

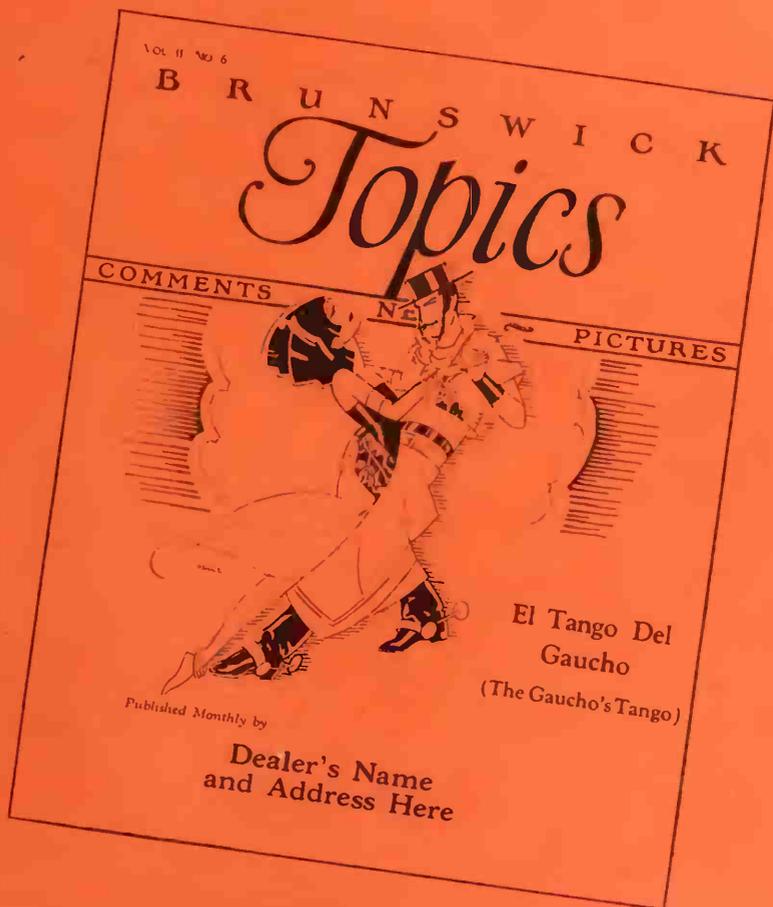
The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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

It Sells for Brunswick Dealers

Brunswick Topics has earned the reputation of being the snappiest magazine in the music industry. Dealers are buying it in increased quantities. For free sample copy and full information, write Dept. P426, The Brunswick-Balke-Collender Co., 623 South Wabash Ave., Chicago



Brunswick

THE FINEST



Here is the Toman No. 2 Reproducer! The finest Reproducer—judged by all standards of beauty and tone quality—the market offers.

(All Toman Products are most favorably priced. Guaranteed quality inside and out. We invite inquiry from Jobbers and Dealers. Samples sent promptly upon request.)

E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

The Talking Machine World

Vol. 24. No. 5

New York, May, 1928

Price Twenty-five Cents

Scrap Your Smoked Glasses

THE trade outlook is bright; better than it has been since radio became a factor in retail activities. Reports from all sections denote a quickening of interest. Sales of talking machines increase steadily. High and low-priced models move at a more than satisfactory rate. Portable phonographs grow in popularity by leaps and bounds. Dealers are reaping a harvest from the sales of these instruments. Record sales were never better, and there is no let-up in the demand in sight. Radio set sales are bringing substantial profits to aggressive dealers. Consumer uncertainty regarding radio has been largely dissipated. Stabilization in radio is rapidly becoming a certainty. The Federal Radio Commission is functioning efficiently and the "chaos" in broadcasting is, to some extent, history. Programs have never been better.

The Silver Lining

These are facts and they have a bearing on the prosperity of the retail trade: Talking machines, both large instruments and portables, have been vastly improved. Methods of recording have kept pace with machine development, and reproduction is practically perfect. Radio has made startling strides in the past year. AC sets have been placed on the market, simplifying operation and eliminating maintenance worries on the part of the consumers. This has reduced service calls on dealers, which in turn has cut service overhead, making possible a dealer profit. Battery sets continue in fair demand for the simple reason that there always will be a market for these products. Dealers have solved many of the profit-killing problems that were so worrisome in the past. They have learned by experience. In short, the entire stage, from manufacturing down to retailing, is set for big business throughout the present year.

What the retail dealers of the country do with the opportunity that is theirs depends on the efficiency of their merchandising methods. The time has come to get back to

fundamental principles in retail selling. Theories that look well on paper will not do the trick. Reduced to a simple formula, retailing consists of buying right and selling at a profit. Buying is easy once the right lines are selected. But select carefully. Handle merchandise with the least sales resistance. That means standard products made by reputable manufacturing organizations. Stay away from the unknown, unless the men behind the product are known for their integrity and ability and the line is distinctive enough so that you have a fair chance to fight for business in the face of the keen competition existing at the present time.

Strip for Action

The time has arrived in talking machine and radio merchandising when salesmanship is the dominant factor in retail success. Order-taking is obsolete. Swivel-chair store management has gone by the boards. Intelligently directed sales promotion backed by energetic sales effort will bring home the bacon. In a few words: Advertise, circularize, demonstrate and sell. Get down to business. If the customer does not come to the store, go to the customer. If you don't a competitor will. Keep your salesmen on their toes. If the business in the store is slack send them out to

call on prospects. Another point: Watch overhead. Eliminate waste. Get rid of slow-moving stock. It can be done. Put your salesmen on the job. Assets are just as much tied up in unmovable stock as they are frozen in slow paying and uncollectible accounts. Go after delinquents—hard. Make them pay. Slow-paying accounts are profitless. Get rid of them. Sell at a profit. Strip your business for some real action by getting rid of the deadwood. Pay real salaries to good salesmen. That is good economy. Make the best possible use of the manufacturers' sales aids. That also is economy and good sense. Yes, there is ample reason for optimism—but optimism must be backed by hard, intelligent work on the part of every factor in this great industry.

Every Dealer Should Read These Articles

Set Record Sales Quota—By Roy George (Page 4)

Record of the Month Club Plan—By C. H. Mansfield (Page 10)

Profit Winning Sales Wrinkles—A Budget of Sales Building Ideas (Page 14)

Selling Latin-American Field Successfully—By John Lilienthal (Page 16)

Making Your Windows Work Overtime—Practical Window Display Tips (Page 22)

Know Your Radio Line to Build Retail Success—By P. D. Fahnestock (Page 24)

Operation of AC Tubes and Socket Power in General—By Dr. Alfred N. Goldsmith (Page 28)

See second last page for Index of Articles of Interest in this issue of *The World*

Set Record Sales Quota

Geo. P. Ripper Assigns Quota of Records to Every Machine Sale and Finds Plan Keeps Disc Sales Up to 10 Per Cent of Business

By Roy George

PHOENIX, Arizona, is the scene of one of the finest exclusive Brunswick shops to be found in the country, and due to the exceptional management of Geo. P. Ripper, who opened the store less than three years ago, an unprecedented volume of business has rolled up for a town of 50,000. The entire Salt River Valley is served here, which is one reason for the exceptional success enjoyed; a good location and live methods account for the rest.

Believes in Exclusive Line

"I was firmly convinced when I came to Phoenix," says Mr. Ripper, "that there was a field for the exclusive line, and every month of my experience has deepened the conviction that the greatest mistake of the talking machine world has been to clutter it up with a lot of other things." Mr. Ripper showed his confidence in the exclusive shop by securing a location in the very best business section of the city and then fitting it up for the proper display of the Brunswick line. Six comfortable demonstration rooms with sound-proof partitions afford every facility for the customer's convenience in making his record selections and comparing the various machines, while an adequate sales force, exceptionally well trained in the facts behind the business as well as in the technic of displaying the wares, moves about the salesroom at the service of the customers.

"I try to give my organization adequate

training in the essential facts of such wonders as Light-ray recording and electrical reproduction," says Mr. Ripper, "so that they can answer intelligently such questions as are asked, or may even briefly introduce a matter of interest when the occasion demands it, but they are especially trained in deftness in the mechanics of display.

"It is most important that when the record is placed and the customer is waiting, there must be no delay, no shifting, no uncertainty as to what it is nor of the artist's name. The attendant must be ready at the first sign of impatience or of questioning on the part of the customer and his wants must be anticipated. The instrument must be stopped for the purpose, not of making an explanation, but of getting the customer's next order. But when a customer is satisfied to listen the attendant is trained to efface herself by relaxing and listening, too. The benefit of this training is for its effect on the sales people. It keeps them keyed up."

Records on Approval

Mr. Ripper is an enthusiastic supporter of the sale of records on approval. Not only does he approve and practice the method, but he has records to show that it has paid, and by "records" is meant book records. "We require no particular form of procedure on the part of the customer," said Mr. Ripper, "but we do

require the cash for every record taken out unless the customer is on our credit list, of course. In that case, we charge him for the goods in full, and see to it that he understands this to be the case. We then allow him to return any part of the purchase, up to two-thirds, after keeping them out for three days.

"The result is just as you might expect. Two-thirds of the goods are returned. But it facilitates the sale of the one-third that stays out and stimulates the sale of records by fully 50 per cent. The psychology of selling records demands that the customer must have a margin of time and a margin of selection; the margin of selection can be best given him at the shop, of course, but the margin of time can be most economically arranged at his home, where the attendance of a sales person is not necessary. My experience has been that the average customer can be satisfied with a margin of selection equal to twice the amount of his purchase; or, in other words, he can be permanently satisfied with one record in three, and we have never had a single instance of damage done to the other two which he returns."

Setting a Sales Quota

Primarily Mr. Ripper's organization is concerned with the sale of machines, and he carries as fine a line of Panatropes as there is to be found in the entire Southwest, yet he makes

(Continued on page 11)

New Line of OUTING Portable Phonographs

Latest Offering by the Makers
of Nyacco Products



New Baby Outing
\$12.00 List



New Junior Outing
\$15.00 List



New Senior Outing
\$25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York

For the June Bride's Wedding Gift

Sell the

Brunswick

Panatrope with Radiola

Model 17-8. List

\$550

JUNE is the month of brides . . . and of wedding gifts!

The Brunswick Panatrope with Radiola Model 17-8 is an ideal instrument for the bride. For every modern home today should have the means of enjoying both records and radio. Here, at the lowest price ever put upon such a combination, are the two instruments in one.

The superb musical quality of the Brunswick Panatrope with Radiola 17-8, whether playing records or radio, coupled with its exquisite cabinet, has swept this instrument into first rank as one of the most popular combination models. It is a splendid example of the truth that, for musical quality plus fine cabinet work, Brunswick stands without a peer in the fields of both music and radio.

The big political conventions next month offer another buying incentive from which the alert dealer will profit. Model 17-8 is the logical instrument to push for these occasions also.

Put the Brunswick Panatrope with Radiola Model 17-8 out in your window. Demonstrate it in your store and in the homes in your community. It offers a unique opportunity for summer business.



Brunswick Panatrope with Radiola Model 17-8

Brunswick

Albert W. Atkinson Resigns From Victor

Albert W. Atkinson, dean of the official staff of the Victor Talking Machine Co., and one of the small group associated with Eldridge R. Johnson when the company was formed, recently resigned from the Victor board of directors. In 1901 when the Victor Co. was incorporated Mr. Atkinson was foreman of the machine shops. His next position was that of superintendent of the factory, and in 1907 he was elected to the board of directors and appointed assistant secretary. In 1914 he was appointed assistant treasurer but also continued his jurisdiction over the plant.

In retiring from the Victor directorate, Mr. Atkinson's chief desire has been to reduce the number of active interests, many of them calling for heavy outlays of time and energy, among which, in late years, a great deal of his time has been divided.

John G. Wolfe With New York Jobber

John G. Wolfe, who has long been active in the music-radio trade, recently joined the organization of the North American Radio Corp., New York City, distributor of Zenith receivers and Farrand speakers, as credit manager. All matters pertaining to credit on customers' accounts are being handled by Mr. Wolfe, who, through his long experience in the trade, is ably fitted to take charge of this work.

H. W. Chadwick Is Fada Representative

Henry W. Chadwick has been appointed sales representative for Fada Radio in the states of Iowa, Nebraska, Colorado and western Illinois, according to a recent announcement. Mr. Chadwick was formerly manager of the Chicago sales office of Crosley Radio Corp. and also held the same position at one time with Gard. He brings to his new position a wide acquaintance with the music-radio industry.

Brunswick Dividend

The Board of Directors of the Brunswick Co. recently authorized a dividend of 75 cents per share on the outstanding common stock of the company to stockholders of record at the close of business on May 5, 1928, and payable to stockholders on May 15, 1928.

The Victor Talking Machine Co. released two special records by Gene Austin the latter part of last month and both have found wide favor with dealers. They are "Ramona" and "Girl of My Dreams," originally scheduled for the May 11 list, and "Tomorrow" and "So Tired" scheduled for the May 18 list. A special streamer featuring the releases in a most attractive manner was provided dealers

The New Improved PEERLESS Portables

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



Peerless Master-Phonic—\$25.00 List

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

Appearance—Quality—Tone

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



Peerless Junior—\$15.00 List

For those who desire lightness and compactness—Peerless Vanity
four colors—\$12.50 list—dimensions 3½ x 12 x 13

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



No Summer Slump on Brunswick



BRUNSWICK Electrical Record sales continue to increase. February showed a decided gain over January. March was a bigger month than February. April promises no let-down.

All over the country Brunswick dealers are feeling the results of this tremendous swing to Brunswick which reflects itself in the consistent gains just mentioned. The public is alive to the wonderful quality of Brunswick electrical recording as never before. Brunswick sales and advertising policies have helped awaken record buyers to the better music now to be found on Brunswick Records.

Are you getting your share? Business is good. There is every reason to believe it is going to continue to be good. All it takes is your co-operation . . . your willingness to work with us.

Still a Big Seller!



*for the Laugh
of your Life Hear*

**"Sweet William
and Bad Bill
in New York"**

No. 3710

A Few Outstanding Brunswick Electrical Records

- | | | |
|---|---|--|
| "Poor Butterfly" . . . "Can't Yo' Heah Me Callin' Caroline?"—popular concert. Red Nichols and His Five Pennies, with vocal chorus by "Scrappy" Lambert. 20062 | Harold ("Scrappy") Lambert, Tenor. 3870 | "Ol' Man River" (from "Show Boat") . . . "Back In Your Own Back Yard"—sung by Al Jolson. 3867 |
| "Ramona" . . . "I'm Wing-ing Home (Like a Bird On the Wing)" — sung by | "My Rainbow" . . . "Coquette"—fox trots. Herbert Gordon's Hotel Adelphia Whispering Orchestra. 3862 | "Can't Help' Lovin' Dat Man" (from "Show Boat") . . . "Varsity Drag" (from "Good News")—sung by Zelma O'Neal, Comedienne. of "Good News." 3864 |
| | "I Do Not Choose To Run" . . . "Hey! Hey! Hazel"—fox trots. Six Jumping Jacks. 3876 | |



STROCK'S PRICE

Plan Wins

CUSTOMERS

Quoting the Complete Price Reduces Sales Resistance of Buyers of Radio Receivers

By Frank H. Williams

CAN you quote complete prices to your customers without having to stop and figure up the total costs? Can you tell customers, offhand, just how much the set will cost, how much the tubes will cost, how much the B batteries will cost and how much everything else connected with the proposition will cost? Carl G. Strock, of Santa Ana, Cal., can do all this, and he finds that his ability to do it is a big asset to him in business.

All Prices Are Listed

Not only has Mr. Strock listed all these prices for every set he carries in stock, but he goes a step farther than this—he has the complete price lists plainly lettered and placed on the walls of his radio department where every visitor can see the prices for himself.

"In the first place," says Mr. Strock, "I have found by experience that with my customers it makes a rather bad impression when I tell them that a set is priced at \$250, for instance, and then ask them to buy \$70 or more of accessories after they've bought the set for the first price. This sort of thing used to seem to make customers feel that something was being put over on them. They seemed to feel that the price first quoted them was deceptive and that it wasn't the real price at all.

"This new plan, then, lets the customers see everything for themselves. They can look at

the price lists on the walls of my department and see for themselves just what the total cost of the set is. And this is tremendously helpful in creating a feeling of confidence on the part of the public for this establishment.

A Time Saver

"In the second place, this proposition is a great time saver. You know how it is when people price sets in so many radio stores and ask what the prices of the sets are complete. The dealer at once gets out pencil and paper and does a lot of figuring. Even after jotting down the various figures he may not be sure he's right and may go over them several times. This takes a lot of time and may scare the customer out. When the customer sees a lot of figures being put down and realizes that the figures represent money that he must spend, he's apt to get scared and shy away from the proposition. Also when the dealer or the salesman takes so much time figuring up the cost on each set it means that the efficiency of the store or department is cut down just that much.

Too Much Emphasis on Price

"In the third place, where prices are, seemingly, kept secret and where the dealer or salesman has to do a lot of figuring when the customer asks for a price it is apt to be the case that too much emphasis will be placed on price. In other words, a large part of the time devoted

to the sale will be spent in discussing price.

"Now I feel that it is rather bad business to spend too much time talking about the price of the radio. The more you talk about price the more the customer is impressed with the idea that a lot of money is involved in the proposition. And the more he becomes convinced that he is being asked to spend a lot of money, the more he is apt to shy away from making the purchase.

Waiting Customers

"There is another angle to the proposition that is worth while. Suppose there are several people in the radio department waiting for demonstrations or service. Suppose the salesman is so busy he must keep some of them waiting. If this is the case the people who are waiting will find it interesting and profitable for them to look at the price placards on the walls of the department and to note what the costs of the various items are and what the complete cost is and all that sort of thing. This makes it possible for the customers to find the radio that represents the amount they feel like paying. Consequently when the salesman does get to them they are all set, ready to buy, and it is just that much easier to make sales."

Three Bremer-Tully Jobbers Appointed

CHICAGO, ILL., May 5.—The Bremer-Tully Mfg. Co., 520 South Canal street, this city, manufacturer of the Counterphase radio receiver, recently announced the appointment of the following distributors of Bremer-Tully products in their respective territories: Granzow Bros., Dayton, O.; Odell Hardware Co., Greensboro, N. C., and the Richmond Hardware Co., Richmond, Va.

George Soule Joins Pacent Electric Co.

Appointment of George Soule, well known in the music-radio industry through New England and the Middle West, as assistant sales manager of the Pacent Electric Co., New York, was recently announced. Mr. Soule has been engaged for the past six years in the electrical field in both sales and engineering capacities.

The Mohawk Radio & Electric Store, Syracuse, N. Y., recently filed a petition in bankruptcy with liabilities of \$12,443 and assets of \$2,187.

Dulce-Tone

Radio Talking Machine Speaker

Get In On These
RADIO PROFITS

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

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

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

\$10, Retail
Fully guaranteed
Fits any radio



Pre-eminence - in Tone Quality

UPPERMOST in the mind of every prospective purchaser of radio today... is the question of Tone Quality. He wants assurance that the receiver under consideration will reproduce with true fidelity *all* the tonal excellence of the original artist's voice or playing.

Because the Stromberg-Carlson Receiver has demonstrated quality of tone beyond compare, it has become the choice of people with musical discrimination everywhere.

For this reason the Stromberg-Carlson Dealer points with pride to the sign announcing him as an "Authorized Dealer." He knows that he can offer a Receiver which by virtue of its pre-eminence in tone quality, has become the standard by which all other receivers are judged.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N. Y.

Listen to the
Stromberg-Carlson Sextette
Tuesday evenings at 8 o'clock
E.S.T. through the NBC and
Associated Stations: WJZ,
WBZ-WBZA, WJR, WBAL,
WHAM, KYW, KWK, WREN,
WTMJ, KDKA, WCCO, KVOO,
WFAA, KPRC, WOAI, WHAS,
WMC, WSB, WBT, KOA.

Stromberg-Carlson

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

RECORD of the MONTH CLUB PLAN

By C. H. Mansfield
Fitzgerald Music Co.



C. H. Mansfield

Provisions of the Record of the Month Plan

EACH month five of the outstanding musical authorities in our organization of one hundred people will hear every Brunswick and Victor record issued for that month. They will select the outstanding record in each class or type of music. On the enclosed slip are listed a few of the various types of music from which these outstanding records will be selected monthly from new records issued. Three dance choices will be selected by the committee each month and rated 1, 2, 3, in order of choice. If you want the most popular dance number of the month, place the figure "1" after "Dance Music." If you want the two or three outstanding dance numbers, place the figure "2" or "3" after "Dance Music." In other types of music only one selection will be chosen each month.

REGARDLESS of type or class of music, there will be one outstanding selection each month, known as the "Record of the Month." So if you want just one record sent you each month, and you are not particular as to the type of music, simply check "One Record of the Month" on the card provided for that purpose.

CHECK and mail the enclosed card, and you will receive your selections by parcel post in regular order. They will then be charged to your account. If they do not prove satisfactory, you may return them within three days, and exchange them for others. Or you will receive outright credit. You are not obligated in any way to keep the records, providing returns or exchanges are made within three days from receipt.

owners of combinations play the phonograph side of the instrument, their interest and enthusiasm in the phonograph will wane, and the chief source of future business will be eliminated, for we all know that an enthusiastic customer is the greatest of all business stimulators.

If the combination owner does not have a good selection of records or new numbers, then he is not very likely to play the phonograph side of the combination for friends who drop in, hence a very effective means of advertising for the retail merchant is completely lost.

As an example, if the owner of a large combination is not interested in the phonograph side of his instrument he naturally is not going to enthuse over it to his friends—in fact he is apt to be quite the contrary—he is more likely to advise

and that periods as long as six months or a year had elapsed without the addition of a single new record to their collection, all because they imagined that they did not have time to come in and select new records.

This actual situation exists in an appalling number of cases with phonograph and combination owners.

This is indeed anything but a cheering situation to the phonograph dealer—for while we all naturally want to do as large a volume as possible in straight radio, still the wise dealer also realizes that there is a great volume possible in phonographs and combinations and a volume that will yield a large profit. So in searching around for some scheme to keep up interest in the phonograph by getting new records into the hands of our phonograph owners, we organized the "Record of the Month Club"—patterned after the now famous "Book of the Month Club." We reasoned that if we could get even only one new record into the hands of our phonograph owners each month we would be doing much to stimulate interest in the phonograph—for then at least once a month the customer would play his phonograph and thus again be reminded of its potentialities as a dispenser of music, and then too, if the owners have at least one new record each month they are more apt to play the phonograph for their

friends who drop in, for they will not feel that their library of records is out of date, as is customary when there have been no new records added for several months.

