Albert B. Ayers, who was formerly sales manager of the Amrad Corp., has now been general manager of the company for several months. Mr. Lyon will co-operate with Mr. Ayers and Major Hahn, president of the company, in carrying out the policies laid down last June at their convention.

## Leo B. Bernstein Made Ad Manager of Plaza Music Co.

H. Germain, president of the Plaza Music Co., New York City, has announced the appointment of Leo B. Bernstein as advertising manager of the Plaza Music Co. Mr. Bernstein is a competent advertising executive of many years' experience and is technically equipped to handle the many details of the advertising of this large distributing house.



# This Is Record Weather

**N**OW'S the time to push your record sales to new peaks. The weather is right, the evenings are long—and folks stay home.

Columbia offers your customers every type of recorded music from which to make their choice. The compositions of the world's

greatest composers, standard selections, popular vocals, snappy dance numbers—and, of course, the three "Two Black Crows" records.

Keep playing Columbia Viva-tonal Records, and you'll keep ringing your cash register.



## Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz  
Exclusively Wholesale  
205 W. Camden St., Baltimore, Md.



# EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



## Gramophone and Record Manufacturers Reserve Space for British Industries Fair

Sixty-two Music Trade Firms Have Reserved Space in Music Section of Exposition—Electrical Reproducer and Automatic Instrument Have Scored Big Success—Sales Increasing

LONDON, ENG., January 4.—From all indications the activity in the gramophone trade, which I indicated last month as in the pre-Christmas trade, exceeded even the wonderful record of sales reached in the last three or four boom years. It is unnecessary to search far for the cause of this, for time and again in these columns the tremendous publicity to record sales given by the one-time feared radio broadcasting programs has been mentioned. Although the extensiveness of the programs is not comparable with those in the United States, yet there is no question but that listeners-in have been influenced very largely by the music coming over the wire. Dealers have linked up with broadcasting programs with the result that record sales have been tremendous with all the companies, according to reports.

### New Gramophone Products Score

The new electrical reproducer and the new automatic magazine instruments introduced by the Gramophone Co. have scored a tremendous success, and the manufacturers have been in receipt not only of orders, but of congratula-

tions on the wonderful merits of their latest creations.

The music sections of the British Industries Fair for 1928 have been allotted and those who are expecting to get space after the first of the year will be disappointed. Among the gramophone and record firms who have taken space are: Collaro, Ltd. (Gramophone motors); James Eastwood & Sons, Ltd. (accessories); Edison Bell, Ltd. (Gramophones and records); Henry Elwin, Ltd. (record carriers); Garrard Engineering Co., Ltd. (motors); C. Gilbert & Co. (Gramophones); Golden Melody, Ltd. (Gramophones); E. M. G. (hand-made Gramophones); Perophone, Ltd. (Pixie Grippa Gramophones); Smith & Co. (Gramophones) Ltd. (Gramophones, "Itonia"); and the Vocalion Gramophone Co., Ltd. (Gramophones and records).

The fair, as usual, will be held at White City, Shepherd Bush, from February 20 to March 2. Some sixty-two music trade firms have taken space in the music section.

### Celebrity Co.'s Newest

There is quite a trend both in the record

and portable fields to introduce products at a popular price. Especially excellent is a portable just introduced by the Celebrity Gramophone Co., Ltd., which retails at £2 5s and a Console Model No. 50, which retails at £6 15s. The cabinet is so arranged as to carry one hundred records.

### Some Staff Changes

Changes at the His Master's Voice London headquarters are rumored. Already has been announced in the press that A. T. Tregurtha, of Allied Newspapers, has been appointed advertising manager, and R. Swainston sales manager. Rumor has it that A. T. Lack is to be promoted, with consequent promotion of those hitherto holding a subsidiary capacity. More anon.

### Cyril Kempton's New Post

I hear that Cyril Kempton, the manager of the recently formed Associated Service Co. (formed to factor Brunswick products) and who has been associated with Brunswick products since the inception of the company, will this month be transferring his services to the parent company as general sales manager. Congratulations. British Brunswick, Ltd., now occupies spacious offices at 15-19 Cavendish Place.

### Fire Delayed Deliveries

Barnett Samuel & Sons suffered a setback in the middle of the Christmas rush period through a small fire at their factory.

## Jess B. Hawley Discusses Past Year and Coming One

Summing up radio conditions for the past year and looking forward to 1928, Jess B. Hawley, secretary-treasurer of Newcombe-Hawley, Inc., says:

"The radio season of 1927-28 has been strikingly different in character from any preceding year. This was the first year during which a Trade Show was held and this show built up the interest of dealers and jobbers in the new lines during the Summer. With this as a stimulant and a Tunney-Dempsey fight, with its tremendous public interest, in September, followed by the football games, a very early seasonal demand was created for radio sets and accessories, with the result that jobbers and dealers called for a considerable volume of equipment ahead of the regular season. This was followed by a severe slump in November, at which time general features were introduced to disturb business, the principal one of which was the introduction of electrical sets equipped with AC tubes, late in the season, and the cuts in the list price of some of the standard makes. This tended to make the market uneasy and the public was confused and inclined to wait for the more modern AC electrically equipped apparatus. On top of this, general business conditions were not of the best and the buying power was reduced.

"Looking forward to 1928, we are inclined to feel that the radio industry is settling down to a measurable volume. While the saturation point is nowhere nearly approached, competition is becoming more keen in the city markets and the increase in volume from year to year will grow out of the improvement in broadcasting service and the establishment of the utility of the radio set to the public. The AC

tube of the past year adds greatly to the simplicity from the operating standpoint, and while it is impossible to forecast possible further developments, the public undoubtedly is commencing to recognize the present radio equipment as an efficient instrument and one developed to the point worthy of purchase. The general business predictions for the coming year are all optimistic and indications point to an increased volume of sales for 1928."

## Recent Edison Records of Particular Interest

A recent Edison release of particular interest is a set of two records by the Philharmonic String Quartet with E. Robert Schmitz at the piano in a rendition of Schubert's famous quintet in E-flat major, which makes a valuable addition to the Edison catalog of classics.

There has also been issued the second record by the Two Dark Knights, bearing on one side the "Pullman Porters" and on the other "All at Sea." The success of the first record prompted the early release of the second.

## Makes New Recording Wax

F. W. Matthews, of East Orange, N. J., well known in talking machine circles as a manufacturer of recording wax, has evolved a new type of wax which, he points out, greatly betters conditions in the recording room. This new wax has been designated as Type M Recording Wax, and is described as a very fine, soft wax, which does not require heating and works at 70 degrees, or normal room temperature. It has been developed for electrical recording.

## Brunswick Dividend

The directors of the Brunswick Co., Chicago, have authorized a dividend of 75 cents per share on the outstanding common stock, payable February 15, to holders of record as of February 5.

## Super-Phonograph Automatic Demonstrated in Denver

DENVER, COL., January 6.—The first demonstration of a combination talking machine and radio receiver, called the Superphonograph, invented by Malcolm Ord of this city, was given at the Brown Palace Hotel on December 21. The instrument plays eighteen records in succession, reverses the records by mechanical arm, repeats selections and is heralded as "fool-proof."

## Annual Columbia Party Held

The annual staff party of the Columbia Phonograph Co. was held in the recording studios at the main office at 1819 Broadway, New York, on Saturday, January 7. Practically continuous entertainment was provided by Columbia recording artists. All of the executives, heads of departments and the entire office staff of the Columbia organization attended.

## Frangipane Has Good Year

Andrew P. Frangipane & Co., Inc., Lyndhurst, N. J., manufacturers of Lyrephonic reproducers and tone arms, report the new year has opened well with a bright outlook for the balance of the year. In addition to reproducer business, Mr. Frangipane reports that a number of contracts have been closed for making special parts for radio.

R. H. Canning, special representative of the Federal Radio Corp., has completed an extensive tour of every major city in the United States and Western Canada, gathering information of importance to the radio industry.

WANTED—SALESMEN. RADIO CABINETS, PHONOGRAPHS. PIANO BENCHES. PRELIMINARY TO ANNOUNCING OUR APPOINTMENT AS NATIONAL FACTORY REPRESENTATIVES WE WANT TO COMMUNICATE WITH SEVERAL SALESMEN WITH FOLLOWING. ESPECIALLY IN LARGE TRADE CENTERS. COMMISSION. BOX 1626. TALKING MACHINE WORLD, 420 LEXINGTON AVENUE, NEW YORK.