The record a month plan was first broached to several phonograph and combination owners and met with such an enthusiastic response that we decided definitely to put it into
(Continued on page 11)

IN order to sell phonographs, the music from records idea must be sold—for since the ascendancy of radio to popularity many people have ceased to think of the phonograph and records as a medium of music. Many people still imagine that records and phonographs are out of date and turn to the radio for their musical entertainment.

In our own business we have concentrated upon the selling of the phonograph as a medium of musical entertainment with the result that we have developed quite a large amount of phonograph and combination business in addition to a very healthy radio volume.

However, after a check-up I have found that many of the customers who purchased combinations have been notably poor record customers, which is evidence of the fact that the phonograph side of the combination is not as popular apparently as the radio side. After making a canvass of some 75 or 80 of these customers in order to learn why they were not purchasing records, the composite of the answers was about like this: "We don't have time to come down and select new records, and it is so easy to just turn on the radio that we never think much about records any more."

Unquestionably if this is the consensus of opinion of the majority of owners of phonographs and combinations, then something must be done to stimulate and keep alive their interest in records or selling phonographs will become increasingly hard and ultimately the volume will be affected seriously, for unless the

Check Your Musical Likes Below

For instance, if you like vocal and popular songs, put a check after each. In other words, put a check after the type of music as well as type of voices or instruments you like.

(Check)	(Quantity desired)	
One Record of the Month	<input type="checkbox"/>
Dance Music	<input type="checkbox"/>
Popular Songs	<input type="checkbox"/>
Concert Numbers	<input type="checkbox"/>
Grand Opera	<input type="checkbox"/>
Symphonies	<input type="checkbox"/>

Put check in square after types of music you like. Put figure in space after square stating how many records of that type you would like to receive each month. If you wish only the one outstanding record each month regardless of type then put no figures on lines after squares.

Types of Instruments and Voices	
Piano	<input type="checkbox"/>
Pipe Organ	<input type="checkbox"/>
String Orchestra	<input type="checkbox"/>
Symphony Orchestra	<input type="checkbox"/>
Hawaiian Guitars	<input type="checkbox"/>
Violin	<input type="checkbox"/>
Female Voices	<input type="checkbox"/>
Male Voices	<input type="checkbox"/>
Duets	<input type="checkbox"/>
Quartets	<input type="checkbox"/>

Put check in square after type of singer or instrument you like.

his friends to purchase only a straight radio—and such advice from the owner of a combination to a friend is indeed very difficult for a salesman to overcome. My check-up revealed that many owners of phonographs and combinations costing over a thousand dollars had purchased only a comparatively small number of records at the time the instrument was purchased

FITZGERALD MUSIC CO.
Los Angeles

Date.....192....

You may enroll me as a member of the "Record of the Month" Club and send me, subject to return in 3 days after receipt..... (quantity) records each month. Your selections to be based on my taste as indicated on other side of this card.

It is understood that this does not obligate me to purchase even one record provided I return the records within 3 days from the date I receive them. I also, however, agree to keep and pay for records which I do not return within 3 days.

Sincerely yours,

IMPORTANT Type Instrument owned	NAME
Date purchased	ADDRESS
.....	CITY..... TELEPHONE.....

BE SURE AND GIVE INFORMATION REQUESTED ON OTHER SIDE

**A Radiotron
for every purpose**

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

The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron

A Radiotron
for every purpose

RADIOTRON UX-201-A
Detector Amplifier

RADIOTRON UV-199
Detector Amplifier

RADIOTRON UX-199
Detector Amplifier

RADIOTRON WD-11
Detector Amplifier

RADIOTRON WX-12
Detector Amplifier

RADIOTRON UX-200-A
Detector Only

RADIOTRON UX-120
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-222
Screen Grid Radio
Frequency Amplifier

RADIOTRON UX-112-A
Power Amplifier

RADIOTRON UX-171-A
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-210
Power Amplifier Oscillator

RADIOTRON UX-240
Detector Amplifier for
Resistance-coupled
Amplification

RADIOTRON UX-250
Power Amplifier

RADIOTRON UX-226
A.C. Filament

RADIOTRON UY-227
A.C. Heater

RADIOTRON UX-280
Full-Wave Rectifier

RADIOTRON UX-281
Half-Wave Rectifier

RADIOTRON UX-874
Voltage Regulator Tube

RADIOTRON UV-876
Ballast Tube

RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated

The lingering vibrations of
the fine-toned "E" string
come to you on the air. Their
exquisite modulations will
be faithfully reproduced if
the tubes of your receiving
set are RCA Radiotrons.

RCA Radiotrons are developed and perfected in the great laboratories of RCA, Westinghouse, and General Electric, where the leading broadcasting stations are also designed. In these laboratories each Radiotron undergoes 21 different tests. For fuller enjoyment of your radio set equip it throughout with RCA Radiotrons. Never use new tubes with old ones that have been in use a year or more. See that your set is completely equipped with RCA Radiotrons once a year at least.

RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

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

RCA Radiotrons are being consistently and impressively exploited to millions of owners of radio sets by more National Advertising than is behind any other make of vacuum tube. In addition, RCA Radiotrons provide novel counter and window displays and other forceful selling helps that aid you to greater profits.

Why sacrifice profits and easier sales when you can offer your customers RCA Radiotrons? Far and away the biggest selling vacuum tubes on the market. And there is an RCA Radiotron for every purpose. The public knows and prefers them. That is why it will pay you to carry the complete line.



RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

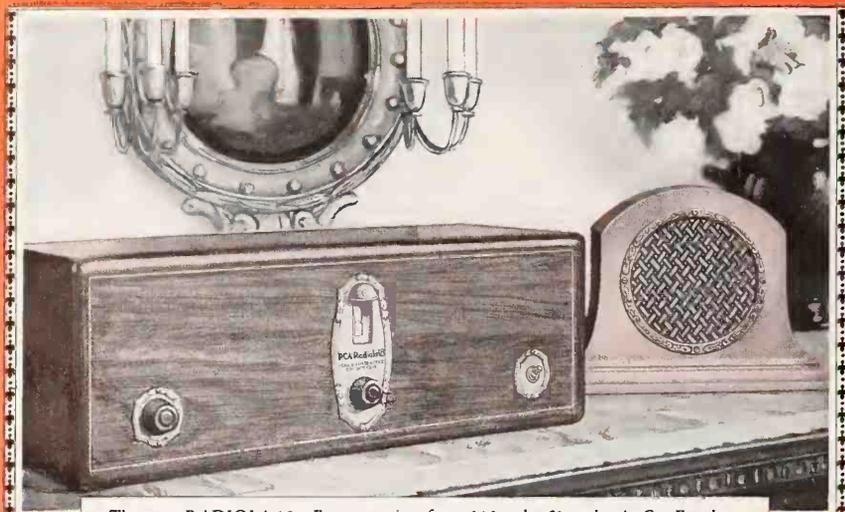
RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

ANNOUNCING

the new and improved alternating current RADIOLA

RCA RADIOLA 18



The new RADIOLA 18—For operation from 110 volt, 60 cycle, A. C. Employs high-power radiotron rectifier and six alternating current Radiotrons. Mahogany cabinet, walnut finished. Electrically-lighted tuning dial.

A finer instrument than the sensational "17"

- more selective
- in a finer cabinet
- and at a lower price

The combined resources of RCA, General Electric and Westinghouse make possible such an achievement

This sign marks the leading



dealer in every community

RADIO CORPORATION OF AMERICA

NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

and now read this— this will be the biggest summer in RADIO since the industry began.

The Radio Corporation of America
ANNOUNCES
a new and improved model of
the most popular of all Radiolas

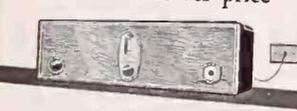


RADIOLA 18

ANNOUNCES
A new and improved model of the most popular of all Radiolas. The new Radiola 18 is a 12-tube radio receiver with a platform seat, a speaker, and a light fixture. It is the most popular of all Radiolas because of its simplicity, reliability, and low price. The new Radiola 18 is a 12-tube radio receiver with a platform seat, a speaker, and a light fixture. It is the most popular of all Radiolas because of its simplicity, reliability, and low price.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

Most popular of all Radiolas
improved and beautified
—and at a lower price



The new RADIOLA 18

The great public demand for RCA's famous Radiola 18 has made possible the production of a still finer instrument at a lower price.

In accordance with the well-known RCA policy of improvement in design and economy of manufacture, the new Radiola 18 is still finer in performance and appearance than the wonderful '17'. The power of the new set of amplified operation from 10-hour output.

The completed engineering and manufacturing research of RCA, General Electric, and Westinghouse make possible such a fine instrument at such a low price.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

Now the famous RCA
"Wonder Box" made even
more wonderful
and lower in price



RADIOLA 18

The new Radiola 18 is a 12-tube radio receiver with a platform seat, a speaker, and a light fixture. It is the most popular of all Radiolas because of its simplicity, reliability, and low price. The new Radiola 18 is a 12-tube radio receiver with a platform seat, a speaker, and a light fixture. It is the most popular of all Radiolas because of its simplicity, reliability, and low price.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

The new
RADIOLA 18
will give you a platform seat
the National Conventions



RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

and RCA has scheduled:

MAGAZINES

Pages in *Collier's*, *Liberty*, *Literary Digest*, *The Saturday Evening Post*.

NEWSPAPERS

The new Model 18 will be backed with the biggest spring newspaper campaign ever ordered for any Radiola.

BROADCASTING

The new *RCA Demonstration Hour* (Blue Network and associated stations) every Saturday afternoon.

SALES HELPS

Dealer mats, Radiola 18 brochure, and other smashing dealer helps.

The Radio Corporation of America
ANNOUNCES A NEW AND IMPROVED MODEL
of the most popular of all Radiolas



RADIOLA 18

A new and improved model of the most popular of all Radiolas. The new Radiola 18 is a 12-tube radio receiver with a platform seat, a speaker, and a light fixture. It is the most popular of all Radiolas because of its simplicity, reliability, and low price. The new Radiola 18 is a 12-tube radio receiver with a platform seat, a speaker, and a light fixture. It is the most popular of all Radiolas because of its simplicity, reliability, and low price.

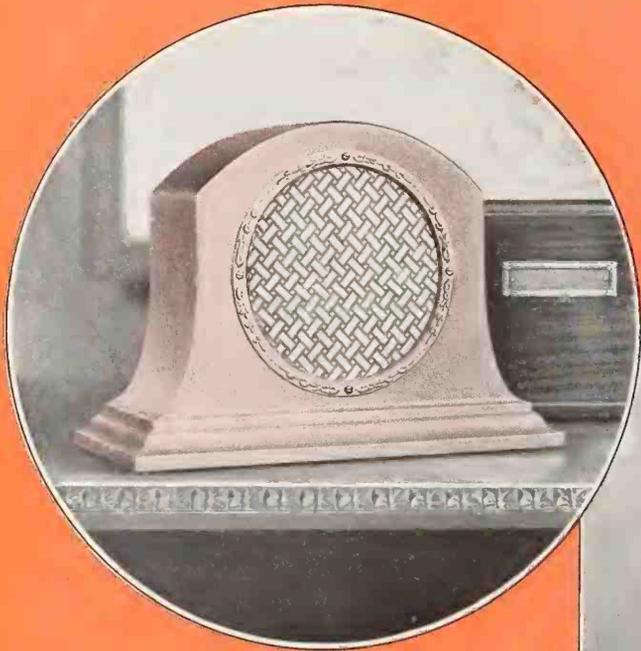
RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RCA Loudspeakers

the acknowledged leaders of the radio industry

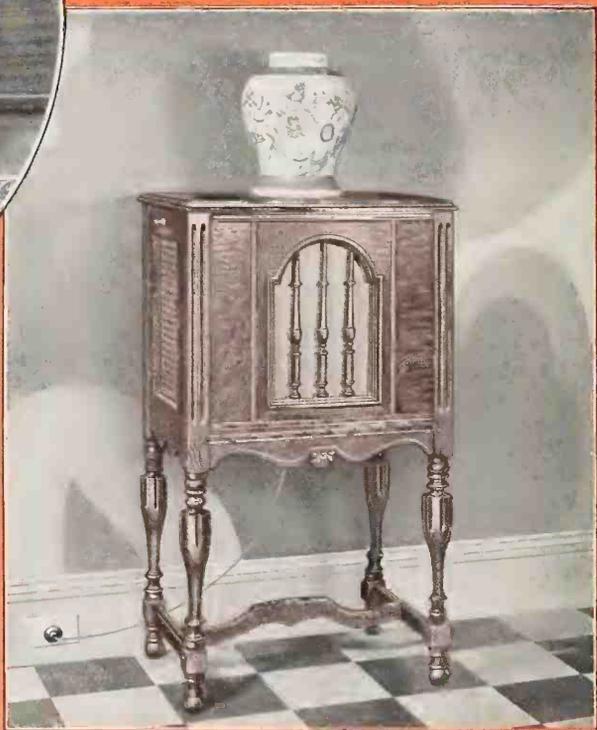


RCA LOUDSPEAKER 100A

The biggest seller because it gives the finest performance ever achieved in a non-powered reproducer. List \$35

RCA DE LUXE LOUDSPEAKER 105

The "last word" in power speakers from the Research Laboratories of RCA, General Electric and Westinghouse. A de luxe instrument of unrivalled range and capacity. Operates on 110 volt, 50-60 cycle A. C. Will supply "B" and "C" potentials for radio receiver. List \$350



This sign marks the leading



dealer in every community

RADIO CORPORATION OF AMERICA

NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Naoum Blinder Is Columbia Artist

Russian Violinist Makes American Debut During Columbia Co.'s Celebrity Radio Hour—New York Concert

Naoum Blinder, Russian violin virtuoso, made his American debut in the Columbia Co. Celebrity Hour last month. This artist came to America following a world tour which included appearances in Russia, China and Japan, in which latter country he was heard by Louis Sterling, chairman of the board of the Columbia Phonograph Co., who engaged him as an exclusive Columbia artist. Following his radio



Naoum Blinder

debut Mr. Blinder gave a concert at Carnegie Hall, which was well received by press and public. His first Columbia recordings, recently released, include a Bach air and Schubert's "Ave Maria."

G. P. Ripper Sets a Record Sales Quota

(Continued from page 4)

an especial effort to keep the sale of records up to the top notch. "It is the only way to keep the interest of the public up to top notch," he says. "The list of new records goes every month to our customers, and we make every effort to induce them to come in and hear what their favorites are doing. With the approval method, it is necessary only to drop in and make a few selections, take them home, and at leisure try them out. We give a great deal of "front-door" publicity to the old favorites because they draw all classes and serve as a test of the merits of reproduction of the machine that is reproducing, but most of our new records are sold by trial in the homes of our customers.

"Ten per cent of our business is in records and the only way we can keep to that figure is by assigning a quota of records to every machine we sell, and then keeping up to the quota. The Brunswick Co. made one of the wisest moves of recent years in the entire field, I believe, in placing the uniform price of \$1 on records by the very greatest artists under their control. The tremendous stimulation to record sales that came from this move has resulted in the stimulation of machine sales beyond all expectations, although it is well known that records do sell machines. All told it was the greatest thing for the business that has occurred in years."

Getting Together on Service

Mr. Ripper, like a great many dealers all over the country, is beginning to ask how far this unhappy practice of giving the customer everything but a rebate on his light bill is to be carried in the name of "service." "We stock a small radio line and we offer a service that we consider liberal on all radios installed, as we do on our combination machines and electrically driven Brunswicks. But surely there is a limit to what can be considered adequate installation adjustment. In adjusting them-

selves to a new world, radio dealers have opened doors that are hard to close, but in justice to themselves they should get together with the public and have an understanding of what is to be expected in the way of servicing home installations of all kinds of equipment. If they are slow to deal firmly with the subject it will be the cause of the loss of much future business outright, as well as being a constant drain on present legitimate profits."

Record of the Month Club Plan Success

(Continued from page 10)

effect. This was done on March first last—the plan was presented to our list of phonograph owners in the following manner. A letter was mailed introducing the "Record of the Month Club," and with this letter was enclosed a little folder describing the plan in detail, together with an application card which the customer may fill out and return in a stamped and self-addressed envelope which was enclosed. As you will note from the folder and card, a person may if he likes receive more than just one record each month—and it has been most gratifying to note that the larger percentage of those joining the club have subscribed for anywhere from two to fifteen records a month. Less than 10 per cent ordering one record.

Of course, if all those who enrolled should subscribe to only one record a month, then the operation of the club would be very expensive, due to the cost of packing and mailing—but when the average member subscribes for four and one-half records a month, such as has been the case with us so far, then it becomes a profitable means of selling records, as well as a means of promoting interest in the phonograph. Now that the plan has been in operation for thirty days we have found that the response has been even greater than we originally anticipated, and we feel that we have done something that will not only give us an added record volume, but will also serve as a stimulus for our phonograph volume.

The sixteenth annual convention of the Chamber of Commerce of the United States was held at Washington, D. C., from May 7 to 11. Means of maintaining local and national prosperity comprised themes of the discussions.

Parker-Gardner Opens New Brunswick Shop

Charlotte, N. C., Dealer Opens Attractively Equipped Salesroom With a Complete Line of Musical Instruments

The Parker-Gardner Music Store, Brunswick dealer, Charlotte, N. C., which signed its Brunswick contract in August of 1927, has just opened one of the most beautiful and attractively equipped music stores on the Atlantic Coast. The keynote of the store's beauty lies primarily in its simplicity, and the Panatrobe, the record, piano, musical instrument and radio departments were all laid out with the thought of easy



Parker-Gardner Music Store

customer access, and convenience of service. The opening brought the good wishes of dealers throughout their section of the country, and many telegrams of congratulation were received on the opening day.

J. J. Nolan Now Amrad Manager in the West

MEDFORD HILLSIDE, MASS., May 4.—James J. Nolan, formerly in charge of radio sales at the Hub Cycle & Auto Supply Co., of Boston, and recently connected with The Amrad Corp. of this city in the capacity of Mershon sales engineer, has been appointed to the important post of Western Division Manager. Mr. Nolan's new headquarters will be at the Amrad branch factory located at 2235 South La Salle street, Chicago, Ill., of which he will have complete charge.

Model 528



For A.C. Receiver Testing
a Three-Range Voltmeter
150/8/4 Volts

Dealers will find a ready sale for this new Weston portable A. C. instrument.

A new design throughout—especially made for testing A. C. supply and tube voltages, yet suitable for any A. C. testing requirement within the range of the instrument.

A small, durable and inexpensive instrument, yet embodying most unusual electrical and mechanical features. Furnished with each instrument is a pair of special connecting cables.

**WESTON
RADIO
INSTRUMENTS**

WESTON ELECTRICAL INSTRUMENT CORPORATION

606 Frelinghuysen Ave. Newark, N. J.

EARS....

the Real



AUDACHROME

The Chromatic Reproducer

the Instrument that

IMAGINE yourself a customer, in a music shop—you own a talking machine, but haven't played it much lately—you are not unwilling to buy new records—if the dealer lets you HEAR something that strikes your fancy. Maybe you went in for something else entirely—but while there you hear a marvelously realistic aria or a thrillingly life-like orchestral rendition. You LISTEN—you are impressed—you want that record—because your ear has BOUGHT it for you.

The above is exactly what is happening in music stores where dealers, instead of kicking about imaginary public apathy to talking machines, have buckled down to some genuinely constructive selling with AUDACHROME, the splendid new instrument that brings out the last shade of value in each note and phase of the new electrically cut records. AUDACHROME sells the EAR, the hardest buyer of them all. Use this star salesman overtime!

ACCEPT NO IMITATIONS

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



The AUDAK
565 Fifth Avenue

"Makers of High Grade Electrical and

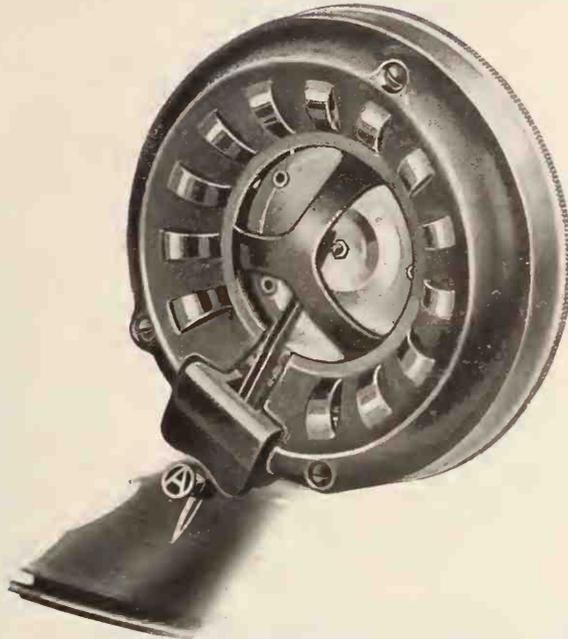
"THERE ARE SEVERAL REPRODUCERS



Record Buyers



Sells 'em



AUDACHROME

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

*Trained or Untrained,
the Ear
Listens in Astonished
Pleasure to
AUDACHROME'S
Remarkably Faithful
Reproduction of
Speech and Music*



Cabinet or
Portable—
Any Machine
Equipped with
AUDAK
REPRODUCER
Is a High
Grade Machine

COMPANY

New York, N. Y.

Acoustical Apparatus for More Than 10 Years"

AT PRICES TO SUIT EVERY NEED."



They buy perfume through the nose and candy by taste—paper through the sense of touch and novelty post cards by sight—but talking machine records are bought by the EAR, always.

Once you realize the fact and the powerful opportunities behind it, you will see the advisability of demonstrating with AUDACHROME—simply because AUDACHROME sells the ear as it never was sold before.

Jazz or organ recital—light opera or heavy—vocal pieces and difficult combinations of voice and music—all look alike to the interpretative genius of this revolutionary new instrument. AUDACHROME gives back exactly what went into the record—every record!

All the nuances and chromatic shades of heterodyning pieces in a great philharmonic orchestra are reproduced faithfully—every inflection and trick of the human voice—therefore you yourself benefit most when you use AUDACHROME to help you sell your records.

Do as other dealers have done. Put AUDACHROME to the acid test—a personal demonstration! Try AUDACHROME on your own EARS and you will immediately realize why all who hear it are delighted. Listen to a few particularly difficult records with low notes, high notes, chromatic complications and the human voice all intermingled. COMPARE the performance of AUDACHROME, that is all we ask.

Every AUDACHROME-equipped talking machine in your locality keeps its owner in the record market—constantly!

And remember, everyone who hears AUDACHROME wants to own AUDACHROME itself. Another handsome sale and profit for the store!