ATTENTION  
JOBBER and MANUFACTURERS  
Large radio cabinet manufacturer is now open for quantity production orders for cabinets of special design for jobbers or radio set manufacturers.  
SUPERIOR CABINET CORPORATION  
206 Broadway New York City

# The Latest Record Bulletins

## Victor Talking Machine Co.

**LIST FOR JANUARY 6**

21084 Among My Souvenirs—Fox-trot, Roger Wolfe Kahn and His Orch. 10  
What'll You Do?—Fox-trot, Johnny Hamp's Kentucky Serenaders 10  
21093 Lonely in a Crowd—Fox-trot, Jacques Renard and His Coconut Grove Orch. 10  
Beneath Venetian Skies—Waltz, Jacques Renard and His Coconut Grove Orch. 10  
21092 My Blue Heaven—Jesse Crawford 10  
The Song Is Ended (But the Melody Lingers On)—Jesse Crawford 10  
21081 Stay Out of the South! (If You Want to Miss a Heaven on Earth)—Jim Miller-Charlie Farrell 10  
Joy Bells—Jim Miller-Charlie Farrell 10  
21091 That Old Wooden Rocker—Frank Crumit 10  
I Miss You 'Lize—Frank Crumit 10

**LIST FOR JANUARY 13**

21099 Wob-a-ly Walk—Fox-trot, Waring's Pennsylvanians 10  
I Scream, You Scream, We All Scream For—Ice Cream—Fox-trot, Waring's Pennsylvanians 10  
21104 Miss Annabelle Lee (Who's Wonderful, Who's Marvelous)—Paul Whiteman's Rhythm Boys 10  
Everybody Loves My Girl—The Four Aristocrats 10  
35877 Among My Souvenirs, Paul Whiteman and His Concert Orch. 12  
Washboard Blues, Paul Whiteman and His Concert Orch. 12  
21100 Among My Souvenirs—The Revelers 10  
Nola—The Revelers 10  
21105 Did You Mean It? (From "A Night in Spain")—Fox-trot, The Virginians 10  
Cobble-Stones—Fox-trot, Ted Weems and His Orch. 10

**LIST FOR JANUARY 20**

21098 The Lonesome Road—Gene Austin 10  
Wake Nicodemus—Frank Crumit 10  
21112 I Told Them All About You—National Cavaliers 10  
Dear, On a Night Like This—National Cavaliers 10  
21103 Mary (What Are You Waiting For?)—Fox-trot, Paul Whiteman and His Orch. 10  
Changes—Fox-trot, Paul Whiteman and His Orch. 10  
21107 Rain—Fox-trot, Jacques Renard and His Coconut Grove Orch. 10  
Joy Bells—Fox-trot, The Troubadours 10  
21114 'S Wonderful—Fox-trot, Victor Arden-Phil Ohlman and Their Orch. 10  
Funny Face—Fox-trot, Victor Arden-Phil Ohlman and Their Orch. 10

**LIST FOR JANUARY 27**

**VOCAL AND INSTRUMENTAL**

21146 Diane (I'm in Heaven When I See You Smile), Jesse Crawford 10  
Among My Souvenirs—Jesse Crawford 10  
21055 Apache Dance (Offenbach)—Victor Salon Orch. 10  
La Golondrina (The Swallow) (Serradell), Victor Salon Orch. 10  
21109 I Got a Home in a Dat Rock—Paul Robeson 10  
Witness—Paul Robeson-Lawrence Brown 10  
21144 Mother of Mine, I Still Have You, The Silver-Masked Tenor 10  
My Stormy Weather Pal, The Silver-Masked Tenor 10  
21143 What'll You Do?—Correll-Gosden 10  
Oh, Look at That Baby—Correll-Gosden 10  
21145 My One and Only (What Am I Gonna Do?) (From "Funny Face")—Jane Green 10  
Mine—All Mine—Jane Green 10

**HUMOROUS MONOLOG**

21115 The Human Chatterbox Plays Golf, Julius Tannen 10  
More Chatter, Julius Tannen 10  
21097 Dawn (From "Golden Dawn")—Fox-trot, The Troubadours 10  
We Two (From "Golden Dawn")—The Troubadours 10  
21113 Thou Swell (From "A Connecticut Yankee")—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10  
My One and Only (What Am I Gonna Do?) (From "Funny Face")—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10  
21101 Lovely Lady (From "Lovely Lady")—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10  
Make Believe You're Happy (From "Lovely Lady")—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10  
21102 Bungalow of Dreams—Fox-trot, Frankie Masters and His Orch. 10  
I'm Walkin' on Air—Fox-trot, Frankie Masters and His Orch. 10

**MUSICAL MASTERPIECES**

M-1 Symphony No. 5 "From the New World" (Dvorak, Op. 95), Leopold Stokowski Philadelphia Symphony Orch. Complete on 5 Double-Faced Victor Records, Numbers 6565 to 6569 Inclusive  
A Single-Faced Lecture Record (6743), by Leopold Stokowski

**VICTOR HERBERT'S MELODIES**

In Album C-1. On 5 Double-Faced Records (9145-9149) with Explanatory Folder  
Ah! Sweet Mystery of Life—Victor Salon Orch.

Selections from "Naughty Marietta" (From "Naughty Marietta")—Victor Light Opera Company  
Kiss Me Again (From "M'le. Modiste")—Victor Light Opera Company

Selections from "The Fortune Teller"—Gypsy Love Song—"Romany Life"—Victor Concert Orch.  
Badinage—Victor Concert Orch.  
Air de Ballet and Al Fresco—Victor Concert Orch.  
March of the Toys (From "Babes in Toyland")—Victor Concert Orch.

Selections from "Babes in Toyland", Victor Light Opera Company

Selections from "Sweetheart", Victor Light Opera Company

Selections from "The Red Mill", Victor Light Opera Company

**FOR THE AUTOMATIC ORTHOPHONIC VICTROLA**

A-7 Symphony No. 8, in B Minor ("Unfinished") (Schubert), Invitation to the Waltz (Weber), Toccata and Fugue (Bach), Nutcracker Suite (Tchaikowsky), Afternoon of a Faun (Debussy), Tales from the Vienna Woods (Strauss)—Waltz, Blue Danube (Strauss)—Waltz, Leopold Stokowski-Philadelphia Symphony Orch. On 10 Double-Faced Records (6756-6765) in Unit Program Carrier

## Columbia Phono. Co., Inc.

**CELEBRITY SERIES**

7142-M Ay-Ay-Ay Schlaf ein, mein Blond-Engel (Perez-Freire-Beda)—Tenor Solo, Richard C. Tauber 12  
Song of India (Sadko) (Rimsky-Korsakov)—Tenor Solo, Richard C. Tauber 12  
143-M Coq D'Or: Hymn to the Sun (Rimsky-Korsakov-Franko)—Violin Solo, Eddy Brown 10  
Song of India (Sadko) (Rimsky-Korsakov)—Violin Solo, Eddy Brown 10  
2056-M Andrea Chenier: Improviso—Come un bel di (As on a Fair Spring Day), Parts 1 and 2 (Giordano)—Tenor Solo, Aroldo Lindi 10  
2055-M La Boheme: Musetta's Waltz Song (Puccini)—Soprano Solo, Maria Kurenko 10  
Mignon: Connais-tu le pays? (Knowest Thou the Land?) (Thomas)—Soprano Solo, Maria Kurenko 10  
7141-M Mazurka in B Minor (Chopin)—Piano Solo, Ignaz Friedman 12  
La Campanella (Liszt-Busoni)—Piano Solo, Ignaz Friedman 12  
5073-M Tannhauser: Song to the Evening Star (Wagner)—Baritone Solo, Fraser Gange 12  
The Fortune Teller: Gypsy Love Song (Slumber On, My Little Gypsy Sweetheart) (Herbert)—Baritone Solo, Fraser Gange 12  
7140-M The Little Minister: Overture—Parts 1 and 2 (Mackenzie)—Instrumental, New Queen's Hall Light Orch. (Sir Alexander Mackenzie, Con.) 12

**SACRED MUSIC**

1202-D America the Beautiful, Columbia Mixed Chorus 12  
Battle Hymn of the Republic, Columbia Mixed Chorus 12  
1201-D The Church by the Side of the Road—Vocal Duet, Homer A. Rodeheaver-Doris Doe Sweetener as the Years Go By—Vocal, Homer A. Rodeheaver 10