If you regard this great new sales weapon in its proper light, you may look forward to a handsome increase in your record volume for the coming year. It's just a matter of making the most of your ammunition!

Maximilian Wolf

Profit Winning Sales Wrinkles

Drug Store Does Big Record Business—Securing Free Publicity—Broadcasts Records—An Ice Cream and Record Tie-up—Why Not Hire Students on Commission for Salesmen?—Promoting Sales Through School Children

We sometimes hear merchants say they cannot understand how the drug store can sell records at a profit. Perhaps some of them do not. But here is one that does. The Crouse Pharmacy, Fifth avenue and Fourth street, Columbus, O., in the short span of one year has built up a large trade on Columbia records of the old familiar tunes and race type records. According to Dick Crouse, the genial proprietor, the pharmacy occupies an unique position with regard to record sales—it stays open evenings when people have much leisure and are susceptible to music. Many people come to the drug store for refreshments or for a magazine or a smoke and all of these people are excellent prospects—more than that they are buyers of records. Get the evening trade if your community and location make this possible.

Free Publicity

Don Flightner, Ohio representative of the Columbia Phonograph Co., won new laurels for himself recently through his interview with Mr. Mack of Moran and Mack of "Two Black Crows," and stars of Earl Carroll's Vanities—during their stay in Columbus, O. He wrote up the story for the Columbus Dispatch, and through this obtained much favorable comment for his record which aided sales in Columbus music stores. There is a thought in this for other dealers.

Broadcast Records

A clever stunt with a radio receiver was used by the Evans Radio Service in Albion, Ind., with such good results, according to "The Kolster Dealer," that the idea is offered to all dealers, especially those in small towns where everybody knows everybody else. When the Chamber of Commerce of Albion held its annual banquet and election of officers, H. R. Evans suggested to the president that a little unusual entertainment be furnished by a Kolster set. "The meeting was held in a hotel," said Mr. Evans. "We placed a Kolster console with a built-in power cone speaker in the dining room, and a phonograph pickup and a microphone, or telephone, in an upstairs room. Instead of listening to whatever radio music happened to be on the air, the diners heard a specially selected list of new phonograph records, chosen to fit the occasion. Between records we announced that KERS was broadcasting—Kolster-Evans radio service. We announced a few jokes and stories about some of the men present, and it made a big hit. The

way the music came out of that model 6H made everyone look at it a good deal of the time and talk about it. We had a small, neat sign on it saying that it was a Kolster set. The records were selected to show off both the low and high notes, to demonstrate what the Kolster can do. Since that night the Kolster has been the talk of the town. We were asked to use it at a Father-and-Son banquet, and it made a fine impression there also. Station KERS is becoming very popular. It has brought us a lot of publicity and requests for radio demonstrations in homes. The apparatus consisted of a phonograph pickup, a telephone microphone, and a switch so we could use either the phonograph or the telephone. The

Send in Ideas ! !

Perhaps in conducting your business you make use of some unusual method in selling radio, talking machines, records or accessories, or perhaps your method of servicing is out of the ordinary. If these ideas have proved successful, send us a note telling of them. Photographs will add interest.

output from the switch was connected to the 6H through a special adapter in the detector socket, also using the detector tube with it. Three volume controls were used, one across the pickup, one across the phone, and one as a tone control across the output. A 0-50 meter was used in the phone circuit to see how the voice was coming through."

Boosting Sales

C. C. Baker, Columbus, O., Victor, Brunswick and Columbia dealer, and originator of the Musical Fountain about which much has been written, is using a very unusual out-of-doors display to attract attention to the store, to the fountain and to records. An ice-cream freezer has been converted into a phonograph. The freezer shaped instrument has been painted with gay colors—two doors below act as transmitters. Here the sweet strains of the new

Columbia record—"I Scream, You Scream, for Ice Cream," come to the ear of the passer. This selection by the Clicquot Club Eskimos fits into the business of the store perfectly and is serving as a great advertising medium. Mr. Baker stated record sales are fully 50 per cent greater this year than last. The fountain idea is proving very popular in Columbus and promises to increase record sales still further.

"On a Commission Basis"

During the next month or six weeks the colleges and high schools will be sending out many thousands of graduates and the hundreds of thousands of undergraduates for the annual Summer vacation. A great majority of these young men and boys will immediately seek temporary employment, either to provide themselves with spending money or to acquire a sum to continue their educational studies, and therein lies the opportunity for phonograph-radio dealers. Before the colleges and schools close, seek one in your vicinity, write or speak to the authorities and inform them that you can use several young men during the Summer months. Employ them on a commission basis and see if your sales during the so-called dead months do not increase. The variety of merchandise carried in your store should offer an opportunity to the aggressive student and no difficulty should be encountered in securing a sufficient number of the right type of salesmen. Explain to them that the merchandise they have to offer consists not merely of one type of article but includes radio receivers, phonographs, radio accessories, records and other musical instruments. Have them canvass the neighborhood thoroughly. Give them lists of former customers who have purchased radio sets or talking machines from you and have ceased buying. See if this trade cannot be brought back to the store. The album sets of records sold by anyone with an interest in music and able to talk intelligently concerning the compositions, the composers and the artists, should bring in a worth-while profit. Don't depend on miracles to overcome the Summer sales obstacles. Business is there but one must go out and get it. This is one method.

Wins the Children

Familton's Music & Radio Store, College Point, L. I., have been quite successful with a publicity plan that includes the distribution of small rulers to school children, as well as blotters. Of course these bear the firm's name and, what is more important, the children of the entire community get the habit of visiting the store. A good idea!

A New York dealer who does a big business with album record sets found it profitable to have special albums made up and sells selections of an opera or a group by the same composer or artist in album form.



Sell Albums That Will Adequately Protect Your Customers' Valuable Records

The New National Loose Leaf Record Album

Beautiful in design.

Durable and flat-opening.

(Patent Applied For)

Write for descriptive list and prices.

NATIONAL PUBLISHING CO.

Factory and Main Office

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

Salesroom: 225 Fifth Ave., New York City

NEW LOW PRICES

Freshman

ALL-ELECTRIC RADIOS

Greatly reduced prices on the entire Equaphase line enable Authorized Freshman Dealers to realize volume sales during the Summer season.



MODEL G-7

New Price
\$122.50
without tubes
Old Price \$185
complete

MODEL G-4

New Price
\$149
without tubes
Old Price \$225
complete



MODEL G-10

New Price
\$113
without tubes
Old Price \$195
complete



MODEL G-1

New Price
\$99.50
without tubes
Old Price \$156
complete

Other Models

G-3—New Price \$124 without tubes.
Old Price \$200 complete.

G-5—New Price \$155 without tubes.
Old Price \$250 complete.

G-6—New Price \$225 without tubes.
Old Price \$350 complete.

H-9—New Price \$295 without tubes.
Old Price \$500 complete.

West of Denver all prices are approximately 8% higher.

On all 25 cycle sets add \$10 to the above prices.

CHAS. FRESHMAN CO., Inc.

Freshman Bldg., New York

2626 W. Washington Blvd., Chicago

Selling Latin-American Field Successfully

Ability to Talk Spanish and Quality Line Necessary

By John Lilienthal

Columbia Foreign Sales Representative



A FIRST class salesman in the United States may be a complete failure when it comes to selling Latin America. The people south of the Rio Grande differ greatly from those of North America. It is not only the language, but race, tradition and sentiment which vary greatly from ours. A successful salesman in Latin America first of all must be able to talk Spanish and correctly interpret the true Latin traits; these are prerequisites that are necessary. The old idea that anything is good enough for export, fortunately, is a thing of the past and earnest efforts have been made and are being made to get an outlet for our surplus manufactured goods. There are a number of American products that have conquered the Latin American markets, one of them being phonographs and records for which there is an excellent market in these countries.

Hard Road to Travel

With a view to studying and developing our Central and South American markets, I left New York the middle of May, 1927, and have just returned after an absence of ten months. I have traveled thousands of miles by steamer, river boats, railroad, automobile, motorcycle, horseback and cable lines, and have been in treacherous climates, where one had to use the utmost precaution regarding food, insects and animals. There were times when I had conferences with artists and distributors lasting well into the night, and at 5 o'clock in the morning I had to be in the saddle again. The hardships were indeed severe at times. When I left New York, I was absolutely convinced of the high quality of the Columbia products, but to-day, after having visited dealers and distributors in some fifty South and Central American cities, I can point with pride to the actual success of Viva-tonal Columbias and New Process records. When I say that business has increased 350 to 400 per cent, I am making a conservative statement. But, why is it that Columbia can register such increase in business? In the first place it is the good old name Columbia that is known in all corners of the world as one of the pioneers in the talking machine industry. Quality products such as Viva-tonal Columbias and electrically recorded Columbia records are quickly recognized by the critical eyes and ears of the Latin Americans, and it may be of interest for me to cite a few examples of how I secured attention and eventually closed important deals.

Selecting a Distributor

In one market I wanted a new distributor. After having made inquiries and having secured

satisfactory information, I picked out my man, and in my mind he was already added to the long list of distributors and dealers, but the prospect did not know anything about it as yet. I arranged for an interview with the proprietor of the firm I had selected, which was gladly granted. In the corner of the store was an old horn machine and a young lady was selling ten records a day, or, when business was good, fifteen. I wanted to make a distributor out of this very firm, but had to sell my idea, and proceeded at once. I found out that after the



John Lilienthal

moving picture theatre closed, most of the people went to an ice cream parlor; I therefore secured permission from the owner of this place to put one of our Viva-tonal machines there, and one evening played until 1:30 in the morning. The people stayed longer than usual and wanted to know where they could buy the Viva-tonal Columbia and New Process Columbia records. I directed them to the store of my prospective distributor where the Viva-tonal replaced the old horn machine. More people were attracted. I explained our products to clients, and within a few days had orders for six Viva-tonal machines. The head of the firm became more and more interested, and, at the right moment, I secured a large order and appointed the firm Columbia distributors. To-day this firm is buying thousands of dollars worth

of Columbia products, and has grown to be an active and important Columbia distributor. I have gained another friend, and to-day the head of that firm is not only a business but also a personal friend.

A Concert in the Interior

Way in the interior, in one of the South American cities, I aroused enthusiasm among music lovers by arranging a concert with the Model 810 Viva-tonal. I knew that our distributors were interested and liked our line, but I wanted to bring their enthusiasm to the highest pitch. Through friendly relations, I secured a hall for a concert, sent out eighty printed invitations to people of high society and was pleasantly surprised by an attendance of 130 people. I had arranged a select program, and before starting the concert addressed the audience in Spanish. The concert was a complete success and the press eulogized it as unique and highly praised the Columbia product. What I had planned, namely, to convince the music-loving public of the superiority of Viva-tonal Columbia phonographs and records, was fully realized—because, for days after the concert, the store of our distributor was actually stormed for Columbia goods. The personnel was insufficient to attend to all the customers, so I pitched into the work and for two days I was selling records over the counter. These days were the biggest selling days in the history of this distributor, and he has been selling Columbia for many years. To-day these distributors are doing a voluminous business and they are 100 per cent Columbia enthusiasts.

Comparison Demonstration Wins Sale

In another market, I was present when a customer came to the store of our distributor; he had a machine and records of a competitive company. We began to talk about Viva-tonal Columbia and New Process records, and I explained the advantages of the Columbia products, demonstrated the goods, and could see that he began to be interested, but the fact that he had another machine in his home seemed to be the stumbling-block in the way of making a new sale. Just the same I offered to send a Viva-tonal to his home so that he could hear it alongside of his own machine. Our distributor went along with this prospective customer, taking with him a good assortment of Columbia records so that this prospect could convince himself of the superiority of our goods. This man was convinced immediately, bought the Viva-tonal, a good supply of records, and broke up the greater part of his

(Continued on page 19)

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

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

There is a DIFFERENCE

GOOD business men know the fallacy in the idea of "something for nothing." They have learned from experience that the lowest priced is seldom, in the long run, the least expensive.

Nowhere is this principle better illustrated than in the field of tone-arm manufacture. Nowhere does it follow more surely that cheapened materials and workmanship result in a cheap product — *and cheap performance.*

Oro-Tone, recognizing these facts, has steadfastly insisted that cast tone-arms are necessary for fine reproduction. Modern musical reproduction *demand*s a cast tone-arm to give real volume without buzz! It *demand*s properly alloyed metal parts. It *demand*s painstaking workmanship.

There is a vast difference between cast tone-arms and those made merely "to sell at a price." Each product has its place and use — but one hopes beyond reason in expecting a cheap, loosely assembled tone-arm to give real reproduction. As it usually works out, the quality product is always the least expensive in the long run.

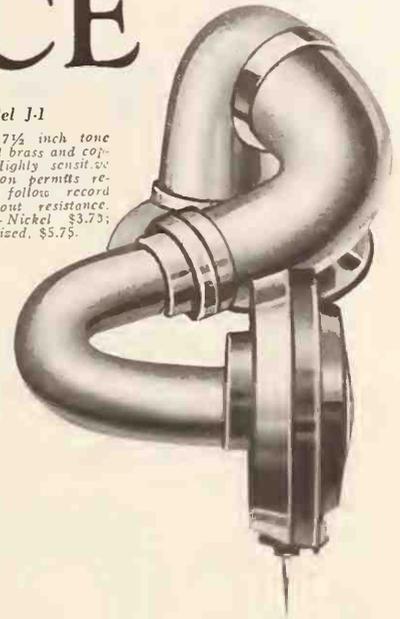
Oro-Tone manufactures quality tone-arms and reproducers. There is no compromise with fine performance standards. Every product is made completely in our own plant and large scale economies enable us to keep production costs at a minimum. Made in the United States, complete stocks of Oro-Tone Products are always on hand and shipments are made promptly upon receipt of orders.

Remember "There Is a Difference!"

We cheerfully cater to Manufacturers, Jobbers and Selected Dealers. Send now for complete free catalogue

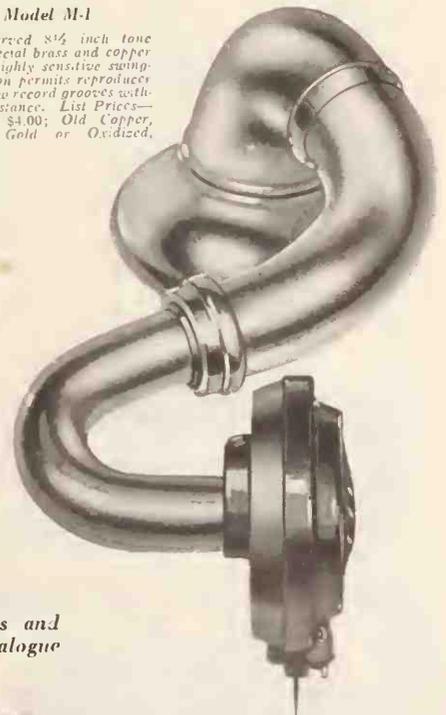
Model J-1

Full curved 7½ inch tone arm of special brass and copper alloy. Highly sensitive swinging action permits reproducers to follow record grooves without resistance. List Price — Nickel, \$3.75; Gold or Oxidized, \$5.75.



Model M-1

Full curved 8½ inch tone arm, special brass and copper alloy. Highly sensitive swinging action permits reproducers to follow record grooves without resistance. List Prices — Nickel, \$4.00; Old Copper, \$5.00; Gold or Oxidized, \$6.00.



The Oro-Tone Co.
1000-1010 QUALITY FIRST GEORGE ST.
CHICAGO, ILL.

F. R. T. A. Plans for Conclave in Chicago

To Be Held Simultaneously With RMA Trade Show and Convention in Chicago June 11-15—Important Program

The Federated Radio Trades Association is actively at work making plans for a convention of all its members and prospective members during the coming RMA Trade Show, June 11-15. The attending radio wholesalers will hold a meeting under the auspices of the Radio Wholesalers' Association for work on the completion of this newly formed organization and also to make standard recommendations on trade practices and Code of Ethics.

The Dealers' Section of the Federated will also hold a separate meeting devoted exclusively to dealers' problems and the perfecting of the organization to aid the dealers generally throughout the country. The Manufacturers' Representatives' Section will also have time on the program for a meeting of its group to devise ways and means whereby it can increase the good will of the entire industry.

Interesting Statistics About Kolster Radio

The statistical department of Kolster radio has divulged the information that if all the transformers manufactured in the Kolster plant in a period of only four months for use in the power cone speaker, the AC power pack, the electric reproducer for the Columbia-Kolster phonograph and in the pivot cone, were piled in a column seven feet square, it would soar into the air exactly as high as the Woolworth Building, the tallest in the world.

More figuring brought about the further disclosure that if the small bits of metal, called

laminations, used in making choke coils during that four-months' period were placed end to end they would reach from the factory in Newark, N. J., across the United States to the Kolster laboratories in Palo Alto, Cal. And if the wire used in these same coils were laid in a straight line it would stretch three times around the earth and have 18,000 miles of wire left.

New Vice-President of Raytheon Mfg. Co.

Widely Experienced in Radio Accessories and Automobile Fields

CAMBRIDGE, MASS., May 7.—The Raytheon Mfg. Co., of this city, has announced the election of Fred D. Williams as vice-president. As president of the Dubilier Condenser Corp., New York, for the past year and a half Mr. Williams has been responsible for putting this company on a sound basis. He will remain temporarily as president of Dubilier and continue in an executive advisory capacity in addition to his activities at Raytheon.

Before going to Dubilier Mr. Williams directed the sales of the Grigsby-Grunow-Hinds Co., makers of "Majestic" eliminators. Previous to that he served as vice-president and general manager of the L. H. Gilmer Co., pre-eminent manufacturer of industrial belting and automobile fan belts.

Stewart-Warner Net Up

The Stewart-Warner Speedometer Corp. and subsidiaries report net profit of \$1,387,284 for the quarter ended March 31, compared with \$1,062,048 for the first quarter of 1927 and equivalent to \$2.31 a share earned on 599,990 no par shares, compared with \$1.77 a share in the first quarter last year.

Crosley and Amrad Jobbers Appointed

Addition to Distributors in Line With Policy of Building Exclusive Jobber Representation Throughout Country

Continuing its policy of appointing distributors who will handle Crosley and Amrad products exclusively, the Crosley Radio Corp., Cincinnati, O., announces the addition of two more outstanding exclusive distributors. They are the Wetmore Savage Equipment Co., of Boston, Mass., and the B. H. Spinney Co., of Springfield, Mass. These concerns are generally regarded as leaders in the New England territory. They did a tremendous business last year, but are looking forward to a much greater sales volume in 1928.

Other prominent distributors who will handle Crosley and Amrad products exclusively are Motor Parts Co., Philadelphia; Kierulff & Ravenscraft, Cal.; Lincoln Motor Sales Co., Baltimore; Hudson-Ross, Inc., Chicago; Kriese-Connell Co., Indianapolis, and the Twentieth Century Radio Corp., New York.

Radio Exports

The department of Commerce reports that during the month of February 4,527 receiving sets were exported from the United States, valued at \$189,877. Of these sets, the largest number went to Canada, with Argentina taking the second largest number and Australia the third. During February 45,830 radio tubes were exported, valued at \$78,106, of which by far the largest number went to Argentina, Canada taking second place. Receiving set accessories exported during the same month were valued at \$124,067, receiving set components at \$148,168 and transmitting sets and parts at \$23,134.



LOUDEST MADE
JUMBO
NEEDLES
FOR THOSE WHO CRAVE
THE LOUDEST
TRADE MARK

MADE BY THE
OLDEST and LARGEST
Needle Manufacturers
in the World!

Bagshaw has been making phonograph needles longer than any other manufacturer, and dealers have always made big profits from their sale. All our brands: BRILLIANTONE—JUMBO—GILT EDGE—REFLEXO—or your PRIVATE BRAND—will make money for you!

All our needles are made in this country. You can rely on them to give true tone reproduction and complete satisfaction for your customers.

Send for samples and complete information today—and start making real money from your phonograph needle sales.



The
TRIPLE TONE
REG. U.S. PAT. OFF.
BLUE REFLEXO
NEEDLES
LOUD MEDIUM SOFT TONE TONE TONE
PLAYS 10 RECORDS
IN THREE TONES
MADE IN U.S.A.



100
Bagshaw's
MADE IN U.S.A.
BRILLIANTONE
REG. U.S. PAT. OFF.
NEEDLES
DANCE TONE
100

Be sure your needle packages are marked
MADE in U.S.A.



Gilt Edge
50
NEEDLES
TRADE MARK



100 LOUD 100
PRIVATE BRAND
(Your Name Here)
PHONOGRAPH NEEDLES

BRILLIANTONE STEEL NEEDLE COMPANY

370 Seventh Avenue

of AMERICA, Inc.