**INSTRUMENTAL MUSIC**

50053-D Poet and Peasant—Parts 1 and 2 (von Suppe), Columbia Symphony Orch. (Dir. R.H. Bowers) 12  
50054-D Voices of Spring (Frühlingstimmen) (Strauss; Op. 410)—Waltz, Johann Strauss and Symphony Orch. Enjoy Your Life (Gretel, Euch Des Lebens) (Strauss; Op. 340)—Waltz, Educh Des Lebens, Johann Strauss and Symphony Orch. 12  
1204-D Llewellyn Waltz—Saxophone Solo, Rudy Wiedoeft 10  
Serenade—Saxophone Solo, Rudy Wiedoeft 10  
1211-D Dainty Miss—Fox-trot, Constance Mering-Muriel Pollock 10  
Polly—Fox-trot; Piano Duet, Constance Mering-Muriel Pollock 10  
1207-D Is Everybody Happy Now? (From "Artists and Models")—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10  
Down the Old Church Aisle—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10  
1205-D Dawn (From "Golden Dawn")—Fox-trot, with Vocal Chorus, Leo Reisman and His Orch. We Two (From "Golden Dawn")—Fox-trot, with Vocal Chorus, Leo Reisman and His Orch. 10  
1226-D Maybe I'll Baby You (From "Take the Air")—Fox-trot, with Vocal Chorus, Max Fisher and His California Orch. Lullaby (From "Take the Air")—Fox-trot, with Vocal Chorus by Johnny Murray, Max Fisher and His California Orch. 10  
1222-D Dear, on a Night Like This—Fox-trot, with Vocal Chorus by Lewis James, Cass Hagan and His Park Central Hotel Orch. I'll Think of You—Fox-trot, with Vocal Chorus, Al Lentz and His Orch. 10  
1212-D What'll You Do?—Fox-trot, with Vocal Chorus, Leo Reisman and His Orch. There's One Little Girl Who Loves Me—Fox-trot, with Vocal Chorus by Harold Lambert, Ipana Troubadours (S. C. Lanin, Dir.) 10  
210-D Girl of My Dreams—Waltz, with Vocal Chorus by Kenneth Sargent, Eddie Thomas' Collegians 10  
To-morrow—Waltz, with Vocal Chorus by Vincent Van Tuyl, Eddie Thomas' Collegians 10  
1184-D Somebody Lied About Me—Waltz, with Vocal Chorus by Elliott Shaw, The Columbians 10  
Rose of the Lane—Waltz, with Vocal Chorus by Elliott Shaw, The Columbians 10  
1213-D 'S Wonderful (From "Funny Face")—Fox-trot, with Vocal Chorus by Harold Lambert, Ipana Troubadours (S. C. Lanin, Dir.) 10  
My One and Only (From "Funny Face")—Fox-trot, with Vocal Chorus by Tom Stacks, Clicquot Club Eskimos (Dir. Harry Reser) 10

1229-D Five Pennies—Fox-trot, The Charleston Chasers (Dir. "Red" Nichols) 10  
Feelin' No Pain—Fox-trot, The Charleston Chasers (Dir. "Red" Nichols) 10  
1227-D I Told Them All About You—Fox-trot, with Vocal Chorus, The Four Aristocrats 10  
Make My Cot Where the Cot-Cot Cotton Grows—Fox-trot, with Vocal Chorus by Arthur Fields, California Ramblers 10  
1209-D The Song Is Ended (But the Melody Lingers On)—Waltz, with Vocal Chorus by James Melton, The Columbians 10  
There Must Be Somebody Else—Fox-trot, with Vocal Chorus by Harold Lambert, The Radiolites 10  
1157-D Hanohano Hanalei—Hawaiian Hula—Instrumental and Vocal, South Sea Islanders 10  
Liliu E—Hawaiian Hula—Instrumental and Vocal, South Sea Islanders 10  
1197-D An Old Guitar and an Old Refrain—Fox-trot, with Vocal Chorus by Ralph Pollock, Ralph Pollock and His Orch. 10  
Why Should I Say That I'm Sorry—Waltz, Ralph Pollock and His Orch. 10

**VOCAL NUMBERS**

1198-D Two Black Crows—Part 5—Comedy Sketch, Moran-Mack 10  
Two Black Crows—Part 6—Comedy Sketch, Moran-Mack 10  
1206-D Diane (From "Seventh Heaven")—Vocal, James Melton 10  
An Old Guitar and an Old Refrain—Vocal, James Melton 10  
1208-D Blue River—Vocal, Ruth Etting 10  
Love Is Just a Little Bit of Heaven—Vocal, Ruth Etting 10  
1221-D There's a Ricketty, Racketty Shack—Vocal Duet, Van Schenck 10  
Is She My Girl Friend? (How-de-ow-dow!)—Vocal Duet, Van Schenck 10  
1199-D Did You Mean It? (From "A Night in Spain")—Vocal, Lee Morse 10  
Old Fashioned Romance—Vocal, Lee Morse 10  
1220-D After I've Called You Sweetheart—Vocal, Charles Kaley 10  
A Shady Tree—Vocal, Charles Kaley 10  
1228-D Sweetheart Memories, The Girl Baritone (Kitty O'Connor) 10  
Sailin' On—Vocal Harmonies, Ethel and Dorothea Ponce 10  
1203-D My Blue Heaven—Male Quartet, The Singing Sophomores 10  
When Honey Sings an Old-Time Song, The Singing Sophomores—Vaughn de Leath 10  
1215-D Wherever You Are (From "Sidewalks of New York")—Vocal Duet, Vaughn de Leath-Franklyn Baur 10  
Play-Ground in the Sky (From "Sidewalks of New York")—Vocal Duet, Vaughn de Leath-Frank Harris 10  
1200-D Oshkosh—Vocal, Dale Wimbrow, the Del-Mar-Va Songster and His Rubeville Tuners 10  
Roll Right Off a My Green—Vocal, The Del-Mar-Va Songster and His Rubeville Tuners 10

**FAMILIAR TUNES—OLD AND NEW**

15201-D A Corn Licker (In Georgia—Parts 1 and 2)—Featuring Clayton McMichen, Riley Puckett, Gid Tanner, Lou Stokes, Fate Norris, Bob Nichols and Bill Brown 10  
15204-D Big Ball in Town, Gid Tanner and His Skillet-Lickers, with Old McDonald Had a Farm, Riley Puckett and Clayton McMichen 10  
15207-D When the Roll Is Called Up Yonder, Rev. M. L. Thrasher and His Gospel Singers 10  
15202-D Aloha Ole (Farewell to Thee), McMichen's Melody Men 10  
15203-D He Pardoned Me—Sacred Music, Bush Brothers 10  
Saved by His Sweet Grace—Sacred Music, Bush Brothers 10  
15209-D Ladies on the Steamboat—Dance, Burnett-Rutherford 10  
Billy in the Low Ground—Dance, Burnett-Rutherford 10  
15205-D The Old Hat, Leake County Revelers 10  
Monkey in the Dog Cart, Leake County Revelers 10  
15210-D Old Aunt Betsy, Frank Blevins and His Tar Heel Rattlers 10  
Fly Around, My Pretty Little Miss, Frank Blevins and His Tar Heel Rattlers 10  
15208-D Gospel Waves, Smith's Sacred Singers 10  
He Bore It All, Smith's Sacred Singers 10  
15206-D Red River Valley—Vocal Duet, Hugh Cross-Riley Puckett 10  
When You Wore a Tulip—Vocal Duet, Hugh Cross-Riley Puckett 10

**IRISH RECORDS**

33214-F Danny Boy; Come Back to Erin—Waltz, Dublin Orch. 10  
Believe Me If All Those Endearing Young Charms; Wearin' of the Green—Waltz, Dublin Orch. 10  
33215-F Heathy Breeze—Reel, Sullivan's Shamrock Band 10  
The Mouse in the Cupboard—Jig, Sullivan's Shamrock Band 10  
33216-F The Maid of Ballintra—Reel; Violin, with Liltin', George Halpin-M. Stanford 10  
The Thrush on the Hedge—Jig; Violin, with Liltin', George Halpin-M. Stanford 10  
33217-F Open the Door Softly; Kitty, My Love, Will You Marry Me?—Baritone Solo, Walter McNally 10  
Kathleen Maureen—Baritone Solo, Walter McNally 10  
33218-F Ireland Is Ireland to Me—Tenor Solo, Michael Ahern 10  
The Dear Little Shamrock—Tenor Solo, Michael Ahern 10  
33219-F The Darlin' Girl From Clare—Tenor Solo, Seamus O'Doherty 10  
The Glen of Aherlow—Tenor Solo, Seamus O'Doherty 10  
33220-F The Old Side Car—Flute Solo, John Griffin (The Fifth Ave. Bus Man) 10  
Three Little Leaves of Irish Green—Flute Solo, John Griffin (The Fifth Ave. Bus Man) 10

(Continued on page 120)



THE LATEST RECORD BULLETINS—(Continued from page 119)

- 33221-F Cooch O'Leary—Vocal . . . . .Shaun O'Nolan 10  
The Irish Fiddler—Vocal. . . . .Shaun O'Nolan 10
- 33222-F On the Road to the Fair—Jew's Harp and  
Guitar Duet . . . . .Planagan Brothers 10  
The Letrim Thrust—Reel. . . . .Planagan Brothers 10
- 33223-F Cadden's Fancy—Jig Set; Violin Duet. . . . .  
Frank Quinn-Joe Maguire 10  
Donovan's Reel—Reel Set; Violin Duet. . . . .  
Frank Quinn-Joe Maguire 10