New York City

BIG NEWS *for every* **Columbia Dealer**



Paul Whiteman now an exclusive Columbia Artist

Columbia combination Phonograph and Radio

Moran & Mack ("The Two Black Crows") New Record—Parts 7-8



**COLUMBIA ELECTRIC VIVA-TONAL AND
KOLSTER RADIO COMBINATION—MODEL 960**

¶ The Kolster Receiving Set in this instrument has been specially designed for use with this latest phonograph-radio combination. Your customers may now enjoy radio and records at their best in this new superlative Columbia No. 960. List Price, \$600. ¶ Feature this instrument. Write for special descriptive folder for distribution to your customers. ¶ ¶ ¶

Schubert Centennial - Organized by Columbia Phonograph Company

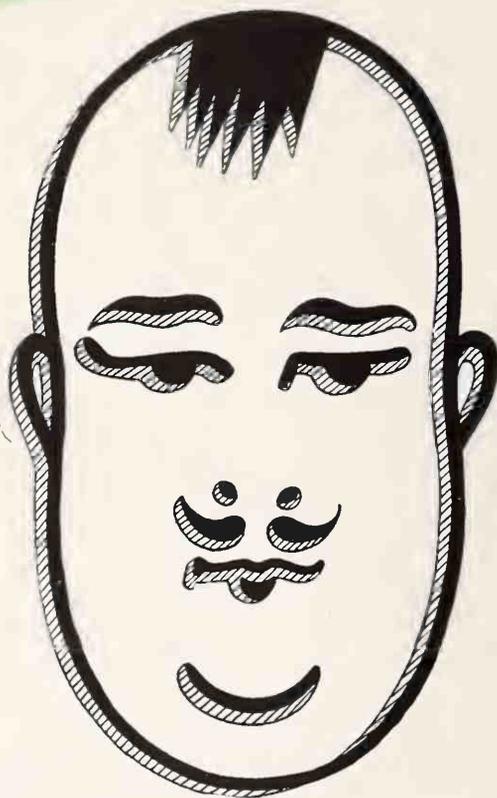
FOLLOW THROUGH

Columbia

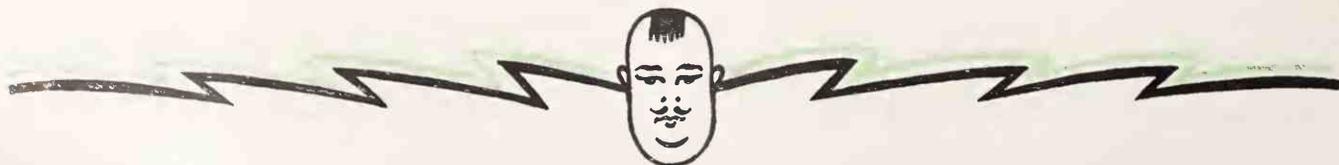
Paul Whiteman

**Paul Whiteman
now record for**

**This is Good
News for every
Columbia Dealer!**



¶ It means more and more Columbia Sales. ¶ Whiteman has signed a contract for a long term of years to record exclusively for Columbia. He is now making Columbia Records. The first ones will be announced shortly. ¶ ¶ ¶ ¶



Columbia

Paul Whiteman

and his orchestra Columbia Exclusively

¶ Columbia New Process Records, -

with their smooth scratchless surface, and their

recording made the new way, electrically, entrancingly capture

in record form, the superb artistry of Paul Whiteman. ¶ At last, through the

medium of Columbia Records, Paul Whiteman can now be heard anywhere,

any time, "like life itself." Columbia's "Magic Notes" bring this world famous

orchestra into your customers' homes, exactly as if it were playing for each

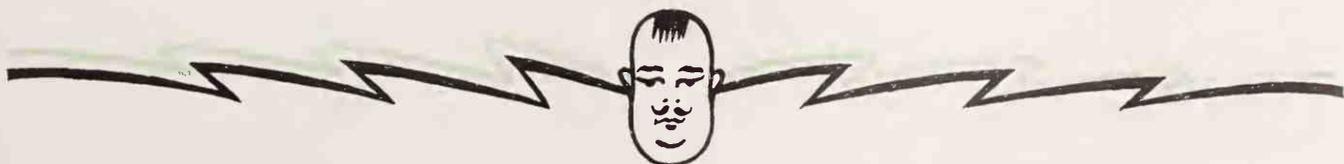
one, individually. ¶ The artist who is in a position to choose, turns naturally, as

does Whiteman, to the Columbia recording studios and laboratories, because he

knows his records will be precisely what his music is. ¶ Be ready to tell your

customers to "Ask for a Columbia Record of Paul Whiteman." ¶ Be prepared to

wire your orders for Paul Whiteman's Columbia Records, soon to be announced.



Selling the Latin-American Market

(Continued from page 16)

our goods. This man was convinced immediately, bought the Viva-tonal, a good supply of records, and broke up the greater part of his collection of competitive-make records, stating that henceforth he would only buy Columbia records.

Building Friendship

I could cite many instances more, but I will just refer to one more example from the many, to show what a good product, personal contact and enthusiasm are able to produce and accomplish. Around the first of the year I happened to be with one of our older distributors. This is generally a busy time, as inventory has to be taken, and there is little time for salesmen and representatives; I therefore offered to assist our distributors in the inventory of the Columbia department. They agreed, off came my coat, and within a few days the inventory was finished. While doing this work I became more intimately acquainted with the selling force of the Columbia department, made several suggestions and improvements, and when everything was finished I received the biggest order this distributor had ever placed with the company.

Rules for Selling in Latin America

The rules for successful selling in Latin American countries are simple but well defined. The first impression of a person is of vital importance and decisive. A salesman, therefore, should have appearance and personality and pleasing ways to attract the attention which makes an approach so much easier and helps over many difficulties. If the man is also intelligent, there is an additional advantage.

To sell goods successfully, one must have absolute confidence in his product, as this creates enthusiasm and ambition and a desire to work well and hard. A good salesman must have also an understanding of human nature;

he must not only be a salesman but a friend as well, must be absolutely fair and square—even under adverse conditions. The old way of loading up the shelves of a customer is a method of the past.

The Latin Americans have an inborn love for music. In fact, every Indian is a lover of music—so that the phonograph industry has a vast field to work upon. The prospects are excellent, and I am glad to say that Columbia is an important factor in all Latin-American markets on account of the excellence of Columbia products. Our "Magic Notes" trade-mark is gaining ground everywhere.

Kolster President Sails for Europe

Ellery W. Stone, president of the Kolster Radio Corp., and of Federal Telegraph Co. of California, its subsidiary, recently sailed for Europe to make a first-hand survey of radio conditions there. Mr. Stone plans to spend five weeks in England and France. It was announced that Brandes, Ltd., of London, the English manufacturer of Kolster Radio, is expanding its factory space and plans are being made for a greatly increased radio business in England this year.

Fada Adds to Floor Space

Additional floor space in the Long Island City district of New York has been taken by F. A. D. Andrea, Inc., to provide adequate facilities for the steadily increasing business of Fada Radio. It was only a year ago that Fada moved from the Bronx to considerably larger quarters in Long Island City.

Ted Lewis and his band, exclusive Columbia recording artists, recently left for a three months' tour to the Pacific Coast. Columbia dealers plan to tie up.

RCA Music Education Hour to Be Broadcast

Special Series of Orchestral Concerts to Start October 26, Under the Direction of Walter Damrosch

A special series of twenty-four educational orchestral concerts will be broadcast next season, beginning October 26, under the auspices of the Radio Corp. of America, according to a recent announcement by David Sarnoff, vice-president and general manager. The new RCA Music Education Hour will be under the direction of Walter Damrosch, dean of American musicians.

The programs will be given on Friday mornings at 11 o'clock Eastern standard time, so that they can be heard in the schools. This is in response to the nationwide demand for an educational hour of music for young people and children. Twenty-eight stations will be hooked up in these broadcasts, covering the entire country between the Atlantic Coast and the Rocky Mountains.

New Amrad Distributor

PEORIA, ILL., May 5.—The National E. & A. Supply Co., well-known radio and automotive jobber, was recently appointed a distributor of Amrad radio sets and Mershon condensers, made by the Amrad Corp., of Medford Hillside, Mass., announced W. H. Lyon, Amrad general sales manager.

Congratulations!

J. S. Dagney, of the Pooley Co., Philadelphia, Pa., is receiving the congratulations of his many friends throughout the trade upon the birth of a daughter, Joan Therese, on Saturday, April 14.

SELL SYMPHONIC

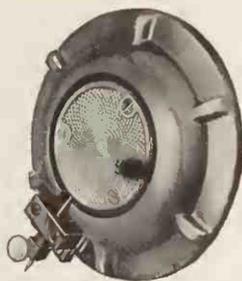
For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

LOW LOSS SYMPHONIC
PHONOGRAPH REPRODUCER

LIST PRICE

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

(Slightly higher west of the Rockies)



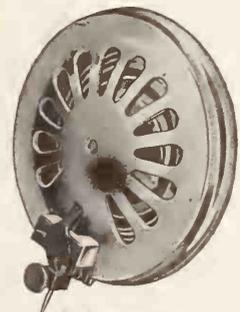
A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

Overture
PHONOGRAPH REPRODUCER
MADE BY SYMPHONIC

LIST PRICE

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

(Slightly higher west of the Rockies)



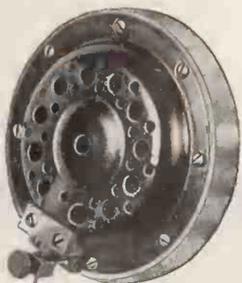
This is the \$8.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

Symphonic
PHONOGRAPH REPRODUCER

LIST PRICE

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

(Slightly higher west of the Rockies)



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



SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. **Pioneers and Leaders in the Independent Reproducer Industry** **NEW YORK**

Sigrid

Johnny Johnson

Lemaire and Van

V i c t o r

MME. ONEGIN is one of the greatest contraltos in musical history. A native of Stockholm, she received her musical training in France and Germany. In her very first operatic appearance at Stuttgart, she had the role of Carmen, singing opposite Caruso. During her first operatic year she sang twelve Wagnerian roles, an evidence of her vast capacity for study. Later, she came to America under contract to appear in opera. Her concert tours in this country, during the past few years, have been enthusiastically received, and her name has become known to music-lovers throughout the nation.

Giacomo Lauri-Volpi, tenor of the Metropolitan Opera Company; Johnny Johnson and his Statler Pennsylvanians; Lemaire

VICTOR TALKING MACHINE

Onegin

and his Statler Pennsylvanians

and other headliners are now

Artists

and Van; and Jans and Whalen have joined the Big Parade of Victor Artists.

Other contracts and renewals include those with Pablo Casals, violoncellist; Giuseppe De Luca, baritone of the Metropolitan Opera Company; Renée Chemet, violinist; Giulio Setti, chorus-master of the Metropolitan Opera Company; Fanny Brice, inimitable Broadway comedienne; Franklyn Baur; Jack Smith; Waring's Pennsylvanians; Arden and Ohman; and Charles R. Cronham, organist.

Victor dealers have always been able to offer their customers music by the world's greatest artists in every field. The list is constantly being increased as new artists attain nation-wide popularity. This policy of wide-awake leadership has helped materially in giving the Victor Company and their dealers the dominant position in the talking-machine industry.

CO., CAMDEN, NEW JERSEY, U.S.A.





Make Your Windows Work Overtime

Factors Entering Into Profits Through Window Displays —
Originality Pays—Planned Exhibits Are Best Sales Producers

The value of unusual and eye-arresting window displays is being more generally realized by retailers as well as by manufacturers; many

reasonably priced product of standard make and known quality.

It is not enough to simply show the product

in the window. Every dealer has a competitor handling the same line or another line of very nearly equal merit. These merchants, too, show their products, and this results in a form of competition which while silent is none the less keen; competition which certainly divides sales, all other things being fairly even. What the dealer must seek in his window display is originality of the most striking character; with the idea

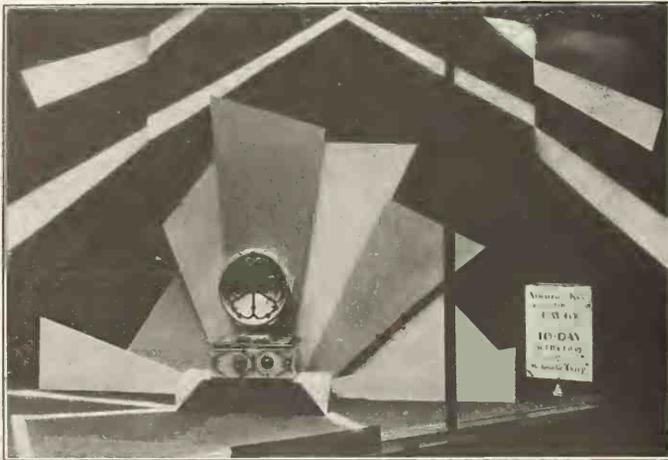
of bringing his establishment and product to the attention of the passing public in such a forceful manner that immediate interest is

ment. Another window shown illustrates an effective tie-up by a dealer with a local radio station. The display in the lower right shows the crowds in front of the window of a well-known dealer who made a human being the attention-getter. That he succeeded to a most satisfactory degree is quite evident.

It is impossible to determine the number of sales that may directly or indirectly be credited to any window display, but the fact remains that the dealer who has good window exhibits of his merchandise is usually busiest. This applies with equal truth to newspaper advertising. The results are intangible but certain. The dealer's rent is based on his location and the number of people who pass the door daily. The cost of a good window display is little compared with the results that follow. The poor window display is the expensive one for the simple reason that the dealer is paying for space which he is not using to advantage. This is a form of waste and, therefore, represents a leak which works steadily to reduce profits.

Planned windows are most effective. The dealer should plan his displays just as carefully as he does his advertising, taking advantage to the fullest extent of all holidays and local tie-up opportunities. Make use of the very excellent window display helps put out by the manufacturers. The cut-outs and other material from this source are prepared by men skilled in developing window display ideas.

Another feature of window display which should merit the attention of dealers is the question of proper lighting, so that the display will be as fully



At the top of page: Display in the Oakland, Cal., store of Sherman, Clay & Co., featuring the "Two Black Crows" and their recordings, as well as the various phases of record manufacture. Above: Striking futuristic window display of the Regal Co., York, Pa., showing the Atwater Kent Modernistic radio set in an eye-arresting manner.

of the latter going to considerable lengths in this respect to aid the dealers featuring their lines. Some of the larger companies are spending thousands of dollars annually to provide effective window display service for the dealers handling their lines.

What constitutes a good window display? What makes one display more effective than another? A number of factors enter into the matter. First, given a good location; that is, one where a reasonable number of possible buyers for the product handled pass the door, the dealer has an excellent chance of making his window one of his most profitable mediums of advertising. The merchandise displayed must be suitable to the purses and tastes of the passers-by. One would not feature an instrument costing in the neighborhood of \$1,000 in a window fronting on a street where the majority of the passers-by are laborers. On the other hand, when the location is in a neighborhood where people of wealth do their shopping the display must be of a kind to interest them. Most often, however, the happy medium is safest choice, because the masses of people who shop on any business street in an average community are, for the most part, people of moderate means; men and women of a certain amount of discrimination; people to whom price is a factor, but who gladly pay for a



Above: The Rochester Gas & Electric Co., of Rochester, N. Y., which handles the Stromberg-Carlson radio line, showed pictures of the studios and transmitting station WHAM, owned by the Stromberg-Carlson Co., of that city. The exhibit proved a "winner," attracting much attention to the station as well as to the product made by the company operating it. Local tie-ups pay dividends.

aroused and memory of the line and store lingers. Many people who pass your store today may be in the market for a talking machine, radio set or records to-morrow, next month or next year.

The illustrations on this page were selected because they have attracted attention. The record window at the top of the page featured the records of two artists who have attracted international attention because of their humorous recordings. Another illustration features a well-known radio set of modernistic design in a setting eminently suitable to this type instru-



Above: B. B. Todd, Philadelphia, put his sales message across with the use of "Claudio, the Mechanical Man," effective at night as it is during the day. Make your windows work twenty-four hours a day.

POOLEY RADIO CABINETS

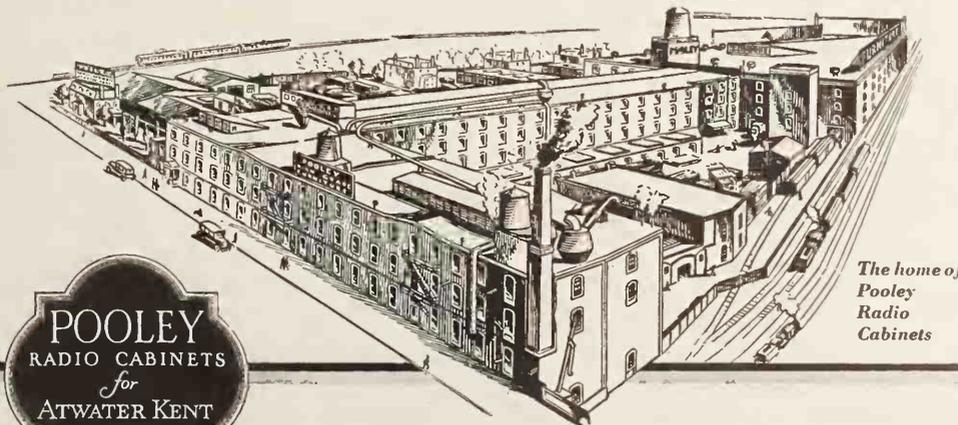
for **ATWATER
KENT
RADIO**

KEEP in touch with the Pooley distributor in your territory. This year Pooley will present the most attractive line in its history.

THE POOLEY COMPANY

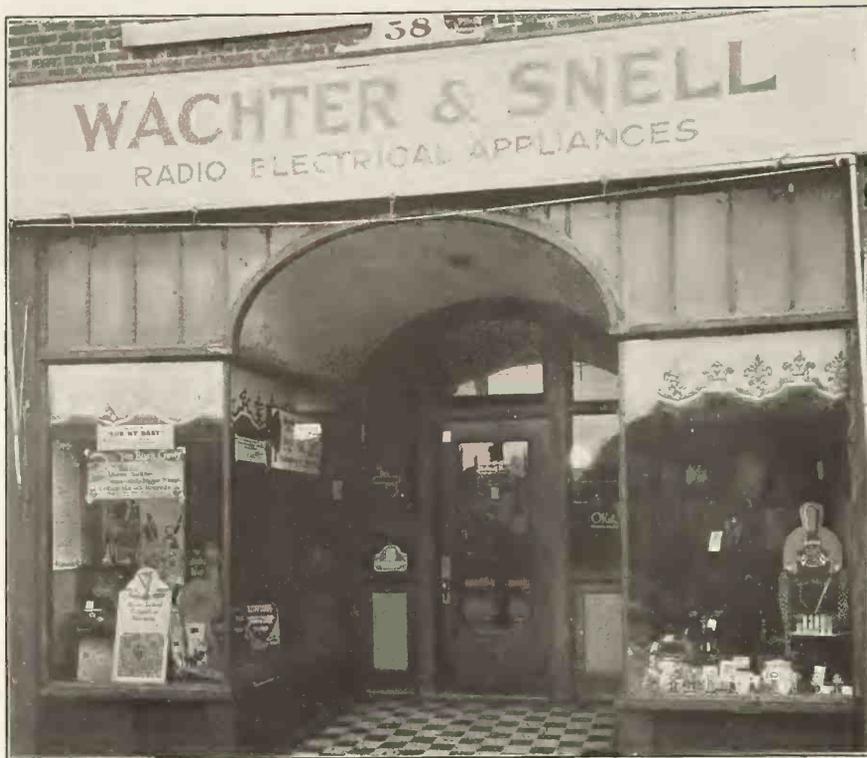
1600 Indiana Avenue

Philadelphia, U. S. A.



*The home of
Pooley
Radio
Cabinets*

POOLEY
RADIO CABINETS
for
**ATWATER KENT
RADIO**



THAT limited capital is no bar to success in the radio and talking machine field, even in these days of big business, is illustrated strikingly by a study of the record of the firm of Wachter & Snell, Buffalo retailers.

To summarize the achievement of Joseph Wachter and Archie Snell before going into the discussion of the methods whereby they won success it may be said that just two years ago they began their experience in the field of radio with a combined capital of exactly \$9.36. Last month they moved into a new \$10,000 building, erected especially for them, in one of the busiest community neighborhoods in Buffalo. Two years ago both the partners in the store were tyros in radio. One had a job, the other was attending school. They conceived the idea that most radio dealers start from the wrong end, by entering a business of which they know little, hoping to acquire necessary knowledge along the way.

They decided on a different plan and they devoted their evenings to an intensive study of all the radio information they could get. Mr. Snell took up a special course in radio engineering in a Buffalo night school. To find a place to open their radio "store" was the next problem. It was then that they took inventory of their finances and discovered that between them they possessed \$9.36 in available cash. At the home of one of the boys, in the outskirts of Buffalo, was a barn. Part of it was used as a garage. They took the other part as their store. A good portion of the company's capital was invested in a large cloth sign, which, displayed from the barn wall, announced to the world that the firm of Wachter & Snell was ready to do radio repairing and installation of all sorts. But the partners, unlike the mouse-trap maker of fable, didn't wait for the world to make a beaten path to their door. They started the path themselves, leaving their shop daily to make a house-to-house canvass to tell friends, neighbors and strangers they were ready to do business.

"We found that if we made a certain number of home calls a day we would strike an average number of persons who had a radio problem. Some wanted service of one kind, others were in the market for a set or for improvements. At that time we had opportunity to study all sorts of sets and here, too, we departed from the established custom of getting a franchise from some distributor and pushing his set. Before we even sought a franchise we

studied the operation of all kinds of sets so that we might eventually tie up with the one that seemed to be giving the utmost satisfaction and the least trouble in our community. We felt we could conscientiously recommend such a set after we had seen many of them in actual operation and talked with their owners. We finally decided on a line and have never handled any other make. We had made sets for our early customers and had conducted all sorts of experiments to try out our own and other sets under every conceivable condition. The result was that when we opened our first real store, less than three months after starting our barn service station, we knew what our line would do and weren't afraid to tell prospective customers just what they could and couldn't do with each of the models. In a word, we had eliminated the guesswork that brings grief to so many radio dealers of limited knowledge and experience.

"We began our first newspaper advertising campaign just before Christmas, 1926. At first we used space only in a community weekly published in the section in which our store was situated. Then we decided to advertise in a Buffalo newspaper of city-wide circulation, and it wasn't long until we began to get service calls from all parts of the city, as we stressed the idea of service rather than sales from the start.

"We were never too busy to make a service call clear across Buffalo, although the distance might be ten miles, and the temperature zero. Neither did we at any time try to tell a man his set was no good, and that he should have a new one. If he asked for information we gave it to him, otherwise we did our job, made a nominal charge and went on our way. That kind of service made a hit, and it wasn't long until we had to hire extra help to remain in the store. We continued our canvassing and

our personal service calls, and plan to do so even if our business continues to grow as it has during the first two years of our experience in the trade.

"The exclusive agency idea appeals to us and to our customers. If we can't convince a man our sets will meet his needs we tell him where he can find other types, but before he leaves the store we try to get across our whole story. The result often is that a man who has refused to be convinced without looking elsewhere eventually comes back to us for a purchase. Whatever service we give is always extended gladly, for we have found courtesy pays."

Asked to give their formula for successful operation of a retail radio business the partners volunteered these rules: First, study radio, experiment with it and know your business thoroughly before you try to make, sell, install or repair a set.

Second, study all makes of radio, then select one line in which you have confidence.

Third, never be too busy to give a customer or any set owner any type of service he may want, even though his trouble may be trifling.

Fourth, put the spirit of courtesy and fair dealing into every transaction.

The accompanying photograph shows the company's new store, which is beautifully furnished and well located in a neighborhood business community that is developing rapidly. They also handle talking machines and records and follow the same principles in operating this department as in their radio business. The partnership does both a cash and time payment business. One of its promotion schemes has been to issue a \$5.00 card which entitles the holder to have his battery charged six times, including call for and delivery service, and other service features.

Belmont Corp. Adds Space

MINNEAPOLIS, MINN., May 7.—The Belmont Corp., Sonora distributor, recently added 6,000 square feet of floor space to its local office. This new space provides increased desk space and also adds considerable to the display room.

Penn-Dixie Distributors, Montgomery, Ala., were recently incorporated with a capital stock of \$20,000 to buy and sell talking machines, records and supplies and to manufacture supplies for talking machines. The incorporators are William H. Jaffee, Abner Saul and B. W. Whiteman.