Edison Disc Records

SPECIALS

- 52141 The Song Is Ended (But the Melody Lingers  
On) (Berlin) . . . . .J. Donald Parker  
Together, We Two (Berlin) . . . . .J. Donald Parker  
52145 Rhapsody in Blue—Part 1 (Gershwin). . . . .  
The Edisonans  
Rhapsody in Blue—Part 2 (Gershwin). . . . .  
The Edisonans
- 52144 The Whole World Is Waiting (For Dreams to  
Come True) (Harrison-Moore) . . . . .Vernon Dalhart  
Where the Coosa River Flows (Johnson-Sher-  
man-Craver) . . . . .Vernon Dalhart
- 52150 Among My Souvenirs (Leslie-Nicholls). . . . .  
Charles Harrison  
I'm in Heaven When I See You Smile, Diane  
(Rapee-Pollack) . . . . .The Rollickers
- 52151 Pullman Porters—A Dinky Sketch. . . . .  
Two Dark Knights  
All at Sea—A Dinky Sketch. . . . .Two Dark Knights  
Moonlight Lane (Green-Francis-Glogau)—Violin  
Solo . . . . .Rae Eleanor Ball  
Yesterday (Harrison-Wilhite)—Violin Solo. . . . .  
Rae Eleanor Ball
- 52149 Go Home and Tell Your Mother (That I Love  
You) (Baer-Russell-Schuster) —Dave Kaplan  
at the Piano.  
The Happiness Boys (Billy Jones-Ernest Hare)  
Get 'Em in a Rumble Seat (Davidson-Lamp-  
Marshall)—Dave Kaplan at the Piano.  
The Happiness Boys (Billy Jones-Ernest Hare)
- 52152 Mine—All Mine (Ruby-Cowan-Step). . . . .  
Frank Braidwood (The Cowboy Baritone)  
It All Belongs to Me (From "Ziegfeld Follies  
of 1927") (Berlin) . . . . .  
E. Braidwood (The Cowboy Baritone) and His Uke
- 52157 Dear, On a Night Like This (Caesar-Conrad). . . . .  
Jack Parker-Will Donaldson  
Nothin' (Turk-Handman). . . . .  
Jack Parker-Will Donaldson
- 52158 (I Scream—You Scream—We All Scream (For  
Ice Cream) (Johnson-Moll-King) . . . . .The Rollickers  
We (My Honey and Me) (Woods-Tollie-Sher-  
man) . . . . .The Rollickers
- 52159 There Must Be Somebody Else (Gottler-Clare-  
Pinkard) . . . . .Vaughn de Leath (The Radio Girl)  
What'll You Do? (Miller-Cohn). . . . .  
Vaughn de Leath (The Radio Girl)
- 52163 Old Man Noah—Male Voice. . . . .Ritz Quartet  
Old Time Song Medley—Male Voice. . . . .Ritz Quartet
- 52161 Where in the World Is There Someone for  
Me (Lewis-Marks-Gill-Lombardo)—Tenor. . . . .  
Charles Harrison  
My Melancholy Baby (Norton-Burnett)—Tenor. . . . .  
Victor Hall
- 52153 When Shadows Fall (O'er the Canyon Wall)  
(Applegate-Loth) . . . . .Ernest Davis  
Brown October Ale (From "Robin Hood")  
(Smith-DeKoven) . . . . .J. Lester Haberkorn

FLASHES

- 52148 Dream Kisses (Yellen-Jerome)—Fox-trot, with  
Vocal Refrain by Vaughn de Leath. . . . .  
Irwin Abrams with His Orch.  
I'm Telling the World (That I Love You) (Ash-  
more-Clarke-Polla) . . . . .Fox-trot, with Vocal  
Chorus by J. Donald Parker.
- 52147 My New York (Berlin)—Fox-trot, with Vocal  
Chorus by Billy Jones. . . . .  
Dave Kaplan with His Happiness Orch.  
Five Pennies (Nichols) . . . . .Fox-trot.  
Ernest Davis and His Orch.
- 52154 Mollv Malone (From "The Merry Malones")  
(Cohan)—Waltz, with Incidental Singing by the  
Rollickers . . . . .Jack Stillman's Orch.  
Moonlight Lane (Green-Francis-Glogau)—Waltz,  
with Incidental Singing by the Rollickers. . . . .  
Jack Stillman's Orch.
- 52155 Among My Souvenirs (Leslie-Nicholls) and Palais d'Or  
Rain (Ford)—Fox-trot, with Vocal Chorus by  
Ernest Hare. . . . .  
Al Friedman and His "Yoeng's" Orch.  
52156 Did You Mean It? (Baker-Silver-Lyman)—Fox-  
trot, with Vocal Chorus by Arthur Fields. . . . .  
Joe Green and His Novelty Orch.  
So Tired (Little-Sizemore)—Fox-trot, with Vocal  
Chorus by Arthur Fields. . . . .  
Joe Green and His Novelty Orch.
- 52162 Blue Baby (Why Are You Blue) (Klages-Green-  
Haid)—Fox-trot, with Vocal Chorus by Ernest  
Hare . . . . .Al Friedman and His "Yoeng's" Orch.  
Tell Me Little Joe—Fox-trot (Lombardo-Miles)  
Golden Gate Orchestra with Vocal Chorus
- 52164 Make My Cot Where the Cot Cot Cotton Grows  
(Le Soir-Doll-Klein)—Fox-trot—Golden Gate Orch.  
For My Baby (Kahal-Wheeler-Snyder) — Fox-  
trot, with Vocal Chorus . . . . .Golden Gate Orch.
- 52166 Singapore Sorrows (Le Soir-Doll)—Fox-trot,  
with Incidental Singing. . . . .  
B. A. Rolfe (Trumpet Virtuoso) and Palais  
d'Or Orch.  
Dawn (From "Golden Dawn") (Harbach-Ham-  
merstein II-Stolz-Stohart)—Fox-trot. . . . .  
Frank Cornwall and His Orch.

GERMAN

- 57026 Spiellutt, spielt's an (Play, People, Play) (Ed.  
Hoenes, Op. 44)—Walzer. . . . .  
Gottsmann's Zither Trio  
Die lustigen Dorfmusikanten—Landler (The  
Happy Peasant Musician) (Hans Dondl, Op.  
197) . . . . .Gottsmann's Zither Trio

Okeh Records

LIST FOR DECEMBER 25

DANCE MUSIC

- 40939 Dream Kisses (Yellen-Jerome)—Fox-trot, with  
Vocal Refrain . . . . .The Gotham Troubadours  
In a Shady Nook by a Babbling Brook (Pease-  
Nelson)—Fox-trot, with Vocal Refrain. . . . .  
The Gotham Troubadours
- 40940 Blue Baby Why Are You Blue? (Klages-Green-  
Haid)—Fox-trot, with Vocal Refrain. . . . .  
The Goofus Five  
Is She My Girl Friend? (How-dee-dow-dow!)  
(Yellen-Ager)—Fox-trot. . . . .The Goofus Five
- 40941 The Beggar (Kahal-Wheeler-Snyder)—Fox-trot,  
with Vocal Duet . . . . .The Okeh Melodians  
How Long Has This Been Goin' On? (Davis-

- Wendling)—Fox-trot, with Vocal Refrain,  
The Okeh Melodians
- 40945 Among My Souvenirs (Leslie-Nicholls)—Fox-  
trot, with Vocal Refrain—Justin Ring's Okeh Orch.  
Away Down South in Heaven (Green-Warren)  
—Fox-trot, with Vocal Refrain. . . . .  
Justin Ring's Okeh Orch.