Know Your Radio Line to Build Retail Success

By P. D. Fahnestock

Radio is better with Battery Power



This is the new Eveready Layerbilt "B" Battery No. 485. Uses the unique, patented Eveready Layerbilt principle that avoids waste spaces between the cells. 3 1/4 inches thick. 15 volts. \$3.50.



This is the famous Eveready Layerbilt No. 486, the longest lasting of all Evereadys, the battery that proved the superiority of the patented Eveready Layerbilt construction. 4 7/16 inches thick. 15 volts. \$5.

another EVEREADY LAYERBILT -in Medium Size

NOW users of medium size "B" batteries can enjoy the remarkable economy of the patented Eveready Layerbilt construction. If you have been buying batteries such as the popular Eveready "B" Battery No. 772, which contains cylindrical cells, now you can secure a battery of the same size using the famous Eveready Layerbilt flat cells. The new battery is the Eveready Layerbilt No. 485. This battery will give much longer service than the corresponding cylindrical cell Battery No. 772, and the price of this new battery is only \$3.50. The longer life of the new Eveready Layerbilt No. 485 is due solely to the superior efficiency of the patented Eveready Layerbilt construction.

This new battery, however, will not last so long as the larger Eveready Layerbilt No. 486, which is made for Heavy Duty and is the longest lasting of all Evereadys. Please get the numbers straight—the new Number 485, marked "Medium Size" on the label, gives Eveready Layerbilt economy to users of batteries such as the popular No. 772; while the famous No. 486 is the bigger and longer-lasting Eveready Layerbilt for Heavy Duty. No other batteries are like these two Eveready Layerbilts.

Now that there are two Eveready Layerbilts, one for Heavy Duty and the other in Medium Size, practically every "B" battery user can secure the advantages of the unique, patented Eveready Layerbilt construction. The two batteries cover the entire range of receiving sets, except portable ones. Eveready Layerbilt economy, convenience and satisfaction are available to everybody now!

Each of these Eveready Layerbilts provides

only Battery Power, pure Direct Current, and your receiver will work at its very best on such current only. Pure D.C. is silent, uniform, hum-free, and should not be confused with "raw D.C.," which is mechanically generated and hence is unsteady and noisy. Radio really is better with Battery Power—and from the Eveready Layerbilts you secure Battery Power in its most economical and convenient form.

NATIONAL CARBON COMPANY, INC.
New York  San Francisco
Units of Union Carbide and Carbon Corporation

Tuesday night is Eveready Hour Night

East of the Rockies
9 P. M., Eastern Standard Time
Through WEAF and associated N. B. C. stations

On the Pacific Coast
8 P. M., Pacific Standard Time
Through N. B. C. Pacific Coast network



Illustrated at the right is the cylindrical-cell battery, showing the waste spaces between the cells and the soldered connections. At the left is the Eveready Layerbilt.

EVEREADY

Radio Batteries

-they last longer

you shouldn't miss

This is the Eveready Layerbilt story being told to your customers during May in national magazines.

Money-Making Suggestions for Ambitious Merchants

Why Not Equip New Apartments With Radio Receivers?—The Political Conventions Should Mean Set Sales—Coming Broadcasts Promise a Busy Summer Season—Sales Can Be Made to Other Places Than Homes—Will You Be Present?

The following suggestion sent to dealers by the Atwater Kent Mfg. Co. is interesting and merits the attention of all dealers who may be neglecting a profitable sales market. It reads: "Are You in Touch With New Building Operations?" As an inducement to buyers almost all new houses today are equipped by the builders with gas ranges, washing machines and electric refrigerators. Every Atwater Kent dealer should seriously consider the possibility of installing the new Atwater Kent AC set in each new home constructed in his vicinity. Even where large operations cannot be 100 per cent installed, it is a good plan to be sure to get a set in the furnished sample house. In some operations the salesman for the sample house will be the man to approach and through him accomplish good results, or you may know the builder himself. The progressive builder is always looking for new ideas."

Are You Ready ?

When the Democratic party staged its memorable presidential convention in Madison Square Garden in 1924, the progress of that exciting event was followed with interest by hundreds of thousands of radio listeners throughout the country. Since that time the radio industry in all its branches has made tremendous strides in improvements, and the present-day broadcast receiver, and the broadcasting facilities are both much better than they were four years ago. During the coming month the two major parties will hold their national conventions. The Republican party convenes in Kansas City June 12, and the Democratic convention in Houston, Tex., on June 26. At the present writing one cannot even hazard a guess as to how long each one will remain in session, but a complete broadcast will be given of each event, and public interest will be keen from start to finish. Radio dealers have learned to avail themselves of the sales possibilities which are engendered by these events of nation-wide interest. Last September on the occasion of the championship bout between Tunney and Dempsey, pages upon pages of radio advertising appeared and dealers used every possible

medium to attract the public into their stores and induce them to buy. Start early therefore to capitalize the coming conventions. Plan your campaign early. Neglect no avenue of approach that might lead to a sale and don't forget to get in touch with every customer to whom you have sold a radio receiver. Make certain that it is in perfect working order. It might be that you can interest him in a sale of a new receiver, and failing that, sell new parts or accessories. At any rate, be aggressive and take complete advantage of the splendid possibilities for business that are offered.

Summer Business

While it is true that the conventions of the two parties are being spoken of as the high lights in broadcasting, don't forget that a great part of the campaign to elect a president will take place over the air. Continue your efforts after the conventions are over and candidates have been chosen. Right up to November politics are going to be the outstanding topic of discussion with men and women in every section of the country and, from every indication, the campaign this year will prove one of the most interesting held in a great many years. Think of what that will mean in selling radio sets and accessories. The leaders of both parties will speak over nation-wide hook-ups. To enjoy the addresses and debates will be the wish of every citizen who has the slightest interest in politics. And you as a radio dealer are on the inside track. The public interest means money to you if you are aggressive enough to go out and work for it. To forget politics for a moment: Tunney and Heeney are scheduled to fight in New York City in July. While preparations for the bout are in their early stages at the present time, rest assured that by the time the date approaches, interest will be at fever heat. Remember the last bout, what a part radio had in it and how sets sold. If you didn't get your share then, prepare early to get it the next time. And then again, in the Fall when the baseball season draws to a close and the World Series comes round, more live radio interest. It certainly shouldn't be a

dull season for the dealer who is alive to his opportunities during these months.

Outside Sales

A Brunswick dealer in California recently made a summary of sales and showed that out of 102 Panatropes sold, 33 were to public places. A wide variety of establishments were represented in the list of purchasers, including theatres, hotels, stores, real estate sub-divisions, road houses, mountain resorts, etc. What have you done in seeking sales along these lines? Have you canvassed the stores in your neighborhood where people congregate? How about barber shops and ice cream stores? The motoring season is now upon us. Have you tried to sell instruments to the proprietors of the refreshment stands along the roads? Are there any small resort hotels in your vicinity that do not employ orchestras to entertain the guests and where an instrument such as you sell would prove a blessing? Many dealers complain that business is dull during the Summer months, sit back and do nothing to relieve the situation. Get out of the beaten track and see if a little hard labor will not increase sales.

The Conventions

Starting on June 4, and continuing for several days, the various trade organizations, which comprise the Music Industries Chamber of Commerce, will meet at the Hotel Commodore, New York City, and discuss ways and means of promoting business for the coming year and seek methods of sales promotion where co-operative effort will result in the general betterment of the music trade. One week later, in Chicago, the Fourth Annual Radio Trade Show and RMA convention will take place, lasting from June 11 to 15. Both of these important events should be given the attention of every talking machine and radio dealer. Those who can attend should be present at one or the other of the conventions. At the trade show in Chicago manufacturers will exhibit, in many cases for the first time, new models of radio products. Visiting dealers will be able to examine carefully practically all makes of products and make comparisons so that the line which they decide to carry for the 1928-1929 season can be carefully studied before the final decision is made. At the meetings of the National Association of Music Merchants in New York, the leading members of the trade will discuss conditions, trade problems will be reviewed and remedies sought. Attend these conventions if it is at all possible; if it should prove impossible, study the reports which will be printed in the trade papers.

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.



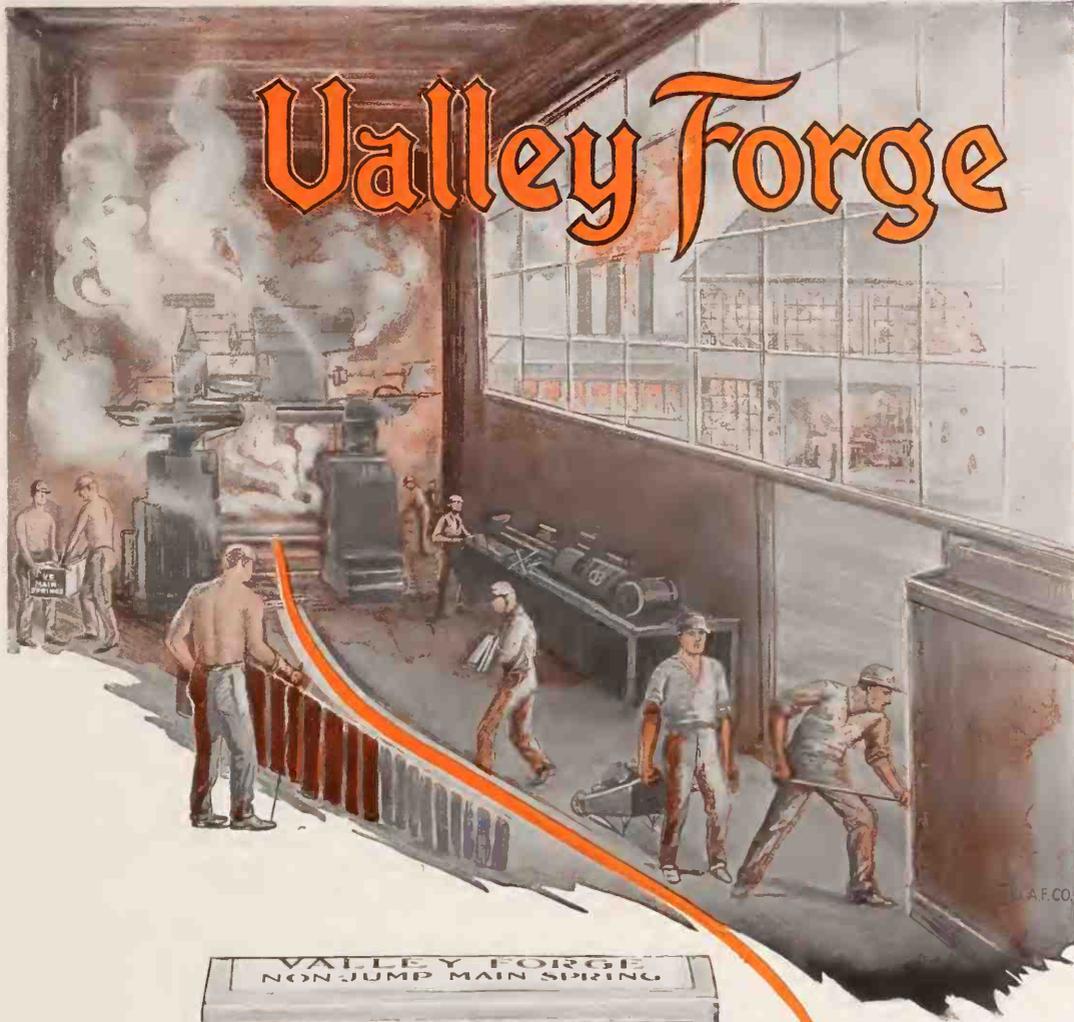
STYLE 2
Gum Mahogany, Golden or Fumed Oak.



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

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

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



VALLEY FORGE Non-Jump main springs are produced by the makers of Valley Forge RIO-PHONIC and VAL-PHONIC Reproducers, as well as a complete line of replacement materials for phonographs.



J.A. FISCHER COMPANY

PHILADELPHIA · U · S · A ·



**STIMULATE
SALES AND
PROFITS**

LET YOUR CUSTOMERS

Make selling easier—
Overcome all competi-
tion by featuring the
finest portable phono-
graphs manufactured—

PALS



Make comparisons if you wish—but you don't need to! Accept the judgment of the thousands of successful PAL dealers!



PALS have stood the test of time! That's how you know they're good. No one takes a chance with PALS. Eight years of severe test have built up a wonderful reputation for them that you can capitalize on.



Send today to your nearest jobber for samples or write to us and we will send you jobber's address.

PAL Portable Phonographs are manufactured by the largest house of its kind in the United States—The Plaza Music Company.



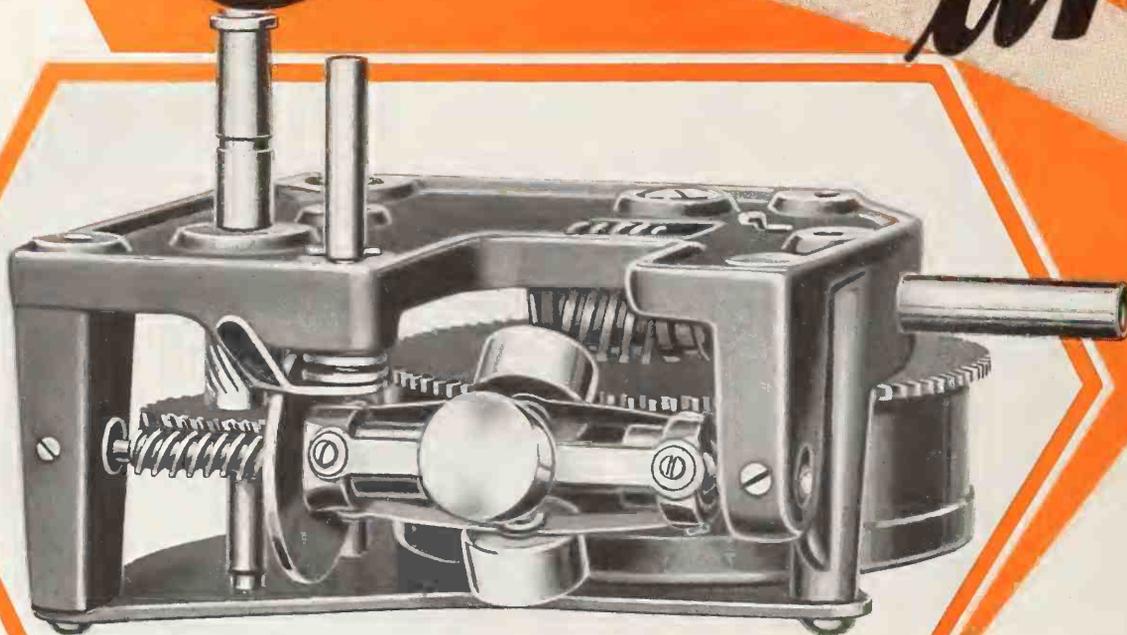
PLAZA MUSIC CO.

LISTEN TO **PAL**



TO WEST 20TH STREET
WILNEW YORK, N.Y.

Better
are



**The United Motor No. 2
For Better Portables**

The United Electrical Pick-Up brings real electrical reproduction to any phonograph. The heart of this product is our "Super-Magnet" which makes possible exquisite tone quality and astonishing volume.

The United Pick-Up retails at \$16.50 complete and offers a highly profitable opportunity to Jobbers and Dealers.



UNITED



(PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY

Portables UNITED EQUIPPED

THE MOST MODERN OF ALL PORTABLE MOTORS



The famous United No. 5 Motor. Over 150,000 modern cabinet machines were equipped during 1927 with this standard, smooth-running silent motor. A real quality product at a reasonable price!

Samples gladly forwarded to recognized Manufacturers and Jobbers upon request.



INCREASING demand on the part of Dealers for absolutely dependable construction—for high performance standards in Portable Phonographs—that's the reason for the United No. 2 Motor. A motor made especially for the portable manufacturer who actually gives Dealers what they want—better portables! A strong, even-running motor of simple "fool-proof" design!

The United No. 2 Motor absolutely gives silent power and positively uniform speed. It is sturdy, durable, sure, and is equipped with an easy, noiseless worm-gear wind usually found only in more expensive cabinet motors. Designed and built exclusively for Portables—it is the one modern motor for the purpose!

MOTORS

(PHONOGRAPH DIVISION)

9705 Cottage Grove Avenue, Chicago, Illinois



The "Voice of Authority" is about to speak

*Stewart-Warner is preparing to
announce an incomparable 1929
Line of Radios and Reproducers*

**1929
models!**

Stewart-Warner's participation in the June Radio Show will be dramatic. For the 1929 Stewart-Warner Line, to be exhibited then, will establish entirely new standards in radio. This is not a claim—it is a definite promise!

For months the vast engineering facilities of this fifty-million-dollar institution have concentrated on the task of developing an incomparable 1929 line of Stewart-Warner Radios.

You naturally expect Stewart-Warner to lead in radio development, just as Stewart-Warner leads in automotive development. We promise that you will not be disappointed with what will be unveiled in June!

Fine as have been the 1928 Stewart-Warner Radios, the 1929 line will dramatically epitomize the spirit of progress and leadership which for twenty years has been linked with the name Stewart-Warner.





The 1929 Stewart-Warner Line embraces:

- (1) New exclusive advancements in radio design and performance;
- (2) A *concentrated* and *well-balanced* line, enabling the dealer to answer every demand from a moderate stock;
- (3) A price range that gives the Stewart-Warner dealer and jobber every advantage;
- (4) A new Stewart-Warner Reproducer that will establish a wholly new standard of radio reception.

The advertising and merchandising assistance which we shall place back of this new line will make it outstandingly attractive. See the 1929 Stewart-Warner Line at the June Show! For advance information about it, write or wire us now. Opportunities for dealers are open in many localities, but territories are closing rapidly. Don't wait. Write or wire today!

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO U. S. A.

20 years in business—50 million dollars in resources—4th successful radio year

*See them at
the show!*

*(or write
us now)*

STEWART- WARNER

The voice of authority in radio



Already!
with the new
Splitdorf "DUPLEX"
all electric receiver,
dealers are already
making 1928 profits!

- * 1. a new type of receiver.
- 2. Power amplifiers with "250" tube
- 3. Newer, more beautiful cabinets
- 4. A newer, bigger dealer spread!

SPLITDORF Radio CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK ·  NEW JERSEY

* Just a few points. Let us give
you the entire story.

Building Orchestrope Sales Organization

Capehart Automatic Phonograph Corp. Has Established District Offices in Many Leading Cities to Work With Retail Merchants Handling the Line

Since the announcement of the Orchestrope into the musical world a short two months ago the Capehart Automatic Phonograph Corp., of Huntington, Ind., has built a nation-wide sales organization to help its exclusive dealers market the new Model 28 Orchestrope.

The second group of district managers have just left the factory after a week's conference and are in the field now each building up his own district sales force. District offices have already been opened at Boston, Mass.; Rochester, N. Y.; Philadelphia, Pa.; Greensboro, N. C.; Atlanta, Ga.; Indianapolis, Ind.; Columbus, O.; Memphis, Tenn.; Chicago, Ill.; Green Bay, Wis.; Minneapolis, Minn.; St. Louis, Mo.; Kansas City, Mo.; Dallas, Tex.; Denver, Col., and Detroit, Mich. Butte, Mont.; New York and San Francisco offices will be opened within a very short time.

The sales policy of the Capehart Automatic Phonograph Corp. is a national district manager and sales force built around an exclusive Orchestrope dealer in each county. There will be twenty district offices opened with three hundred salesmen. This is the first time that the music dealers of America have had an opportunity to handle a commercial instrument such as the Orchestrope on an exclusive franchise and that the Capehart Automatic Phonograph Corp. is building on a solid foundation is evidenced by the wonderful reception accorded their unique sales plan by the liveliest and best dealers in every community seeking the Orchestrope franchise.

The Orchestrope is the only musical instrument playing twenty-eight records on both sides continuously and automatically changing them. It is proving the sales sensation of the year wherever seen and heard.

Kolster Radio in Hospital

Two Kolster sets have been installed in the Willard State Hospital in Ovid, N. Y., by George P. Depew, a Kolster dealer, to entertain the patients, following an elimination contest among several different kinds of receivers. Each set is operating two speakers and the reception of concerts is helping to while away the hours, according to reports from the hospital to the Kolster Radio Corp., Newark, N. J.

THE INSIDE BACK COVER

OF

*This issue of
The WORLD*

has a very important message for phonograph manufacturers and dealers.

*Read it
Carefully*

Finding New Outlets for Panatrope Sales

Brunswick Co. Issues Booklet Describing Success of California Dealers in Selling Panatropes to Public Places

A most interesting and comprehensive booklet designed to aid Brunswick dealers in finding new sales outlets for Panatropes was recently issued by the Brunswick Co. This sales aid was in the form of an eight-page booklet entitled "Where to Sell the Brunswick Panatrope as Illustrated by Urner & Janes, Brunswick dealers of Bakersfield, Cal." This enterprising firm was not content to follow the usual avenues of sales promotion and exploitation in finding purchasers for the Panatrope, and the story which they told the Brunswick officials is an interesting one.

The summary of sales made at the time the story was written showed that almost one-third of the total number of sales made were to public places in the following order: small outlying stores, clubs of employes, cafes and restaurants, road houses, schools, ice cream and confectionery stores, Chinese cafes, hotels, theatres, swimming pools, barber shops and mountain resorts. The manner in which sales to these purchasers was brought about and the manner in which the customers were convinced that the purchase of the Panatrope was a profitable investment is entertainingly brought out in this booklet. It is profusely illustrated with scenes depicting the Panatrope in the various surroundings.

While Urner & Janes have had wonderful success in their campaign to put the Panatrope into public places, they have not neglected the home market, as is evidenced by the fact that two-thirds of their sales have been to private homes. In fact, in telling their story to the Brunswick Co., they state: "We would not belittle the excellent advertising that comes from a Panatrope properly played in any public place, but by all means the most productive advertising is the playing of the Panatrope in homes, where friends sit down and really listen to the program."

DX Hunting Popular Throughout the West

The DX "hound" has not disappeared by any means, according to Hal P. Shearer, general manager of the Splittorf Radio Corp., Newark, N. J. After a tour of investigation throughout the Mid-West and Far West, Mr. Shearer believes that the distance-loving fan is worse than ever.

"On the West Coast," said Mr. Shearer, "a set must be powerful to satisfy most of the fans. Even with the chain broadcasting of today it is necessary for the West Coast people to reach out for distance to satisfy themselves entirely, and I do not intend this as a criticism of West Coast programs. The feeling is still there for the getting of a station some 2,000 miles away. There is no question about it so far as DX is concerned; we are just as much interested in it today as we were in the years ago of radio. Of course, there is quality with distance now on a good set, but the lure is the same old lure—thank goodness for that."