VOCAL RECORDS

- 40942 After I've Called You Sweetheart (How Can  
I Call You Friend?) (Grossman-Little)—  
Vocal, with Piano—Joe Davis (The Melody Man)  
The Hours Spent With You (Lewis-Young-  
Little)—Vocal, with Piano. . . . .  
Joe Davis (The Melody Man)
- 40946 Oh! My Operation (Rose-McDonald-Greer)—  
Vocal, with Piano . . . . .Jack Lynch  
Where Is My Meyer? (Where's the Himalaya?)  
(From Balieff's "Chastres Souris") (Gilbert  
Profes)—Vocal, with Piano. . . . .Jack Lynch

INSTRUMENTAL MUSIC

- 40943 Charmaine! (Rapee-Pollack)—Hawaiian Instru-  
mental . . . . .Fererer-Paaluhui  
La Golondrina—Hawaiian Instrumental. . . . .  
Fererer-Paaluhui
- 40944 Yesterday (Harrison-Wilhite)—Pine Organ Solo,  
with Vocal Refrain by Seger Ellis. . . . .  
Sigmund Krumgold  
My Blue Heaven (Donaldson)—Pine Organ Solo,  
Sigmund Krumgold

OLD TIME TUNES

- 45170 Don't Love a Smiling Sweetheart—Singing, with  
Banjo . . . . .Mountain Dew Dare  
Courtin' the Widow—Singing, with Banjo. . . . .  
Mountain Dew Dare
- 45171 I've Got a Woman on Sourwood Mountain—  
Instrumental, with Singing. . . . .  
Earl Johnson and His Clodhoppers  
Johnnie, Get Your Gun—Vocal, with Instru-  
mental . . . . .Earl Johnson and His Clodhoppers
- 45172 I'll Be Ready—Vocal—Murphy Sacred Singers  
That Beautiful Home—Vocal—Murphy Sacred Singers

RACE RECORDS

- 8525 (Norfolk) Church Street Sobbin' Blues (Lada-  
Cawley-Nunez)—Fox-trot. . . . .  
Clarence Williams' Washboard Four  
Yama Yama Blues (Williams-Williams)—Fox-trot.  
Clarence Williams' Washboard Four
- 8526 Range in My Kitchen Blues (Alexander)  
Singing, with Guitar. . . . . "Texas" Alexander  
Farm Hand Blues (Alexander)—Singing, with  
Piano . . . . . "Texas" Alexander
- 8527 Deacon's Prayer Service—Sermon. . . . .  
Deacon Leon Davis, assisted  
by Sisters Jordan and Norman  
Experience Meeting—Sermon. . . . .  
Deacon Leon Davis, assisted  
by Sisters Jordan and Norman

LIST FOR JANUARY 5

DANCE MUSIC

- 40947 Four String Joe (Venuti-Lang)—Fox-trot,  
Joe Venuti's Blue Four
- Penn Beach Blues (Venuti-Lang)—Fox-trot.  
Joe Venuti's Blue Four
- 40948 My Heart Stood Still (From "A Connecticut  
Yankee") (Hart-Rodgers)—Fox-trot, with  
Vocal Refrain. . . . .  
Irwin Abrams and His Hotel Manger Orch.  
I Feel at Home With You (From "A Connecti-  
cut Yankee") (Hart-Rodgers)—Fox-trot, with  
Vocal Refrain. . . . .  
Irwin Abrams and His Hotel Manger Orch.
- 40950 Girl of My Dreams (Clapp)—Waltz, with Vocal  
Refrain . . . . .Southern Melody Artists  
The Hours I Spent With You (Lewis-Young-  
Little)—Waltz, with Vocal Refrain. . . . .  
Southern Melody Artists

VOCAL RECORDS

- 40951 A Shady Tree (Donaldson)—Vocal, with Violin,  
Cello and Piano . . . . .Mark Fisher  
Everywhere You Go (Shay-Goodwin-Fisher)—  
Vocal, with Violin, Cello and Piano. Mark Fisher
- 40952 Among My Souvenirs (Leslie-Nicholls)—Vocal,  
with Justin Ring's Salon Orch. . . . .Seger Ellis  
It Was Only a Sun Show (Kahal-Wheeler-  
Snyder)—Vocal, with Justin Ring's Salon  
Orch. . . . .Seger Ellis

INSTRUMENTAL

- 40949 Wabash Blues (Meinken)—Clarinet, with Piano;  
Guitar by Ed Lang. . . . .Boyd Senter  
The Boss of the Stomps (Russell)—Clarinet,  
with Piano; Guitar by Ed Lang. . . . .Boyd Senter
- 45173 Scottdale Stomp—Instrumental. . . . .  
Scottdale String Band

OLD TIME TUNE RECORDS

- 45174 Daniel in the Den of Lions—Vocal Duet, with  
Instrumental Accomp. . . . .North Carolina Cooper Boys  
Red Rose of Texas—Vocal, with Instrumental  
Accomp. . . . .North Carolina Cooper Boys
- 45175 Is It Well With Your Soul?—Vocal Quartet. . . . .  
Carolina Quartet  
Saved by His Sweet Grace—Vocal Quartet. . . . .  
Carolina Quartet

RACE RECORDS

- 8528 Blackbird Blues—Vocal, with Piano and Guitar,  
Raymond Boyd
- Unkind Mama (Harris)—Vocal, with Piano and  
Guitar . . . . .Raymond Boyd
- 8529 Alligator Blues (Williams)—Vocal, with Guitars,  
Helen Humes
- Everybody Does It Now (Hughes)—Vocal, with  
Piano . . . . .Helen Humes
- 8530 St. Louis Blues (Handy)—Guitar Duet. . . . .  
Weaver-Beasley  
Bottle Neck Blues (Weaver)—Guitar Duet. . . . .  
Weaver-Beasley

EUROPEAN RECORDINGS

- 3214 Forget-Me-Not (Vergissmeinnicht) Parts 1 and 2  
(Waldteufel)—Orchestra. . . . .  
Edith Lorand and Her Orch.  
3215 Minuet in G (Beethoven); Fair Rosemary  
(Kreisler)—Violin Solo . . . . .Edith Lorand  
Trio in G—Finale (Beethoven)—Instrumental  
Trio, with Violin, Cello and Piano. . . . .  
Edith Lorand Trio
- 5132 Lohengrin—Selections Parts 1 and 2 (Wagner)  
—Symphony Orchestra. . . . .  
Eduard Moerike and the Orchestra  
of the State Opera House, Berlin

LIST FOR JANUARY 15

DANCE MUSIC

- 40953 Marianne (Naylor-Hays-Alexander-Heracher)  
—Waltz, with Vocal Duet Refrain. . . . .  
Billy Hays and His Orch.  
There's a Rickety Rackety Shack (By a Rickety  
Rackety Road) (Tobias-Turk)—Fox-trot, with  
Vocal Duet Refrain. Billy Hays and His Orch.
- 40954 'S Wonderful (From "Funny Face") (Gersh-  
win-Gershwin)—Fox-trot, with Vocal Refrain,  
Tom Stacks and His Orch.



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**3 Big Hits**

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WHETHER IT SHINES  
ALL I WANT IS  
JUST YOUR LOVE  
WHEN ITS NECKING  
TIME IN GREAT NECK  
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- Maybe I'll Baby You (From "Take the Air")  
(Buck-Stamper)—Fox-trot, with Vocal Refrain,  
Tom Stacks and His Orch.
- 40955 Black and Tan Fantasy (Miley-Ellington)—Fox-  
trot . . . . .Duke Ellington and His Orch.  
What Can a Poor Fellow Do? (Meyers-  
Schoebel)—Fox-trot. . . . .  
Duke Ellington and His Orch.

- 40956 After We Kiss (Britt-Fiorito)—Waltz, with  
Vocal Refrain by Seger Ellis. . . . .  
The Royal Music Makers  
The Sweetheart of Sigma Chi (Stokes-Vernor)  
—Waltz, with Vocal Refrain by Seger Ellis. . . . .  
The Royal Music Makers

VOCAL RECORDS

- 40957 I Nikiniki Malie (Hawaiian Yodel)—Vocal,  
with Hawaiian Guitars. . . . .Kalama's Quartet  
Medley of Hulas—Vocal, with Hawaiian Guitars. . . . .  
Kalama's Quartet
- 40958 The Beggar (Kahal-Wheeler-Snyder)—Vocal,  
with Violin, Guitar and Piano. . . . .Noel Taylor  
Girl of My Dreams (Clapp)—Vocal, with Orch. . . . .  
Noel Taylor

OLD TIME TUNE RECORDS

- 45176 Did He Ever Return?—Vocal, with Instrumental,  
Fiddlin' John Carson and His Virginia Reelers  
Engineer on the Mogull—Vocal, with Instru-  
mental. . . . .Fiddlin' John Carson and His Virginia Reelers
- 45177 Little Maud—Vocal, with Guitar and Banjo. . . . .  
Bela Lam and His Greene County Singers  
Sweet Bye and Bye—Vocal, with Guitar and Banjo. . . . .  
Bela Lam and His Greene County Singers
- 45178 Kansas City Railroad Blues—Instrumental. . . . .  
George Walburn-Emmett Hethcox  
Polecat Blues—Instrumental. . . . .  
George Walburn-Emmett Hethcox

RACE RECORDS

- 8531 Dope Head Blues (Spivey)—Vocal, with Piano  
and Guitar . . . . .Victoria Spivey  
Blood Thirsty Blues (Spivey)—Vocal, with  
Piano and Guitar . . . . .Victoria Spivey
- 8532 White Horse and His Rider—Sermon. . . . .  
Rev. J. M. Gates, Assisted by Deacon Leon  
Davis and Sisters Jordan and Norman  
Hell Bound Express Train—Sermon. . . . .  
Rev. J. M. Gates, Assisted by Deacon Leon  
Davis and Sisters Jordan and Norman
- 8533 Ballin' the Jack (Clark)—Fox-trot. . . . .  
The Chicago Footwarmers  
Grandma's Ball (Blythe)—Fox-trot. . . . .  
The Chicago Footwarmers