Interesting Treatises

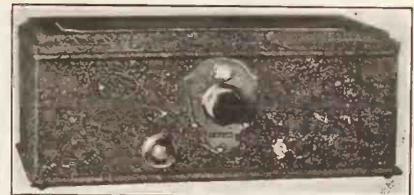
The Dubilier Condenser Corp., New York City, has issued two interesting treatises, one upon the Dubilier condenser, entitled "Devices for Inductive Interference Prevention," and the other an interesting article, by Harry W. Houck, engineer of the Dubilier Corp., upon the subject of "What Happens When Paper Condensers are Overloaded."

Bush & Lane

Pioneers
in
A-C Radio

ANNOUNCE

Their New
MODEL 2
Self-Contained
7 TUBE
RADIO



Bush & Lane Model 2
7-Tube Receiver

RETAIL PRICE \$110

*Comparison and Test
Will Prove It Best*

- PIONEER EXPERIENCE
—assures the value of Bush & Lane A-C Sets
- SUPERIOR RADIO PERFORMANCE
—the year round
- DISTANCE, SELECTIVITY, TONAL BEAUTY
—assured
- SERVICE NECESSITY
—practically eliminated
- PERFECTED TO THE LIMIT OF HUMAN SKILL
- FULLY GUARANTEED
- ALL MAKE FOR SUPREME QUALITY
—reasonably priced

BUSH & LANE

Industries

Holland, Michigan

*Write for complete dealer's franchise,
and for information on our several
console models.*

Honest

EVERYBODY'S TALKING MACHINE CO., INC. PHILADELPHIA, U.S.A.

This month we celebrate our
WELL DESERVED

Operation of AC Tubes and Socket Power in General

Dr. Alfred N. Goldsmith, Chief Broadcast Engineer of the Radio Corp. of America,
 Makes an Analysis of Value to Dealers and Service Men

LINE voltage, for some reason, brings to mind apartments and bathtubs. Of course line voltage means nothing in taking a bath. Yet the point is that the principle of varying pressure applies in both instances, and this is how: The bathtub on the ground floor has more than normal water pressure. Consequently, it fills up rapidly. One must watch the tub for fear it may overflow. The fifth floor apartment, on the other hand, may lack water pressure. The tub fills slowly. Leave it running and you return to find the tub still far from full. The third floor, again, has normal pressure. The tub fills at the expected pace. This is the normal condition. It is well to observe, too, that as the water pressure is affected by how many families are using the water at the same time, more drain on the water line means less available pressure, especially for those on the upper floors.

Now in socket-power radio, the same conditions obtain in electrical terms. If we are located, say, 1,000 feet from the step-down transformer on the AC power line, we may have excessive voltage or electrical pressure. If 5,000 feet, we may have insufficient voltage or pressure. If 3,000 feet, we may have just the normal potential, as voltage or electrical pressure is termed. And since it is physically impossible to maintain the same potential over every section of an electrical distributing system, under all conditions of current drain or load, it becomes necessary to design socket-power radio sets, as well as other electrical equipment, for normal potential.

But what about the excessive voltage and the insufficient voltage cases? Fortunately, it is very seldom indeed that real extremes are en-



Dr. Alfred N. Goldsmith

countered in line voltage. According to data recently presented by Mr. Cogger of the National Lamp Works, the average line conditions in the United States range from 105 to 125 volts. There is a small percentage of locations where voltages beyond these limits are found, but they appear negligible compared with the number of locations having values within the stated limits.

Studying the line-voltage problem—if it may

be called a problem—the Technical and Test Division of the Radio Corp. of America recently made recording-voltmeter runs at various locations in New York City and surrounding suburbs, during a period of several days in each location. The average of the recorded graphs indicated a maximum fluctuation of voltage on any given line in this territory as 10 per cent or less. This applies to variations in voltage on a given line, due to changes in load conditions on that line. We can safely assume that this means a plus or minus 5 per cent variation, which comes within the requirements of AC Radiotrons and most socket-power equipment. So far, we are dealing with difference in line voltage among supply lines, due to the fact that different power companies have the voltage regulators set to maintain voltage at different values. Thus the rated voltage on one line may be 110 volts, on another 115 volts, and so on.

In addition, however, there is a different class of line-voltage variation, in the form of the day to day, and hour to hour, change in the voltage on a given line in a particular home, due to changing loads on the line. A survey indicates that this class of line-voltage variation generally does not exceed 5 per cent either way of the rated value of a given line. On supply lines fed from large power houses, such as in the metropolitan areas, the percentage of variation is often much less than this figure, or well within AC Radiotron and socket-power requirements.

Turning to the effects of line-voltage variation, we learn that excessive voltage results in a material shortening of the life of the AC Radiotron, without commensurate improvement in the performance. There may be more volume, perhaps, but it commands a relatively high price in more frequent tube replacements.

Sub-normal voltage on AC Radiotrons results in loss of effectiveness of the tube, particularly when it has been in use for some time. The tone quality and the volume are noticeably im-

Quaker

Main Springs
and Repair Materials

12th Anniversary of

LEADERSHIP!

paired. The more distant and weaker signals drop down below the level of audibility. The general operation of the set, which depends on its tubes, is not satisfactory.

Obviously, the effect of line-voltage variation is more noticeable in the case of AC Radiotrons than in that of an incandescent lamp operating on the same lighting circuit. Whereas the incandescent lamp merely supplied light, which may have considerable range of intensity without inflicting hardships on the user, the AC Radiotron must maintain reasonably constant amplification in order to prevent noticeable variations in reception.

For satisfactory AC tube operation, the receiver should be designed to supply the AC Radiotrons within 5 per cent, plus or minus, of the required voltage. This calls for a properly designed power transformer in the first place. In taking care of possible variations in line voltage, the power transformer of the receiving set should be provided with a line switch, connected to taps of the transformer primary, in order to bring the secondary voltages to within the requirements of the AC Radiotrons. In the properly designed AC tube receiver, it is possible to tap the primary for line voltages from 105 to 115, and with another tap from 115 to 125. The AC Radiolas are provided with a "High-Low" switch which serves this function. Thus on a line having a potential of 110 volts, the first switch position will provide proper operation of the tubes with 5 per cent plus or minus line-voltage variation. In the other position of the switch, there will be proper tube operation around 120-volt average line potential.

In the case of lines having an average value in the neighborhood of 115 volts, there is some question as to the proper setting of such a switch. In cases where the line regulation is good, the lower voltage position could be employed. In locations supplied by small power plants wherein large fluctuations in voltage may occur, the higher position would be preferable.

In instances where the receiver or kit has a non-adjustable power transformer, a resistance unit of proper value should be installed in series with one side of the power transformer input in order to bring the secondary filament voltages down to normal. The resistance should be capable of carrying the necessary current without serious overheating, and should be mounted in such manner as to be safe and in accordance with the underwriters' requirements.

All in all, then, there is no serious line-voltage problem. In most localities there is not enough variation even to worry about. In the relatively few localities where there is considerable variation, the condition may be met by a tapped primary in the power transformer or again by a primary resistance which may be taken care of by set owner or service man.

Columbia Announces New Victor Herbert Records

The Columbia Phonograph Co., New York City, recently announced several new recordings of Victor Herbert compositions, including "Pan Americana," "Al Fresco" and "Badinage." The records were made by the Columbia Symphony Orchestra under the direction of Robert Hood Bowers. These records are unusually interesting in that Mr. Bowers was an intimate associate of Mr. Herbert and directed no less than five of Victor Herbert's operettas.

Seedman Holds Exposition

The Seedman Automotive & Radio Co., Brooklyn, N. Y., distributor of Freed-Eisenmann radio receivers, Amplion speakers, RCA Radiotrons, Balkite units, and automotive products, held an exposition of the products handled by the company at its warerooms at Bedford avenue and Madison street during the week of April 23.

Belle Baker Proves Popular on Records

Brunswick Dealers Report Excellent Sales of Vaudeville Star's Records

Belle Baker, Brunswick recording artist, who for years has maintained her position as one of the most popular headliners in vaudeville



Belle Baker

and who has also won fame in musical comedy, is proving equally popular with record buyers. Her first Brunswick recording was used by many dealers as a means of effecting a tie-up with the actress in her engagements through window displays and other mediums and the sales were more than satisfactory. Miss Baker recently recorded "There Must Be a Silver Lining" and "One More Night" for the Brunswick catalog.

C. A. Earl, President Chas. Freshman Co.

Charles Freshman, Elected Chairman of the Board, Will Continue Active in the Affairs of the Company

Clarence A. Earl, widely known executive in automotive and financial circles, was elected president of the Chas. Freshman Co., Inc., New



Clarence A. Earl

York, at a recent meeting of the board of directors. Charles Freshman, former president and founder of the organization bearing his name, was elected chairman of the board, and it was announced that Mr. Freshman will continue to be active in the affairs of the company. Mr. Earl has been a director of the corporation for the past year, and thus enters upon his new executive duties with a thorough knowledge of the radio industry.

The new president of the Chas. Freshman Co. was one of the pioneers in the automobile business, having been first vice-president of the Willys-Overland Co. Mr. Earl was especially commended during the war for his work in turning one of the country's largest automobile plants to the production of gun carriages. He is well known in New York financial circles, and adds to the executive personnel of the Freshman organization an extraordinary experience in the manufacturing and merchandising of specialty products. It is said that Mr. Earl's election forecasts activities in the radio industry of an outstanding and important financial group.

The following statement was issued by Mr. Earl: "Beginning now we are to wrap ourselves around these truisms: We must have character in the product, character in the organization. A sale is a temporary advantage but a customer is a permanent asset."

Federal-Brandes Now Kolster Radio Corp.

Plans Include Reclassification of Stock and Increase of Company's Capitalization to 1,000,000 Shares of Common Stock

Ellery W. Stone, president of Federal-Brandes, Inc., maker of Kolster radio products, recently announced a change in the company's name to Kolster Radio Corp. Coincidentally, it was announced that the stockholders of the company have unanimously voted to reclassify the stock, and increase the capitalization to 1,000,000 shares of common, all of the present stock now classified as preferred, A common and B common, to be converted into common of no par value. Application will be made to list the new common stock on the New York Stock Exchange. Heretofore, the stock has been listed on the San Francisco Exchange.

Kolster Radio Corp. is a combination of two pioneer radio companies, the Federal Telegraph Co. of California, founded in 1911, and Brandes Products Corp., of Newark, N. J., formed in 1908. The name Kolster is in honor of Dr. F. A. Kolster, the company's chief research engineer. Dr. Kolster's laboratories are located in Palo Alto, Calif., and Newark, N. J., where a staff of fifty radio engineers are said to be at work under his direction.

It was stated that Kolster Radio products ranked third in volume of sales in the national radio market during the past Winter. Rudolf Spreckels, president of the Federal Sugar Refining Co. and a former banker of San Francisco, is chairman of the board.

Acme Representative

Recently, Roger V. Pettingell, located at 1101 Statler Building, Boston, Mass., was appointed representative by the Acme Elec. & Mfg. Co., of Cleveland, O., manufacturer of numerous radio products, to cover the entire New England territory. Mr. Pettingell is well known among the trade and has a large following, and believes that his organization can do the Acme line justice.

New Fada Representative

Frank J. Baker has been appointed sales representative for Fada Radio in Texas and the Southwest. Mr. Baker is a Southerner and brings to Fada Radio a broad experience in the wholesale and retail divisions of the music and radio industries. He was formerly associated with the French Nestor Co., Victor distributor of Jacksonville, Fla., and latterly represented the Federal Radio Corp. of Buffalo in the Southern territory. He has a thorough knowledge of the retail trade.

W. E. Woods Joins Bremer-Tully Co.

Pioneer Radio Man to Represent Well Known Chicago Firm Throughout the Central and Eastern Territory

CHICAGO, ILL., May 7.—Another pioneer radio man, William E. Woods, has recently joined the rapidly expanding Bremer-Tully Mfg. Co.,



W. E. Woods

of this city. Amateurs and others whose experience dates back to pre-broadcasting days will remember various items manufactured and sold by the Benwood Co., of St. Louis. This company was organized by Mr. Woods, and later became the Benwood-Linze Co. Mr. Woods disposed of his interest in the company several years ago in order to become a manufacturer's representative in St. Louis. For the past year he has spent his time through the Central and Eastern sections of the United States representing a set manufacturer, and has now joined the Bremer-Tully Mfg. Co., of Chicago, in a similar capacity.

Arcturus AC Tube Tests Satisfactory

Laboratory tests on the new Arcturus AC 127 tube indicate a low lum factor, according to reports received by the Arcturus Radio Co., Newark, N. J. This has been effected, it is said, by reducing the current to the filament heater from the standard consumption of 1.75 amperes to approximately 1 ampere. It is claimed by the manufacturer that this tube attains a satisfactory operating temperature less than 15 seconds after the current is turned on.

B E L L	BELL RECORDS	R E C O R D S
	Are Electrically Recorded—Guaranteeing the Best in Modern Recording	
	CLARITY — VOLUME — DURABILITY	
	Our Twenty Years' Experience Enables Us to Know the Requirements of the Successful Dealer	
	BARBER DISTRIBUTING CO., Inc.	
	JOBBER! Write for Exclusive Territory	

The Caswell-Runyan Co.

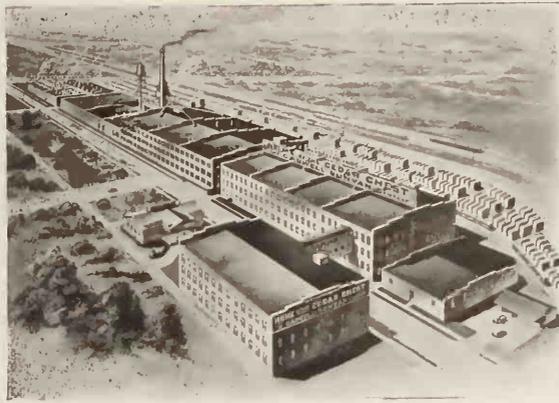
HUNTINGTON, INDIANA

CONSOLES WITH PERSONALITY

Sold Direct to Jobbers

FURNISHED WITH INSTALLATION
PANELS FOR ANY STANDARD SET

*Facilities
That
Guarantee
Service
When
Service
Is Needed*



CASWELL-RUNYAN FACTORIES

*A Trained Force
With
24 Years of
Experience
in Making
Quality
Furniture*

DESIGNED by experienced and capable cabinet and furniture designers.

MANUFACTURED in one of the country's finest plants.

ACCEPTED by the industry's leading manufacturers, wholesalers and retailers as representative of the best in cabinets.

The Caswell-Runyan Jobber has unusual advantages. Write for details

Our 1928-1929 line will be exhibited at the Chicago Trade Show in June

Victor Co. and First National Pictures in Important Contract

Victor Co. to Arrange and Record for First National Pictures Musical Scores Synchronized With Pictures—For Use of "Movie" Houses

As the result of contracts recently completed by the Victor Talking Machine Co. and First National Pictures the smallest motion picture theatres throughout the country will soon be able to present their films with musical accompaniments as elaborate as those presented in the greatest metropolitan theatres. The Victor Co. will arrange and record for First National musical scores synchronized with that company's pictures. Both Victor and First National are licensees under patents of Electrical Research Products, a subsidiary of the Western Electric Co., and the synchronizations will be under these patents. The product will be known as Firnatone.

At present and since the inauguration of synchronized pictures the Victor Co. has made matrices and pressed records for Vitaphone,

owned by Warner Bros., and has collaborated with them in recording. Under the new arrangement with First National the entire musical accompaniment of the pictures will be done by Victor experts, from the composition and arrangement of the score, through its synchronized recording and the manufacturing of the records.

Victor's contracts with First National are not exclusive since Victor's arrangements with Electrical Research Products permit them to make and record scores synchronized with films for any motion picture company.

Sixth Crosley Conclave May 15 and 16

More Than 100 Distributors Are Expected—Every State Will Be Represented—Policies and Sales Plans Will Be Outlined

CINCINNATI, O., May 7.—Plans are completed for the sixth annual convention of Crosley Radio Distributors to be held in this city on May 15 and 16, according to announcement by Powel Crosley, Jr., president of the Crosley Radio Corp. More than 100 distributors representing every State will be present.

Plans made by H. Curtiss Abbott, general sales manager, call for the biggest convention in the history of the company. The new Crosley sales policy of placing its latest product, the Jewelbox, a one-unit receiving set, operated from a light socket, in homes of prospective purchasers for testing, will be one of the important matters discussed. The plan has been in vogue several weeks and has proved to be a strikingly successful innovation in radio salesmanship. All Crosley products, including Ice-ball, which is an ice box kept cold by heat, and a sensation in refrigeration circles, will be discussed from every angle.

The Crosley organization has adopted a most intensive sales and advertising campaign, and anticipates for 1928 the largest volume of business it has ever enjoyed. The finest kind of co-operation is marking activities in the selling field, and backed with a million-dollar-advertising program to be conducted through the remainder of the year, sales of Crosley products are expected to surpass any previous record.

Manufacture of all products is at high peak, and the convention delegates will be taken through the company's three plants to see the working forces in full swing. The convention program provides a diversity of entertainment, including dinners, theatricals and possibly a moonlight ride on the beautiful Ohio river.

Delivers Address on Development of Radio

David Sarnoff, Vice-President and General Manager, Radio Corp., Addresses the Harvard Business School

The extraordinary progress made by radio during the past eight years is symptomatic of the growth of the present day industry, David Sarnoff, vice-president and general manager of the Radio Corp. of America, declared in a recent address before the Harvard Business School at Cambridge, Mass.

The gigantic battle for supremacy in communication service now being waged throughout the world between radio and undersea

cables has resulted in a saving to the American public conservatively estimated at \$30,000,000, Mr. Sarnoff declared, adding that an equal saving has been effected abroad.

Fears of monopoly of the air are as baseless in fact as they are impossible in theory, Mr. Sarnoff said, pointing out that it is the audience, not the station, that determines the position of the broadcaster in the air.

An almost limitless field of research still remains to be plumbed in the development of the radio art and the radio industry, according to Mr. Sarnoff, who expressed the belief that within the next few years radio television and service would be developed and made available to the home, even though it is not now known how to make a simplified and low priced television receiver practicable for home use.

Amrad Establishes Branch Factories

Rapid Growth in Demand for Company's Products Necessitated Addition of Two Factories to Step Up Production

MEDFORD HILLSIDE, MASS., May 1.—The rapid growth and expansion of the Amrad Corp., of this city, has necessitated the addition of two branch factories in order to handle the produc-



Albert B. Ayers

tion for the year 1928, according to an announcement made by A. B. Ayers, general manager of the Amrad Corp. The main Amrad factory, located here, will be devoted entirely to the manufacture of radio receiving set chassis, power packs and Mershon condensers.

The chassis will be mounted in cabinets at the branch factories, located at Charlestown, Mass., and Chicago, Ill. The Charlestown branch has a total of 11,000 square feet of floor space and the Chicago factory comprises 7,000 square feet, located at 2235 South La Salle street. These branch factories, while more or less of an innovation in the radio business, will assist materially in giving better service to the many Amrad distributors, and will greatly facilitate production problems.

RMA Patent Plan Complete

A. J. Carter, chairman of the special patent interchange committee of the Radio Manufacturers' Association, recently announced that the RMA patent cross-licensing plan, which has been in preparation since last Fall, is virtually completed and will be submitted to the RMA membership for adoption next month at the convention.

The Standard Electric Novelty Co., New York City, recently filed a petition in bankruptcy, listing liabilities of approximately \$150,000 and assets of about \$50,000.

FANSTEEL Balkite RADIO

The number of lines out of which the trade has made money regularly in radio are extremely few. Balkite has been one of them season after season, year after year. It will be one of them again this year. The new Balkite line of radio receivers will be complete and radically different from anything now on the market. It will be a money-maker. No jobber or dealer who must have a line of quality receivers will make commitments without having seen it.

Fansteel Products
Company, Inc.

North Chicago, Illinois



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

How Radio Corp. of America Advertises to Country Buyers

Series of Advertisements Designed Especially to Stimulate Interest of Rural Dwellers
True-to-Life Country Scenes Create Interest in Publicity and Product

"Selling the Country Buyer with 'Country Copy,' is the title of an interesting article dealing with RCA consumer advertising in the farm and small town districts, under the name of Roland Cole, which appeared in a recent issue of Printer's Ink. The article is reproduced in part herewith:

Many advertisers reason that the most effective way to advertise to the rural population is with urban 'copy.' Their argument is that the countryman does not like to be talked to as a countryman. They say that the farmers and dwellers in small towns resent the rural appeal because it implies that they have not the wit to understand "city lingo." Such an argument certainly does not hold together where the product is bought only by country buyers, such as a cream separator. But what about such products as pleasure cars, chewing gum and radios? Let the Radio Corp. of America give its answer to that question.

For over two years, this advertiser has been using page advertisements in a list of national and sectional farm publications in which it has featured country people and made its appeal directly to folks who live on farms and in rural districts. Questioned as to the sales results which may be credited to this campaign, the company says results have been extremely satisfactory—so satisfactory that the campaign is being continued indefinitely. Questioned further as to what special features in the advertising have contributed more than others to this success, the company names three. One of these is the prestige, or favorable reputation, of the company throughout the country. A second is the product, or particular model, offered to the rural buyer, its price and peculiar adaptability to country conditions. The third feature is the character of the illustrations which have been used with the entire series of advertisements since the inception of the campaign, a little over two years ago. They have attracted widespread attention. All of them are the work of one artist, who, when he was originally commissioned to make the drawings, took himself into the country and looked about for the kind of people who were buying radios and others who could possibly be persuaded to buy them. The particular town he went to is a place called New Hope, about ninety miles out of New York. New Hope is a busy place of around 1,000 people. Just across the river is a town of 5,000 called Lambertville. A bridge connects the two towns. Other towns in the section are Pennington, Titusville, Carvers and Aquetona. New Hope became the center of operations, how-

ever, and here dwell most of the characters that people the RCA illustrations.

The illustrations were not made all at one time, but one or two at a time, as required for the monthly advertisements. The full cast of characters was not found all in one house, or all on the streets of New Hope, but in various places about the countryside. On his visits to New Hope the artist and his wife attend sales and auctions. They visit stores. They go to church. They hire a horse and buggy (which they have lately purchased) and drive the dirt roads seeking whosoever can be found. Where time does not permit of sketching, the artist makes camera studies; or while he is sketching, his wife works the camera on those people who are standing about watching the artist.

The sales value of these illustrations, the writer believes, lies in their verisimilitude. This statement means two things. It means, first, that any reader can find in these intimate scenes of rural life a great many things which he knows are true; and, second, that the folks down in New Hope recognize themselves in these pictures and are proud. Moreover, these are "story" pictures, or rather, they are "illustrations" in the story writer's sense. "Illustration," in the advertising man's vocabulary, is a loose term, meaning almost anything that "illustrates," from a reproduction of the product to a picture of the product in use, or even something irrelevant. But "illustration," to the fiction writer, means the picture of a character or a dramatic incident of the story. In every one of these RCA illustrations, something of absorbing interest is being discussed or enacted by the people in the picture. I select the four most recent advertisements as representative of the entire series.

January portrays the entrance to a dealer's store and the sidewalk in front of it. Out front, shoveling snow off the sidewalk, is old Mat Newell, who works for Luke McGuire, the auto accessory and radio dealer. Clint Ferris, his wife, and boy, are just coming out of Luke's with their new radio outfit in their arms—each of the three has a part. A kid friend of Clint's boy, out giving the baby an airing in his box sled, wants to know "Did y' git yer new radio?" Old Mat himself is highly interested. He stops shoveling, takes his pipe out of his mouth, and observes to Clint and Clint's wife something sly and good-humored that is very satisfactory to both Clint and his wife.

February shows a boy—it could be Clint Ferris's boy—sick in bed with the mumps, but not too sick to operate the radio to the envious

delight of a juvenile audience at the window. Clint and his wife are pictured looking in at the door. Everything in the room is authentic; real window curtains, a table cover such as exists nowhere on earth but in a country home, the bed, the pictures on the walls, a valentine, the medicine bottles and spoon, and a pup.

March shows a living room along about bedtime. Grandpa Purdy is holding little Elmer on his lap to hear the bedtime story, only it didn't work out as planned. Elmer, in his nightie, reclines in Grandpa's lap, but instead of being fast asleep, is wide-awake, while Grandpa is asleep, much to the delight of the other members of the family, who sit about watching the spectacle. The other members of the family are Abner Cratty, who, in shirt sleeves and slippers, is reading the newspaper and listening to the radio, his wife, Myra, who is mending, and the elder son, Junior, at his school work. There are some pictures on the walls, a table and a lamp, and a dog asleep on the floor, all of the sort which make the observer say, with unctious, "Will you look at that!"

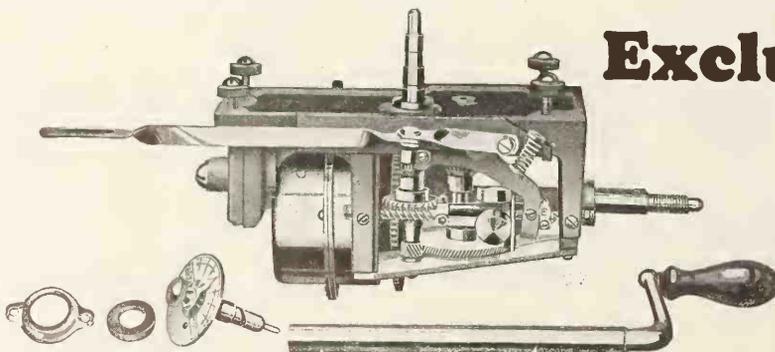
April is a true-to-life "men-folks" scene. There's a woman in the picture, but she is being ignored by all but one of the men. He, in a shy way, is taking notice of her. He is "company." The other two men are interested in the radio, and one of them is operating it. Politics is being discussed by the three men, though it isn't hard to see that one of them is more interested in what the girl is thinking over at the other side of the room. She is working at a loom of some sort, probably weaving a rug. Again, the setting is one of intrinsic interest—the furniture, the pictures, the lamp, but, most of all, the people.

A peculiar thing about these illustrations is that they have no captions. They occupy nearly a half of the advertisement in which they appear. The advertisement makes no direct reference to them. Sometimes the heading of the advertisement gives a hint of what is going on in the picture, as in the case of the one last mentioned—"Let the wonderful Radiola 16 take you to the great National Conventions." Then the opening paragraphs of copy are to the effect that you can sit in your living-room and hear what is going to take place at the forthcoming political conventions in Houston and Kansas City—the nominating speeches, the cheers and uproar, the balloting, and the announcement of the successful candidates' names.

In most of the publications, the illustrations and other features are reproduced in colors; advertising designed to create interest.

Go After Portable Sales

With the coming of Summer dealers should make a strong bid for portable business. The portable is a year-round seller, but the warm weather broadens the sales field. Portable sales are cash sales—worth-while business.



Ask for a copy of catalog illustrating and describing motors with 1, 2, 3 and 4 springs, playing 2 to 10 records with one winding.

Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

**KRASCO silent
MOTORS**

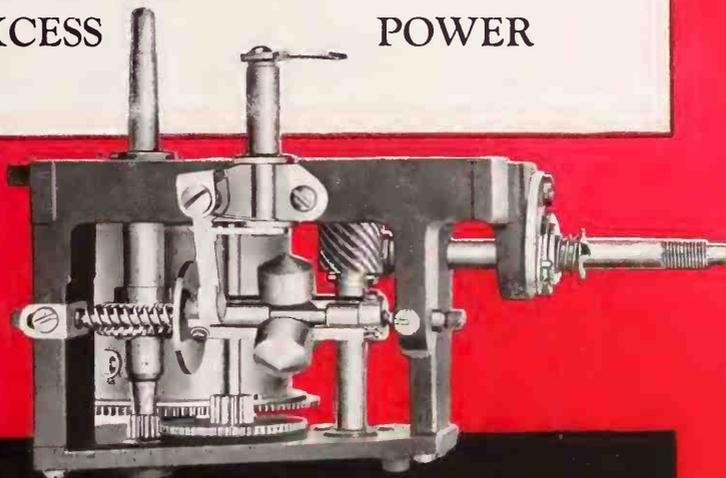
Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.

THE NEW "4+" MOTOR

At a low price WITH THE PULLING
POWER of the FAMOUS No. 77. The marvel
of it . . . starts *immediately* at high momentum
. . . after four full 10 in. selections it finishes with

EXCESS

POWER



HEINEMAN MOTOR

NO.

40

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

Sole Sales Agents

New York, N. Y.



■ Seger Ellis
singing ■

- 41024 } COQUETTE—Vocal, with Okeh Novelty Orchestra
- 10 in. 75c } I MUST BE DREAMING—Vocal, with Okeh Novelty Orchestra
- 41006 } SUNSHINE—Vocal, with Instrumental
- 10 in. 75c } YOU'D RATHER FORGET THAN FORGIVE—Vocal, with Instrumental
- 40974 } AFTER WE KISS—Vocal, with Orchestra
- 10 in. 75c } TO-MORROW—Vocal, with Orchestra
- 40952 } AMONG MY SOUVENIRS—Vocal, with Justin Ring's Salon Orchestra
- 10 in. 75c } IT WAS ONLY A SUN SHOWER—Vocal, with Justin Ring's Salon Orchestra
- 40928 } MY BLUE HEAVEN—Vocal, with Justin Ring Trio
- 10 in. 75c } DID YOU MEAN IT? (From "A Night in Spain")—Vocal, with Justin Ring Trio
- 40900 } ARE YOU THINKING OF ME TO-NIGHT?—Vocal, with Justin Ring Trio
- 10 in. 75c } THERE'S ONE LITTLE GIRL WHO LOVES ME (One Little Girl Who Don't)—Vocal, with Justin Ring Trio



Okeh Phonograph Corporation

25 West 45th Street

OTTO HEINEMAN, President and General Manager

New York, N. Y.



Johann Strauss

ODEON ELECTRIC

RECORDS

- 3225 } BLUE DANUBE WALTZ. (Johann Strauss)
- 12 inch } KAISER WALTZ. (Johann Strauss)
- 1.25 } Dajos Bela and his Orchestra
- 3224 } IN A MONASTERY GARDEN.
- 12 inch } (A. W. Ketelbey)
- 1.25 } IN A PERSIAN MARKET. (A. W. Ketelbey)
- ODEON Orchestra
- 5140 } CAVALLERIA RUSTICANA, (Mascagni)
- 12 inch } Prelude. Part 1 and 2 — Siciliana
- 1.50 } "O Lola"
- PIETRO MASCAGNI. Conducting the Orchestra of the
State Opera House, Berlin
- 5141 } CAVALLERIA RUSTICANA, (Mascagni)
- 12 inch } Prelude. Part 3 and Entrance
- 1.50 } Chorus
- PIETRO MASCAGNI. Conducting the Orchestra of the
State Opera House. Berlin

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

WILLIAM
TROY



Steel
It is content to take the note and
sound it—
Pure . . . Brilliant and True

When
the finished points of perfection
are— **Okeh** and *Truetone* **Needles**

Okeh Phonograph Corporation
Sole Sales Agent
OTTO HEINEMAN, President and General Manager
25 West 45th Street
New York, N. Y.

Last-Minute News of the Trade

Fansteel Introduces Balkite AC Receivers at Sales Convention

New Line of Balkite Seven-tube AC Receivers Demonstrated to Sales Representatives of Fansteel Products Co., Inc., at Annual Meeting in Chicago

Sales representatives from all sections of the country attended the annual national sales meeting of the Fansteel Products Co., Inc., North Chicago, Ill., on May 4 and 5, the business sessions being held at the Drake Hotel, in Chicago. Each year the representatives of the Fansteel organization gather in Chicago in order to learn and discuss the firm's sales program for the year and to inspect personally

the merchandise which the company will market. At the meeting held a few days ago the representatives saw and heard the new Balkite seven-tube AC radio receiver, which the Fansteel Products Co. will place on the market this season, and expressed themselves with enthusiasm upon seeing the receiver in its various models and learning of the strong sales campaign which will be sponsored by the company

in behalf of the new Balkite radio products.

On Friday, May 4, the first session of the two-day sales meeting was formally called to order by J. C. Baker, president of the Fansteel Products Co., Inc., who welcomed the representatives in the name of the company. Mr. Baker's address was followed by a general description of the Balkite line of radio receivers given by Dr. E. W. Engle, chief engineer of the company. H. L. Oleson, of the Fansteel engineering staff, delivered a technical description of the Balkite receiver. Major Klöck, of the Fansteel sales department, described the progress which has been made and the recent developments which have taken place in loud speaker design, principle and construction, and his address was followed by a talk by R. L.

(Continued on page 102)

E. E. Shumaker, Victor President, Anticipates Banner Sales for 1928

One of the Most Successful Years in History of Company Forecast at Annual Meeting—First Quarter's Statement Shows Increase of \$566,215.44 Over 1927

Prospects for the balance of the year as forecast in the business of the first quarter indicate that the Victor Talking Machine Co. will en-

time of the year. Orders for April to date are 25 per cent ahead of the same date last April. As the percentage of increase in the record business during April, as compared to last April, is higher than the percentage for the year to date, it shows a very healthy trend and looks as though we can expect good record sales throughout the Summer.

"Record sales resulting from our connection with the motion picture industry are on the in-

(Continued on page 103)

E. R. Kuhn Appointed to Important Post

CHICAGO, ILL., May 9.—Otto N. Frankfort, vice-president in charge of sales of the All-American-Mohawk-Radio Corp., of this city, manufacturer of Mohawk-American receivers, announced on May 1 the appointment of E. R. Kuhn as Eastern sales manager with headquarters in New York. Mr. Kuhn's appointment will be welcome news to Mohawk distributors and dealers throughout the East, for he is recognized as one of the most competent wholesale men in the radio industry, and is thoroughly familiar with the merchandising problems of the trade. For three years Mr. Kuhn covered the Pacific Coast for the Mohawk organization, and his success well warranted his promotion.



Edward E. Shumaker

joy in 1928 one of the most successful years in its history. Reviewing the progress of the company and outlining future activities, at the annual stockholders' meeting, April 27, E. E. Shumaker, president of the company, said:

"Final figures for the first quarter of 1928 are not yet available, but I am confident that net earnings for this quarter will be considerably better than they were for the same period last year. Prospects for the balance of this year are good—in fact, indications point to our having one of the best, if not the best, year in our history, despite the depression in some lines of industry and the fact that this is a presidential year, which many people still believe will have an adverse effect on business. We do not subscribe to that theory.

"Our new line of instruments for the coming season which has been prepared with great care—particular attention having been given to the cabinet designs—is nearly ready, and we expect to have our wholesalers here for our annual trade conference on May 31 and June 1, which is over two months earlier than usual. This should give us a splendid start and should insure a splendid Summer and Fall business.

"Our record sales are unusually good for this

Columbia Statement for Fiscal Year Shows Profit of \$760,139.89

Annual Report for Year Ending February 29 Indicates Remarkable Progress Attained by Columbia Phonograph Co.—Sales Increased More Than 40 Per Cent

The annual report of the Columbia Phonograph Co., Inc., for the fiscal year ending February 29, 1928, was submitted to Columbia stockholders on May 3. The report is a most significant indication of the remarkable progress attained by the Columbia organization in the past twelve months, for the net profit during the past fiscal year was \$760,139.89, as compared with \$270,214.81. The success of the present Columbia organization is not only one of the outstanding achievements of the phonograph industry, but represents one of the most remarkable and unusual accomplishments of any industrial organization in the past decade.

The executives of the American Columbia organization who are directly responsible for the success of Columbia during the past few years include a trio of competent and thoroughly experienced men who have given the Columbia dealers the benefit of their exceptional knowledge of the phonograph industry. These executives comprise Louis Sterling, chairman of the board of directors; H. C. Cox, president, and W. C. Fulri, vice-president and general sales manager. Mr. Sterling is internationally prominent as one of the foremost members of the phonograph industry, for in addition to his American Columbia affiliations, he is managing director of the Columbia Graphophone Co., Ltd., with headquarters in London and controlling Columbia factories throughout the world.

Commenting upon the reports submitted to the stockholders for the past fiscal year by the



Louis Sterling

company, Mr. Sterling and Mr. Cox stated: "To the Stockholders of Columbia Phonograph

(Continued on page 104)



(Registered in the U. S. Patent Office)

FEDERATED BUSINESS PUBLICATIONS, Inc.

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FRANK L. AVERY, Circulation Manager

Trade Representatives: E. B. MUNCH, VICTOR C. GARDNER,
V. E. MOYNAHAN, ROYCE CODY, 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.

London, Eng., Representative: 24 Daylands Rd., Church End N. 8.

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

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

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

Long Distance Telephone—Number 1760 Lexington
Cable Address: "Elbill," New York

NEW YORK, MAY, 1928

Price Maintenance Again to the Fore

THAT a sub-committee of the House of Representatives has reported in favor of permitting manufacturers of trade-marked and branded articles to fix the prices at which their products shall be sold to the public is distinctly interesting to those who have for years fought in the cause of legalized price maintenance. Whether the report of this sub-committee will have any bearing on the final action of Congress on the price maintenance bills now before it remains to be seen. If the report is merely a gesture with no influence on the ultimate decision then price maintenance is as far away as ever, but it is to be hoped that the committee's decision that the practice will make for cleaner business methods without placing further burdens on the public may have some weight. Even the strongest supporters of fixed retail prices have a right to be skeptical, for price maintenance legislation has for years been the football of Congress and has not advanced beyond the forty-five-yard line.

Compromise on Copyright Legislation

THE question of new copyright legislation is still a matter of great moment to those most directly interested, namely, the music publishers and the record makers, although all those who sell music or music reproductions have something at stake on the final outcome. The Senate Committee on Patents, as a result of the failure of the contending parties to agree on a suitable bill, has decided to write a compromise measure itself, but that does not interfere with the champions of both causes from telling their stories repeatedly and loudly. On a two-cent royalty basis the poor publishers and composers have been starving to death—so they say. If the rate is raised the public is the victim, because it must pay for its records—this from the other side. Meanwhile, the wheels of the Congressional mills are grinding, and business keeps on.

Utilitarian Value of Radio

BECAUSE surveys have indicated that 85 per cent of radio broadcast programs are made up of musical selections, there is a general inclination among music dealers to base their appeal for sales upon the value of the radio receiver as an entertainer. This may apply perfectly in metropolitan centers where daily papers are

available giving the news of the day as it happens and offering market reports within an hour or two of the closing of the market. But do not let that fact overshadow the utilitarian value of the radio in the rural sections where facilities for news distribution are not so well organized. The farmer has accepted the radio as a utility rather than simply as an entertainment medium. Through it he gets daily prices on corn and hogs, and makes money thereby. Through it he hears of current events that may have a bearing on his own problems and, thereby, gains information promptly that in value quickly offsets the cost of even an elaborate installation. That it makes available the entertainment of Broadway, State street and Market street is pleasing, but that it brings to him, also, the market news that is vital to his welfare is a highly important factor. The utilitarian appeal is the one that will boost rural trade.

An Interesting Radio Experiment

THE launching on April 21 of a series of special broadcast programs on Saturday afternoons, under the auspices of the Radio Corp. of America, for the purpose of providing radio dealers with program features designed to aid in the demonstration of receivers, is an experiment that will be watched with great interest. Radio is sold by demonstration primarily, and it has been held that during daylight hours, including Saturday half-holiday, when prospects were plentiful, there was little on the air to show just what the instrument could do. If these Saturday afternoon programs through WJZ and the blue network of the National Broadcasting Co. result in increased business on that day then the answer has been found. Favorable results should lead to closer co-operation between radio broadcasting and radio selling interests.

Additional Dealer Profits

THE selling of various types of automatic phonographs to restaurants, hotels and other places maintaining contact with the general public means cash profits to the successful dealer if the accounts are good, but quite as important, it means profits, also, from prospects who may be interested by that means. In almost constant use, playing record after record, all of them of the modern type, this public demonstration of what the new phonograph can do should attract the uninitiated and convince the skeptic. The result should be more sales to the homes in the territory.

Record Sales Gain

DEALERS report that record sales this year show an increase of from 10 to 50 per cent over sales for the same period last year, and that the introduction of album sets and the reduction of high-class record prices in some cases has had a strong influence on the demand for good music. The impressive fact, however, is that the record sales unit has increased perceptibly, in some cases the average unit sale being close to the \$3.50 mark. This is the sort of business that makes profit. It cuts down the overhead and the sales cost, while at the same time making for increased volume of business—a combination that is hard to beat.

Good Trade Publicity

SEVERAL sessions of the National Music Industries Convention at the Hotel Commodore during the week of June 4 will be broadcast over one of the networks of the National Broadcasting Co., according to present arrangements. It is a happy plan to have radio, which has become so closely allied with the music industry itself, carry the proceedings of that industry's convention to the country at large. It is good publicity for both sides.

The Hustler Wins

COMPARE the methods of the dealer who is doing a good phonograph, radio and record business and those of his fellow dealer who is complaining about poor business. Nine out of ten times the comparison tells the story. One hustles while he waits for better times and makes them for himself. The other just waits. It is the old story of the two mice in the pan of cream.

Bremer-Tully

COUNTERPHASE
RADIO

Bremer-Tully

COUNTERPHASE
RADIO



A
Record
of
Achievement

Unparalleled
in
Radio

IN your selection of a radio line are you considering the standing of the manufacturers—their experience, ability, record and reputation?

The product—its merit and success—can be *nothing more* or less than a reflection of these factors.

The Bremer-Tully record is one of outstanding achievement. In six years they have increased their original size more than 250 times. As pioneers they are given credit for numerous original radio developments. Their early success was built on the hardest task anyone ever attempted and survived—namely the development and

manufacture of parts for “home-builders” of all degrees of intelligence and experience.

Bremer-Tully now build only complete sets and speakers—a complete line—but *the experience of those early years has saved thousands of dollars for Bremer-Tully customers.* You never heard of any B-T product being “dumped” on the cut-price market.

Here is a record unequalled in the radio industry, a record that foretells what may be expected in the future.

It is your assurance of permanence!

Get the B-T franchise while it is yet available.

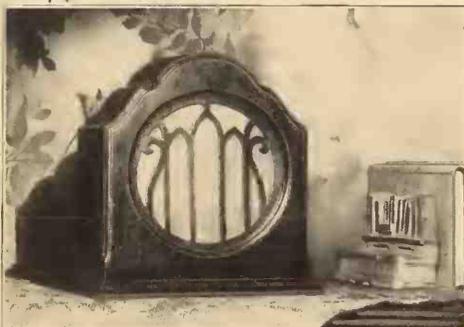
Bremer-Tully

Your trade will appreciate a speaker of Bremer-Tully quality. It is outstanding in performance and greatly superior in appearance to anything at equal price—\$35.00.

Mfg. Company
520-532 So. Canal St.
Chicago

With the new 6-40 Bremer-Tully open their seventh season. Its popular price and superior performance is doubling the number of B-T dealers in every state.

The 6-40 is furnished in the two styles illustrated.

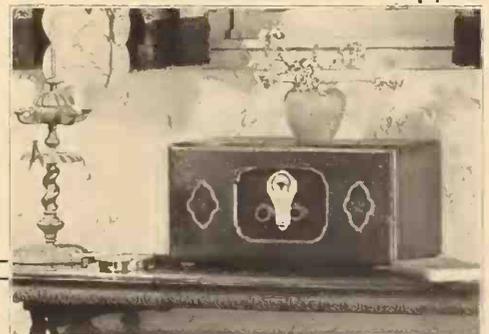


Name

Address

City

State



Last-Minute News of the Trade

Paul Whiteman Signs to Record Exclusively for Columbia Co.

World-Famous Orchestra Leader Signs Long Term Contract—First Records to Be Released in June—Columbia Phonograph Co. to Conduct Widespread Ad Campaign

The most sensational recent tribute to the strides made by the Columbia Phonograph Co. is the news that Paul Whiteman, world king of jazz, has signed an exclusive Columbia recording contract for a long period of years. This information, rumored along the Rialtos of the country for some time, has just been confirmed by H. C. Cox, president of the Columbia Phonograph Co. While the exact terms under which Whiteman becomes an exclusive Columbia record artist are not known, there is no question but that the contract sets a new high mark in the history of the phonograph industry.

Whiteman, whose contract with Columbia became effective as the clock struck midnight on May 11, started making his first record for Columbia before the echoes died away. His first recordings will be released some time in June, and will consist of both ten-inch and twelve-inch records.

Columbia has already completed plans to exploit Whiteman to the limit by giving Columbia dealers all sorts of advertising material to work with, even going so far as to design a special Paul Whiteman label and record envelop. This novel method of advertising such a world-famous artist as Whiteman is bound, in itself, to create a great deal of public attention and interest in the records.

As a feature of Paul Whiteman's introduction to America as an exclusive Columbia record artist, Columbia is running special Paul Whiteman newspaper advertisements, playing up his first recordings, in a list of newspapers totaling almost two hundred in all the high spots of the country.

In addition to this national newspaper advertising, Columbia is making available to its dealers in mat, stereo and electro form, special newspaper advertisements in varying sizes for use in local newspapers. These advertisements typify the Whiteman spirit and tie-up cleverly with Columbia's trade-mark, the two "magic notes," which has become widely known.