Regal Dance Records

DANCE RECORDS

- 8454 Mary (What Are You Waiting For?)—Fox-trot. . . . .  
The Rounders  
Down South—Fox-trot. . . . .Markel's Society Favorites
- 8455 Dream Kisses—Fox-trot. . . . .Fred Rich's Dance Orch.  
Sorry—Fox-trot. . . . .Fletcher Henderson's Collegians
- 8456 I Fell Head Over Heels in Love—Fox-trot. . . . .  
Sam Lanin's Dance Orch.  
Who Knows—Fox-trot. . . . .Sam Lanin's Dance Orch.
- 8457 Away Down South in Heaven—Fox-trot. . . . .  
Sam Lanin's Dance Orch.  
Rain—Fox-trot . . . . .Sam Lanin's Dance Orch.
- 8458 The Hours I Spent With You—Waltz. . . . .  
Adrian Schubert's Salon Orch.  
My Ohio Lullaby—Waltz. . . . .  
Adrian Schubert's Salon Orch.
- 8459 Normandy—Fox-trot. . . . .Markel's Society Favorites  
So Tired—Fox-trot . . . . .Fred Rich's Dance Orch.
- 8460 Without You Sweetheart—Fox-trot. . . . .The Rounders  
Our Bungalow of Dreams—Fox-trot. . . . .  
Fred Rich's Dance Orch.
- 8461 Girl of My Dreams—Waltz. . . . .Adrian Schubert's Salon Orch.  
Where in the World (Is There Someone for  
Me)—Waltz . . . . .Adrian Schubert's Salon Orch.
- 8462 My Heart Stood Still (From "A Connecticut  
Yankee")—Fox-trot . . . . .Markel's Society Favorites  
Tin Pan Parade—Fox-trot. . . . .The Rounders.
- 8463 Let a Smile Be Your Umbrella—Fox-trot. . . . .  
Markel's Society Favorites  
Candied Sweets—Fox-trot—Jack Pettis and His Band

VOCAL RECORDS

- 8464 Among My Souvenirs—Baritone Solo, with  
Orch. Accomp. . . . .Harold Lambert  
My Melancholy Baby—Baritone Solo, with  
Orch. Accomp. . . . .Harold Lambert
- 8465 I'm in Heaven When I See You Smile, Diane—  
Tenor Solo, with Orch. Accomp. . . . .Charles Harrison  
My Dreams Are Dreams of You—Tenor Solo,  
with Orch. Accomp. . . . .Charles Harrison
- 8466 Away Down South in Heaven—Male Duet, with  
Novelty Accomp. . . . .Radio Eddie-Harold Lambert  
Did You Mean It?—Male Duet, with Novelty  
Accomp. . . . .Radio Eddie-Harold Lambert
- 8467 Go Home and Tell Your Mother—Tenor Solo,  
with Orch. Accomp. . . . .Irving Kaufman  
You Can't Walk Back From an Acroplane—  
Tenor Solo, with Orch. Accomp. . . . .Irving Kaufman
- A PAIR OF BLACK ACES
- 8468 A Pair of Black Aces—Part 3—"Gwine to  
Africa"—Comedy Dialogue . . . . .Miller-Lyles



THE LATEST RECORD BULLETINS—(Continued from page 120)

- A Pair of Black Aces—Part 4—"Moneyless Debts"—Comedy Dialogue.....Miller-Lyles
- NOVELTY RECORDS
- 8469 The Old Grey Mare—Tenor Solo, with Novelty Accomp.....Vernon Dalhart
- The Wreck of the C. & O. No. 5—Tenor Solo, with Novelty Accomp.....Vernon Dalhart
- 8470 When the Sun Goes Down Again—Male Duet, with Novelty Accomp.....Dalhart-Robison
- Hear Dem Bells—Male Duet, with Novelty Accomp.....Dalhart-Robison
- 8471 Weeping Willow Lane—Hawaiian Guitars, with Vocal Refrain.....Frank Ferera's Hawaiians
- My Hawaiian Star—Hawaiian Guitars, with Vocal Refrain.....Frank Ferera's Hawaiians
- 8472 My Blue Heaven—Hawaiian Guitars, with Vocal Refrain.....Frank Ferera's Hawaiians
- Hawaiian Eyes—Hawaiian Guitars, with Vocal Refrain.....Frank Ferera's Hawaiians
- RACE RECORD
- 8473 Police Blues—Comedienne, with Novelty Accomp.....Lizzie Miles
- You Can't Have It Unless I Give It to You—Comedienne, with Novelty Accomp.....Lizzie Miles

Gennett Records

- ELECTROBEAM (BLACK LABEL) RECORDS
- LIST FOR JANUARY
- POPULAR DANCE RECORDS
- 6309 The Hours I Spent With You—Waltz, with Vocal Chorus.....Emil Seidel and His Orch.
- Down South—Fox-trot, with Vocal Ensemble, Emil Seidel and His Orch.
- 6310 I'll Think of You—Fox-trot, with Vocal Chorus, Bob Deikman and His Orch.
- Dancing Tambourine—Fox-trot, Bob Deikman and His Orch.
- 6311 One Night in Havana, Hoagy Carmichael and His Pals
- Stardust—Stomp.....Hoagy Carmichael and His Pals
- POPULAR VOCAL
- 6312 Where the Cot-Cot-Cotton Grows—Accomp. by Fred Roehr, The Monitor Boys of Crosley Radio WLW
- Gee! But I'm Lonesome To-night—Accomp. by Fred Roehr, The Monitor Boys of Crosley Radio WLW
- 6313 I Ain't Got Nobody (And Nobody Cares for Me)—Piano Accomp., Bailey-Barnum (The Banjo-ker and the Songster)
- I Told Them All About You—Piano Accomp., Bailey-Barnum (The Banjo-ker and the Songster)
- 6314 White Wings (Carry Me Home)—Baritone, with Orch. Accomp.....Edgar Welch
- Lonely in a Crowd—Tenor, with Orch. Accomp., Elliott Stewart
- 6315 Beneath Venetian Skies (With You), Radcliffe Brothers
- Are You Thinking of Me To-night? Radcliffe Brothers
- STANDARD VOCAL
- 6316 When you're Gone I Won't Forget—Piano Accomp.....Woodlawn Quartet
- Darling Nellie Gray—Piano Accomp., Woodlawn Quartet
- YODEL
- 6317 In the Mountains High—Accomp. by Walt Anderson and Orch.....Les Backer

- Sleep Baby Sleep—Accomp. by Piano, Steel Hawaiian Guitar and Tenor Guitar....Les Backer
- OLD TIME PLAYIN'
- 6318 The Old Fashioned Square Dance—Old Time Harmonica and Guitar Playin', Billy Milton and His One Man Band
- Dill Pickles—Old Time Harmonica and Guitar Playin', Billy Milton and His One Man Band
- OLD TIME SINGIN' AND PLAYIN'
- 6319 My Little Old Sod Shanty on the Claim—Banjo Accomp.....Chubby Parker
- His Parents Haven't Seen Him Since—Banjo Accomp.....Chubby Parker
- 6320 You Never Miss Your Mother Until She's Gone, Henry Whitter-G. B. Grayson
- Train No. 45.....Henry Whitter-G. B. Grayson
- RACE RECORDS
- 6321 Mistreated Blues—Vocal Blues, with Accomp. by Celeste and Violin.....Katherine Baker
- Brick Flat Blues—Vocal Blues, with Accomp. by Piano and Violin.....Lizzie Washington
- 6322 Mean Dog Blues—Instrumental; Drag Blues, Dunk Rendleman and the Alabamians
- Canned Heat Blues—Instrumental; Drag Blues, Tripping Harmony Boys
- 6323 Funeral Sermon—Sermon, with Singing, Rev. J. F. Forest
- Prayer Meeting and Sermon—Sermon, with Singing.....Rev. J. F. Forest
- 6324 Together, We Two.....Emil Seidel and His Orch.
- Did You Mean It?.....Emil Seidel and His Orch.
- LIST FOR JANUARY 15
- POPULAR DANCE RECORDS
- 6324 Together, We Two—Fox-trot, Emil Seidel and His Orch.
- Did You Mean It?—Fox-trot, Emil Seidel and His Orch.
- 6325 Among My Souvenirs—Fox-trot, Bob Deikman and His Orch.
- Cobble-Stones—Fox-trot, Bob Deikman and His Orch.
- 6326 Bugs—Fox-trot.....Willie Jones and His Orch.
- Michigan Stomp (Stomp) Willie Jones and His Orch.
- 6327 The Song Is Ended (But the Melody Lingers On)—Waltz.....Emil Seidel and His Orch.
- For My Baby—Fox-trot, Emil Seidel and His Orch.
- POPULAR VOCAL RECORDS
- 6328 Among My Souvenirs—Vocal.....Les Backer
- Mother, I Still Have You—Vocal.....Les Backer
- 6329 Got No Time—Vocal.....Grace Wilson
- Grass Is Always Greener—Vocal.....Grace Wilson
- 6330 Down Our Way—Vocal Duet, The Monitor Boys of Crosley Radio WLW
- The Hours I Spent With You—Vocal Duet, The Monitor Boys of Crosley Radio WLW
- NOVELTY RECORDS
- 6331 Hawaiian Waltz Medley—Hawaiian, Lei's Royal Hawaiians
- Kilima Waltz—Hawaiian.....Lei's Royal Hawaiians
- 6332 Massa's in De Cold, Cold Ground.—Banjo Novelty, Albert Bellson
- Scotch Patrol—Banjo Novelty.....Albert Bellson
- OLD TIME SINGIN' AND PLAYIN'
- 6333 Sweet Floetta.....David Miller
- Many Times With You I've Wandered, David Miller
- He Keeps Me Singing, John McChee-Frank Welling
- I've Been Redeemed.....John McChee-Frank Welling
- 6335 They Crucified My Savior.....The Eva Quartet
- Bringing in the Sheaves.....The Eva Quartet

- 6336 Cripple Creek—Old Time Fiddlin', Fiddlin' Doc Roberts
- Old Buzzard—Old Time Fiddlin', Fiddlin' Doc Roberts
- 6337 Barrel House Blues—Race Record; Vocal Blues, Sammy Brown
- The Jockey Blues—Descriptive Piano Novelty, Sammy Brown
- 6338 You Must Have That True Religion—Race Record; Spiritual.....Mt. Sinai Jubilee Quartet
- Live-a-Humble—Race Record; Spiritual, Brooklyn Male Choral Club

Domino Records

- DANCE RECORDS
- 4073 Mary (What Are You Waiting For?)—Fox-trot, The Rounders
- Down South—Fox-trot.....Markel's Society Favorites
- 4075 Dream Kisses—Fox-trot.....Fred Rich's Dance Orch.
- Sorry—Fox-trot.....Fletcher Henderson's Collegians
- 4076 I Fell Head Over Heels in Love—Fox-trot, Sam Lanin's Dance Orch.
- Who Knows—Fox-trot.....Sam Lanin's Dance Orch.
- 4074 Away Down South in Heaven—Fox-trot, Sam Lanin's Dance Orch.
- Rain—Fox-trot.....Sam Lanin's Dance Orch.
- 4077 The Hours I Spent With You—Waltz, Adrian Schubert's Salon Orch.
- My Ohio Lullaby—Waltz, Adrian Schubert's Salon Orch.
- 4071 Normandy—Fox-trot.....Markel's Society Favorites
- So Tired—Fox-trot.....Fred Rich's Dance Orch.
- 4078 Without You Sweetheart—Fox-trot.....The Rounders
- Our Bungalow of Dreams—Fox-trot, Fred Rich's Dance Orch.
- 4072 Girl of My Dreams—Waltz, Adrian Schubert's Salon Orch.
- Where in the World (Is There Someone for Me)—Waltz.....Adrian Schubert's Salon Orch.
- 4079 My Heart Stood Still (From "A Connecticut Yankee")—Fox-trot.....Markel's Society Favorites
- Tin Pan Parade—Fox-trot.....The Rounders
- 4080 Let a Smile Be Your Umbrella—Fox-trot, Markel's Society Favorites
- Candied Sweets—Fox-trot.....The Rounders
- VOCAL RECORDS
- 4082 Among My Souvenirs—Baritone Solo, with Orch. Accomp.....Harold Lambert
- My Melancholy Baby—Baritone Solo, with Orch. Accomp.....Harold Lambert
- 4081 I'm in Heaven When I See You Smile, Diane—Tenor Solo, with Orch. Accomp.....Charles Harrison
- My Dreams Are Dreams of You—Tenor Solo, with Orch. Accomp.....Charles Harrison
- 4083 Away Down South in Heaven—Male Duet, with Novelty Accomp.....Radio Eddie-Harold Lambert
- Did You Mean It?—Male Duet, with Novelty Accomp.....Radio Eddie-Harold Lambert
- 4084 Go Home and Tell Your Mother—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- You Can't Walk Back From an Airplane—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- A PAIR OF BLACK ACES
- 0207 A Pair of Black Aces—Part 3—"Gwine to Africa"—Comedy Dialogue.....Miller-Lyles
- A Pair of Black Aces—Part 4—"Moneyless Debts"—Comedy Dialogue.....Miller-Lyles

(Continued on page 122)

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THE LATEST RECORD BULLETINS—(Continued from page 121)



- NOVELTY RECORDS
2029 The Old Grey Mare—Tenor Solo, with Novelty Accomp.
2028 When the Sun Goes Down Again—Male Duet, with Novelty Accomp.
2010 Weeping Willow Lane—Hawaiian Guitars, with Vocal Refrain
2011 My Blue Heaven—Hawaiian Guitars, with Vocal Refrain
4085 Police Blues—Comedienne, with Novelty Accomp.

Banner Records

- DANCE RECORDS
6142 Away Down South in Heaven—Fox-trot, with Vocal Chorus
6143 Mary (What Are You Waiting For?)—Fox-trot, with Vocal Chorus
6144 The Hours I Spent With You—Waltz, with Vocal Chorus
6145 I'd Rather Be Blue—Waltz, with Vocal Chorus
6146 Let a Smile Be Your Umbrella—Fox-trot, with Vocal Chorus
6147 Who Knows—Fox-trot, with Vocal Chorus
6148 Our Bungalow of Dreams—Fox-trot, with Vocal Chorus
6149 I Fell Head Over Heels in Love—Fox-trot, with Vocal Chorus
6150 Sweetheart Memories—Waltz, with Vocal Chorus
6151 Without You Sweetheart—Fox-trot, with Vocal Chorus
6152 Tin Pan Parade—Fox-trot, with Vocal Chorus
6153 Where in the World (Is There Someone for Me)—Waltz, with Vocal Chorus
6154 So Tired—Fox-trot, with Vocal Chorus
6155 Normandy—Fox-trot, with Vocal Chorus

NOVELTY RECORDS

- 2178 The Charcoal Twins—"Gwine to Africa"—Comedy Dialogue
2179 The Charcoal Twins—"Moneyless Debts"—Comedy Dialogue
2180 The Old Grey Mare—Tenor Solo, with Novelty Accomp.
2181 Hear Dem Bells—Male Duet, with Novelty Accomp.
2182 My Blue Heaven—Hawaiian Guitars, with Vocal Refrain

- 2183 Weeping Willow Lane—Hawaiian Guitars, with Vocal Refrain
6162 Peepin' Jim Blues—Comedienne, with Novelty Accomp.
When You Get Tired of Your New Sweetie—Comedienne, with Novelty Accomp.

Harmony Records

- DANCE SELECTIONS
556-H Mary (What Are You Waiting For?)—Fox-trot, with Vocal Chorus
I've Been Longing for a Girl Like You (For a Long, Long Time)—Fox-trot, with Vocal Chorus
552-H Sweet Stranger—Fox-trot, with Vocal Chorus
551-H Changes—Fox-trot, with Vocal Chorus
557-H Tell Me Little Daisy—Fox-trot, with Vocal Chorus
560-H Keep Sweeping the Cobwebs Off the Moon—Fox-trot, with Vocal Chorus
550-H Dear, on a Night Like This—Fox-trot, with Vocal Chorus
549-H Plenty of Sunshine—Fox-trot, with Vocal Chorus

- Rain—Fox-trot, with Vocal Chorus
559-H Sweetheart Memories—Waltz, with Vocal Chorus
Where in the World (Is There Someone for Me)—Waltz, with Vocal Chorus
546-H For My Baby—Fox-trot, with Vocal Chorus
Summertime Sweethearts (Where Do They Go in the Fall?)—Fox-trot, with Vocal Chorus
545-H Goose Pimples—Fox-trot, with Vocal Chorus
547-H Away Down South in Heaven—Fox-trot, with Vocal Chorus
553-H The Sweetheart of Sigma Chi—Waltz, with Vocal Chorus
544-H The Hours I Spent With You—Vocal
548-H He's Tall and Dark and Handsome—Vocal
A Good Man Is Hard to Find—Vocal
555-H Is She My Girl Friend? (How-de-ow-dow!)—Vocal Duet
561-H You'd Rather Forget Than Forgive—Vocal
558-H A Day in Court—Comedy Dialogue
The New Recruit—Comedy Dialogue

Gimbel Bros. to Operate in Pittsburgh, Taking Over the Kaufmann & Baer Store

Will Continue to Operate Large Talking Machine and Radio Department—New Model Atwater Kent Receiver Impresses Trade—Dealers Facing New Year with Utmost Confidence

PITTSBURGH, PA., January 7.—Talking machine merchants and radio dealers in the Pittsburgh district are facing the new year with the utmost confidence and are of the opinion that the next twelve months hold much of good in a business way for the trade here.

Wallace Russell, of the Standard Talking Machine Co., Victor distributor, stated that the year closed for the company in a most satisfactory manner and that sales were decidedly brisk, especially of the higher-priced styles of the Victor line.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Co., stated that business was exceptionally brisk and that he felt sure that the new year would be a very profitable one for the Victor dealers who seek business in a systematic and progressive manner.

"Sales of Brunswick Panatropes and records were very satisfactory the last quarter of the year," said Manager Lewis of the local Brunswick offices.

The introduction of the new style Atwater Kent radio receiving set here produced quite an impression in radio circles and the local distributor, the Esenbe Co., according to H. M. Swartz, one of the officials of the company, was highly pleased with the volume of business handled within a few hours after the new model was placed on the market.

Gimbel Bros., of New York and Philadelphia, on January 2 took over the Kaufmann & Baer department store and hereafter the store will be known as "Gimbel Bros." The firm will continue to operate the large talking machine and radio department.

J. H. Troup, the well-known music dealer of Harrisburg, was host at the Harrisburg Country Club to the members of the sales force of the J. H. Troup Music House, at which an elaborate turkey dinner was served.

The Superior Auto Accessories Co., of 5117 Baum Boulevard, Pittsburgh, has been appointed distributor for the Kolster radio sets.

New Zenith radio dealers recently appointed by the W. F. Frederick Piano Co., sole distributor in this territory, are: Henderson & Steele, Youngwood, Pa.; James G. John, Beallsville, Pa.; Harold E. Frederick, Bridgeville, Pa.; McKnight & Sons, Brookville, Pa.; Joseph Funari, California, Pa.; W. F. Rossman, Franklin, Pa.; Silas C. Streams, Indiana, Pa.; B. F. Leitenberger Piano Co., and James Gerber, Johnstown; Veiock Music Co., New Brighton, Pa.; Curran Music Co., Sharon, Pa.; D. C. Beatty, Waynesburg, Pa.; M. Karl Smith, New Bethlehem; H. F. Albert Music Co., Millvale, Pa., and F. C. Wampler & Son, McKeesport, Pa.

Dr. Miller Preceded Prof. Theremin in His Invention

It appears from an article by E. S. Bisbee in the New York Sun that Prof. Leo Theremin, who recently arrived in New York from Russia via Paris, to announce his discovery and invention of producing musical sounds by waving his hands about an electrically energized apparatus, is not the original inventor of this principle, for Dr. F. E. Miller, who for more than forty years has made a study of acoustic and electrical phenomena, secured U. S. Patent No. 1,376,288 on April 26, 1921, for an "electrical system for producing musical tones."

Make 8-Inch Records

Through an error in the advertisement of the Talk Back Phonographic Recording Co. of Los Angeles, which ran in the December issue of this publication, the records manufactured by this company were listed as 6" records whereas Talk Back records are 8" double-faced records.

## Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for November—General Increase Over the Year Previous

WASHINGTON, D. C., January 8.—In the summary of exports and imports of the commerce of the United States for the month of November, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during November, 1927, amounted in value to \$58,220, as compared with \$80,125 worth which were imported during the same period of 1926. The eleven months' total ended November, 1927, showed importations, valued at \$602,528; in the same period of 1926, \$596,731, a very substantial increase.

Talking machines to the number of 11,596, valued at \$439,750, were exported in November, 1927, as compared with 8,657 talking machines, valued at \$272,152, sent abroad in the same period of 1926. The eleven months' total showed that we exported 127,972 talking machines, valued at \$4,691,292, as against 92,822 talking machines, valued at \$2,863,984, in 1926.

The total exports of records and supplies for November, 1927, were valued at \$315,142, as compared with \$204,153 in November, 1926. The eleven months ending November, 1927, show records and accessories exported valued at \$2,757,718, as compared with \$1,992,450 in 1926.

The countries to which these machines were sent during November, and their values were as follows: Europe, \$15,353; Canada, \$17,189; Central America, \$27,945; Mexico, \$35,888; Cuba, \$18,928; Argentina, \$54,083; Brazil, \$25,191; Chile, \$48,906; Colombia, \$59,094; Peru, \$7,901; Other South America, \$39,619; British India, \$310; China, Hong Kong and Kwantung, \$14,222; Philippine Islands, \$20,580; Australia, \$19,896; New Zealand, \$2,237; British South Africa, \$3,581; other countries, \$28,827.

## Past Year One of the Best Says Salt Lake City Trade

SALT LAKE CITY, UTAH, January 4.—The year that has just come to a close will go down as one of the best, if not the best, in local phonograph sales history. Nearly every one in the business reported a big increase over last year's volume of business. Extra heavy gains were made in December. The Christmas shopping in Salt Lake City this year is reported by authorities to have been the heaviest for many years.

The popularity of combination radio and phonographs is growing. This, local phonograph authorities say, is because of the fact that the two instruments or pieces of equipment occupy no more space when put together than the console phonograph, which is an item worth considering in these days of small bungalows and apartment houses.

John Elliot Clark, president and manager of the John Elliot Clark Co., Victor distributor, said: "As far as we have been able to check up we had a wonderful Christmas business. All indications point to a big year in 1928. Every one feels optimistic. I think in most places business was considerably better than last year." Mr. Clark said 1927 was the biggest year they ever had. He spoke of "a growing demand for the combination radios and Victrolas." Mr. Clark reported a great deal of interest in music on the part of the schools, and said they were getting quite a lot of school business.

At the Columbia Stores Co., distributor of the Columbia, the Christmas business was described as "beyond expectations. Better than last year's." This was said to apply to both instruments and records.

Manager G. C. Spratt, of the Salt Lake City division of the Brunswick-Balke-Collender Co., Brunswick distributor, said: "Have had a splendid Christmas business. The record business was

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exceptionally good." Mr. Spratt said they have just received samples of the new electrically operated instrument, and that they hoped to make deliveries early in January.

Salt Lake City music stores with big phonograph departments generally reported a fine talking machine business. The Consolidated Music Co. reported a run on combination phonographs and radios and a big record business. The phonograph department was one of the leading departments in this outstanding music house of the city. The Daynes-Beebe Music Co. reported a heavy demand for radios and higher priced phonographs, and a big record business. The Glen Bros.-Roberts Piano Co. said sales of phonographs and records were "heavy."

Local visitors include, O. G. Bates of the Wilson Bates Furniture Co., phonograph dealer, of Ely, Nev., and Lester Taylor, phonograph department manager of the Taylor Bros. Co., department store operators of Provo.

About two and one-half feet of snow has fallen in the valleys of the Salt Lake City territory during the past month, and authorities on irrigation matters say that this means that there will be an abundant supply of moisture for the crops in 1928, something vital to agricultural prosperity in the Rocky Mountain territory. Other industries are in splendid shape. The Columbia Steel Corp. will enlarge its output materially in January. A big building year for Salt Lake City is assured. Banks report plenty of money with interest rates steady.

## Atwater Kent Foreign Sales Representative Returns

William J. Avery, foreign sales representative of the Atwater Kent Mfg. Co., Philadelphia, Pa., returned home just before Christmas from his around-the-world trip with a vastly interesting story of radio conditions.

## New Columbia Race Artists

Four new Race artists were signed to record exclusively for the Columbia Phonograph Co. during the recent Southern trip of Frank Walker, Columbia recording executive.

They are Blind Willie Johnson, who sings sacred songs to a guitar accompaniment; Lillian Glinn, singer of blues; Washington Phillips presents gospel records; and Laughing Charley who sings blues with a laugh.

The first releases of all these artists have just been listed for Columbia's next supplement.

## Otto Frankfort Bereaved

The many friends of Otto N. Frankfort, vice-president and sales manager of the Mohawk Corp., of Illinois, tender their sympathy to him for the loss of his mother, aged 74, who died recently in Boston. Interment was in Flushing, N. Y.

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# HERE IT IS!

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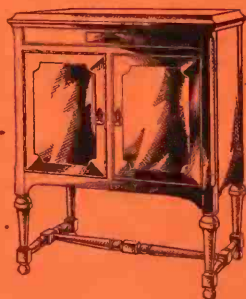
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