Special window streamers are also provided, and the regular monthly window display service, which many Columbia dealers use, presents Whiteman in a most unusual way. Picture slides are being prepared for dealers who employ this type of advertising. Paul Whiteman is also being featured on all the other forms of advertising material released regularly to Columbia dealers.

As a final feature of Columbia's announcement of the big news to the public a special Paul Whiteman hour will be broadcast shortly over an impressive hook-up of radio stations.

(Continued on page 99)

Victor Co. Purchases Talking Machine Stock of Blackman Co.

Pioneer Victor Distributing Concern Discontinues Talking Machine Department—Will Concentrate on Radio, Carrying Diversified Line of Leading Products

J. Newcomb Blackman, president of the Blackman Distributing Co., New York City, one of the foremost distributing organizations



J. Newcomb Blackman

in the country, announced on May 5 that his company had disposed of its stock of Victor products to the Victor Talking Machine Co., and was discontinuing that part of its business relating to the wholesale distribution of Victor merchandise. In his announcement to the trade Mr. Blackman stated that the company would

continue its radio and other departments, serving the trade from these departments as usual. The Blackman Distributing Co. will concentrate on the sale of radio products especially, and no efforts will be spared to enhance Blackman service to retailers.

J. Newcomb Blackman has been identified with the talking machine industry for over thirty years and is recognized the country over as one of the leaders in the trade. His efforts in behalf of all constructive movements concerning talking machine affairs have won praise and approval from every factor in the industry, and his relations with the Victor organization date back as far as 1899. The severance of these relations was accompanied by friendly sentiments on both sides and, by the terms of the purchase agreement, the Blackman Victor merchandise was acquired by the Victor Talking Machine Co. with the accounts receivable and other assets remaining in the hands of the Blackman organization. It is understood that the agreement makes provisions whereby the Blackman Distributing Co. may merchandise any phonograph products at any time that it may desire with no restrictions whatsoever as to the company's future activities. Mr. Blackman also remains as vice-president of the French Nestor Co., Victor distributor in Jacksonville, Fla.

The radio lines which will be distributed by the Blackman Distributing Co. during the coming season represent some of the leading products in the industry, including Fada receivers; Mohawk American receivers; Eveready bat-

teries and flash-lights; Rola speakers; Utah loud speaker products; Radiotrons; Receptrad products (Powerizer); Raytheon tubes; Majestic eliminators; Weston electrical instruments; Birnbach cord units, cords, etc.; Adler-Royal cabinets and Brach antenna outfits, lightning arresters, and other well-known lines.

Lyon & Healy Made Carryola Jobbers

Large Chicago Retail and Wholesale Firm to Distribute Portable Line in Illinois and Other Open Territories

Lyon & Healy, of Chicago, one of the foremost organizations in the music-radio trade, was appointed exclusive distributors of Carryola portable phonographs, according to information released by Walter Roche, vice-president of Lyon & Healy, late in April. Negotiations which resulted in the distributorship were consummated by Ray Reilly, sales manager of the Carryola Co. of America, Milwaukee, Wis., and Mr. Roche, and it was only after the Carryola products had passed a series of severe inspection tests that the decision was made and the announcement released to this publication.

Lyon & Healy will have as its territory as an exclusive distributor of Carryola products the State of Illinois and certain other open territories. The firm is ably equipped to distribute the Carryola line, for the territory is closely covered by sales representatives, and plans are now under way for the opening of an aggressive sales program in behalf of the popular portable phonograph line.

The full line of Carryola products will be handled in the Lyon & Healy "loop" store and in its neighborhood branches.

The Carryola products include three portable phonographs, the Carryola Master, Carryola Lassie and the Carryola Porto Pick-Up. The last named is a portable equipped with the Carryola electric pick-up, which is also sold as a separate item, and the user may secure electrical reproduction of records by connecting the phonograph with the detector tube socket of a radio receiving set. The Carryola organization is now entering its fifth year as a maker of portable phonographs, and the appointment of Lyon & Healy as a Carryola distributor is a tribute to the quality of the products which the Carryola company manufactures and the exceptional progress which the firm has made in its particular field.

Will Distribute Zenith Radio Line Exclusively

The North American Radio Corp., New York, well-known radio jobber, advised its dealers recently that it had decided to adhere to its past policy of exclusive representation and distribution, and would distribute Zenith receivers exclusively as heretofore. David F. Goldman, general manager of the company, stated that a dealers' display show featuring Zenith products would be held at the Pennsylvania Hotel, New York, the latter part of the month.

New Bremer-Tully Jobbers

The Bremer-Tully Mfg. Co., Chicago, recently announced the appointment of the Odell Hardware Co., Greensboro, N. C., and the Richmond Hardware Co., Richmond, Va., as distributors of the B-T Counterphase line of radio receivers in their respective territories. Granzow Bros., Dayton, O., have also been appointed distributors.

Day-Fan RADIO

FIRST
SHOWING
A NEW
RADIO
SET
for
1928-1929

*Exhibit B77-78 R.M.A. Trade Show
Stevens Hotel, Chicago, June 11 to 15*

CONFIDENTIAL

that

5¢ Liberty

THE SATURDAY
EVENING POST



Carryola Master

In appearance, in tone, in all-around value a truly fine phonograph in portable form. Bakelite tone arm improved metal grill on tone chamber, velvet covered turntable, Carryola motor, special Carryola-designed fittings. Furnished in Black, Brown, Blue, Red and Green Fabrikoid, with tone arm and turntable in color to harmonize.

Price \$25, List

Slightly higher west of Rockies and in Canada

MADE BY THE WORLD'S LARGEST MANUFACTURER

DENCE

builds PROFITS

NATIONAL advertising is the proof of a manufacturer's confidence in his product—and in its sales possibilities.

The biggest advertising campaign ever known in the portable phonograph industry is now telling and retelling the Carryola story to nearly five million people.

It's doing more than that. It's telling *you* that we have the utmost faith in the sales possibilities of Carryola products. And it is building public confidence in Carryola portables and in the dealer who offers them—confidence that makes easier, faster sales for you.

This is not theory. Booming sales prove that it is an established fact. Carryolas are selling faster than any portable ever sold before.

If you're not already a Carryola dealer, get in now. Don't wait to write—wire for name of nearest Carryola distributor and details of our sales plan.

THE CARRYOLA COMPANY OF AMERICA
Dept. G-12, 647 Clinton Street Milwaukee, Wisconsin

Carryola

BEYOND THIS YOU BUY FURNITURE



Carryola Porto Pick-Up

A possible sale to every radio owner. Complete equipment to play records through radio set, including spring motor and turntable in neat Fabrikoid case. A wonderfully profitable item to follow up radio sales.

Price \$23.50, List
Slightly higher west of Rockies and in Canada



Carryola Electric Pick-Up

A very profitable fast selling item. It enables radio owners to play records through their radio and loud speaker, with all the rich volume of tone that characterizes electric reproduction. Very simple to attach or detach.

Price \$10.50, List
Slightly higher west of Rockies and in Canada



Carryola Lassie

A truly remarkable instrument for the price. Curved, throwback tone arm. Nickered grill on tone chamber, flat type motor. Furnished in Black, Brown or Blue Fabrikoid, with turntable covered in color to harmonize.

Price \$15, List
Slightly higher west of Rockies and in Canada

FACTURERS OF PORTABLE PHONOGRAPHS . . .

Shorter Hauls Speed Delivery

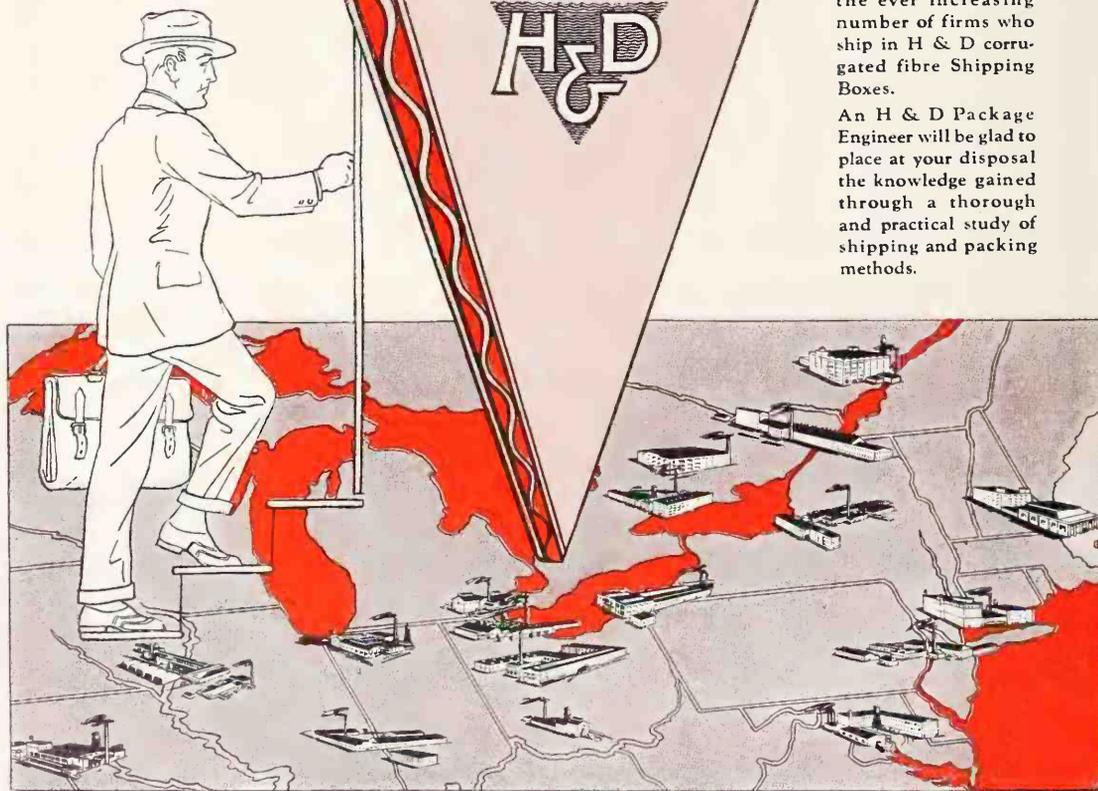
THE STREAM OF BUSINESS FLOWS FASTER AND FASTER. Reserve material stocks are a thing of the past. Tomorrow's outgoing shipments of your product must be replaced with today's incoming materials — including Shipping Boxes.

Twenty H & D corrugated fibre Shipping Box and packaging material plants are located to serve you with speed and economy. Speed, because their nearness and ample facilities enable quick delivery. Economy, because shorter hauls reduce transportation costs.

THE HINDE & DAUCH PAPER CO.
280 Decatur Street Sandusky, Ohio
H & D are the largest producers of Corrugated Fibre Shipping Boxes and packaging materials in the world.

Only a satisfactory Shipping Box, properly designed, carefully built and punctually delivered, can account for the ever increasing number of firms who ship in H & D corrugated fibre Shipping Boxes.

An H & D Package Engineer will be glad to place at your disposal the knowledge gained through a thorough and practical study of shipping and packing methods.



A Few Merchandising Ideas That Brought in Profits

Pertinent Remarks on Methods Used by Chicago Dealers in Advertising, Selling and Dressing Their Displays

By Archie Oboler

THE average family living in a small, modern apartment generally thinks, upon purchasing one type of musical instrument, that its musical needs are well provided for. In order to correct this erroneous impression, Kimball Co., well-known Chicago music dealer, made use of a novel window display. At one side of the trim was a small talking machine; in the center a baby grand piano, and at the other side a compact radio set. Above the display was this very effective sign, one which tied the three instruments together and caused much comment: "There is a place in your home for all three of us."

Sells Restaurants AC Sets

With the simplicity of the AC set, the music dealer has an excellent prospect group among the restaurants of his vicinity. Heretofore these places, because of the fact that the battery eliminators would not stand up under many hours of continued use, were unable to make use of radio, but now the tenor of the situation has changed. By offering a free, three-day trial to the cafes and lunch-rooms of the neighborhood, B. F. Carr & Son, music dealers of Chicago's South Side, were able to sell a large number of table model AC sets in a very short time. "The restaurant men have to be shown that radio has advanced to the point where it will give twenty-four continuous hours of entertainment a day without going wrong," said Mr. Carr in

commenting on the campaign. "But once shown they will invariably buy, incidentally becoming an excellent source of live leads, since many of their radio-less patrons will inquire about the type and cost of the outfit."

Window Display Stunt

With so many varied musical objects to sell, the music dealer often succumbs to temptation and makes of his window display space a conglomerate mass of radio sets, sheet music, phonographs, and so on. The result is that the shopper gets a general impression of all that is for sale, but no individual piece of merchandise stands out strongly enough to impress itself. In order to get around this difficulty and yet not waste any of the valuable window display, Steger Piano Co. of Chicago partitioned off a small section of their window where, each week, they display the article to which they wish to draw particular attention. One week this merchandise may be a radio set, the next a banjo, etc. Thus emphasis is given a new article without interfering with the general display.

Striking Small Ads

In tie-ups with national advertising dealers are generally content to use the ordinary business card type of ad. As a result, especially when a number of these are grouped together, none of them stand out enough to draw the attention of the casual reader. By the simple expedient of reversing the usual order and

using white type against a black background, Strader's Music Shop, of Chicago, was able to attract interest in its small ad no matter how many other small advertising announcements were placed around it.

Salesmanship Is Persuasion

At a recent meeting of the Midwest Trades Association, held at the Electric Club in Chicago, H. N. Tolles, president of the Sheldon School of Salesmanship, made an address, as guest speaker, which excited a great deal of comment among the music retailers present. Mr. Tolles said in part: "Salesmanship is persuasion, and that persuasion must be profitable to both parties concerned, else it isn't a good transaction. A salesman must leave more than he takes away if he is a real, good salesman. And in radio the merchant selling a nationally advertised brand of set is most certainly leaving more with the customer than he takes away with him."

E. M. Hartley in New Post

E. M. Hartley, manager of the RCA district service station in New York, has been transferred to the position of district service manager in Chicago, serving the Midwest district. W. L. Tesch, who has been manager of the Chicago service station for several years, succeeds Mr. Hartley in the New York station.

Victor Record Posters

The Victor Talking Machine Co. recently supplied dealers with two eye-arresting posters for window display. One devoted to the recording of Brahms' First Symphony by Leopold Stokowski and orchestra, had a reproduction of an original oil painting symbolic of the theme of this great composition. The second featured the records of the song hits of "The Show Boat," and pictured a show boat moored to a wharf with a group of Southerners in the dress of a past period.

Judge the Product by the Quality of its Distributors

In the few weeks since our announcement of the new line of

Wasmuth - Goodrich Radio Furniture

more than a dozen prominent wholesalers, of the highest standing in the radio field, have qualified for representation—and are actively pushing this quick-turning, profit-making line!

In accord with our promise to present new designs and new goods as often as the basic de-



The Seville

Butt walnut front, attractively overlaid in rippled maple. Equipped with RCA 100-A speaker. Accommodates all makes of radio sets. Height 42", width 32".

mands of the industry require, we are pleased to announce

New Furniture for the Radiola 18

In this superlative line of radio furniture—distributed only through selected wholesalers of approved standing—you will find the replacement for your dwindling accessory sales. Mail the coupon NOW!

Symphonic Sales Corporation
370 Seventh Avenue New York

SYMPHONIC SALES CORPORATION
370 Seventh Avenue, New York

Please send me detailed description, list prices and discounts on the new Wasmuth-Goodrich Radio Furniture.

Name
Address



*New
Models
New
Prices!*

“Advertising’s Part in Developing the Radio Industry”

Pierre Boucheron, Advertising Manager of the Radio Corp., Makes Interesting Address at Harvard Graduate School of Business Administration

Speaking on “The Part Played by Advertising in Developing the Radio Industry,” Pierre Boucheron, advertising manager of the Radio Corp. of America, recently outlined before the Business Policy class of the Harvard Graduate School of Business Administration the history of the advertising efforts and policy of his corporation since its formation in 1920. After pointing out that the advertising record of the Radio Corp. represented a complete history of the growth of the radio industry, Mr. Boucheron went on to describe the stages by which his work had progressed.

The industry’s first efforts, he said, were in the form of announcements to the public through the press, of the improvements in the radio art brought by a progression of inventions. This period was followed by a campaign of advertising of early products for amateurs and experimenters. By this time, Mr. Boucheron related, a number of trade papers and technical periodicals devoted to radio had sprung up and these were used as advertising media to secure trade support and establish an outlet for the growing industry, through dealers.

There followed, in turn, attempts at national advertising to seek public acceptance of radio as a new factor in modern life, and then the introduction of trade-marks and names as identifying marks of the products of manufacturers who were directing their efforts to producing reliable instruments and accessories. To-day, Mr. Boucheron said, radio is a stabilized in-

dustry, employing sound advertising practices. In the short period of eight years, he explained,



Pierre Boucheron

it has grown into one of the leading businesses of America.

“The pioneer advertising efforts of the Radio Corp. of America,” Mr. Boucheron said, referring to the early history of the industry, “were designed to develop a deep and lasting interest in the radio art and the sincere amateur and experimenter were given every opportunity and privilege of assembling the various patented parts and circuits produced by the company

in the early stages of the art.” This was done, he explained, for the reason that at that time “few if any manufacturers were prepared to supply the amateur, much less the general public, with ready-made and dependable equipment.”

Soon after this, the speaker said, the radio industry found itself in a greatly oversold market. “The public clamored for radio apparatus of all types, making a demand which could not be met by the existing production facilities of several hundred manufacturers. By the end of 1923,” he went on to say, “so many mushroom manufacturers had entered the radio field that the seller’s market quickly turned into a buyer’s market. The public began to discriminate in their purchases of radio. No longer did they buy simply because it was radio, but instead began to look for performance and the reputation of the maker.”

Referring to “the cumulative power of advertising as a business builder,” Mr. Boucheron asserted that “every one of the pioneers of the radio industry who has pursued a consistent, year-round uninterrupted advertising campaign since the beginning, is to-day highly successful without exception.”

“On the other hand,” he continued, “one-time successful manufacturers who advertised solely during the selling season and who stopped when business slowed up, or who did not advertise on a year-round basis, continuously, are to-day either far down the list of leading concerns or out of the running entirely.”

Interesting Columbia Hour

An interesting program was heard during the Columbia Phonograph Co. Radio Hour on May 9, when an “International Musicales” was given with Scotch, German, Spanish, Italian and Russian selections being sung by artists of these nationalities.

The Kelloggs ARE Coming With a Wider Price Range

The new Kellogg line to be displayed at the R. M. A. Trade Show is about ready! Watch for detailed announcement in June publications.

Kellogg will offer a much wider price range than in the past. There will be two or three models at lower prices than the lowest of last year. One will be a table model, complete with Kellogg's A-C tubes at well under \$200.

Tone quality will be the keynote of the Kellogg appeal, as it always has been.

Increased production will enable us to open up many new territories. Allotments are now being made. Applications in advance of the Trade Show are advisable.

Kellogg Switchboard & Supply Co.
Dept. 25-95 CHICAGO

Kellogg

A-C Radio

Personal Appearances of Columbia Artists Aid Kansas City Trade

Columbia Dealers Profit Through Local Engagements of Moran and Mack and Ted Lewis and His Band—O. D. Standke Combines His Two Stores

KANSAS CITY, Mo., May 6.—April was a significant month in the talking machine and record trade in Kansas City with Moran and Mack, who, as the "Two Black Crows," have become a national pastime, occupying the center of the stage during the first part of the month, and Ted Lewis and his band drawing record crowds at the Orpheum during the last week in April. The advent of Moran and Mack was considered one of the high points of the theatrical season here, and the Sterling Radio Co. officials accorded the stars an enthusiastic welcome on their arrival. Columbia dealers grasped the opportunity for extensive window displays featuring the popular pair, and both the dealers and the Sterling, local Columbia distributors, reported a fine response on the part of the public.

All Columbia dealers featured the local appearance of Ted Lewis and a \$475 Columbia-Kolster was placed in the lobby of the Orpheum where Ted Lewis numbers were played constantly during the busy hours at the theatre.

O. D. Standke, of Standke's Music Co., has combined his two stores and will operate his record and machine business from the location of his newest store at 1210 Main street.

Business with the Brunswick branch has been normal during April, and prospects are for increased activity during the next few months. According to T. H. Condon, head of the phonograph department of the local branch, the new Brunswick Model 106 has received a ready response from the dealers since its introduction the middle of April. There is a nice demand

for the Valencia and the Panatrop P-14, both at the new price. The two stores of the Charles Crawford Co., in Topeka, Kans., and St. Joseph, Mo., are now carrying Brunswick records.

Mrs. M. M. Paul, of Paul's Music Shop, says demand for talking machines is holding up nicely, with special emphasis on the higher-priced Victor combinations.

The Sterling Radio Co. has announced that it will be an exclusive distributor for the Majestic electric radio in western Missouri,

Will Broadcast Two Convention Talks

Arrangements have been completed with the National Broadcasting Co., New York City, whereby two important features connected with the coming Twenty-seventh Annual Convention of the National Association of Music Merchants will be made available to thousands of radio listeners. The National Broadcasting Co. will place on the air the address at the annual banquet on Thursday evening, June 7, at the Hotel Commodore, to be delivered by the principal speaker and guest of honor, Governor Albert C. Ritchie, of Maryland, and the speech of Professor John Erskine, who will be principal speaker and guest of honor at the get-together luncheon of the Music Industries Chamber of Commerce, at the Hotel Commodore, Monday, June 4.

Kansas and northwestern Arkansas. With this addition to its line it will have Kolster, Columbia and Majestic in that territory. The officers and entire sales force of the Sterling Co. spent a week during the last of April at the Majestic plant in Chicago, where the salesmen became familiar with the new line.

C. M. Willis, of the Sterling Co., reports that, although activity in radio is somewhat slower than last month, they are running about 35 per cent ahead of last year. Columbia business is fine at this time. The No. 900 Columbia-Kolster is going over with increasing popularity and the Sterling expects a good response for the new Model 901, which will be in the hands of dealers soon.

The phonograph department of the Jones Store Company is having very good success with the \$300 Orthophonic. The Columbia-Kolster model 900 is also an increasingly popular number.

It is not possible at this time to definitely announce whether these broadcasts will be carried over the red or the blue network, but it will be broadcast from New York either through WEAf or WJZ. This will be the first time that functions in connection with the National Music Conventions have been made available to radio listeners.

Important Patent Granted

A system that will accomplish the same purpose for radio telephony that the dial or automatic system does for the telephone has been patented by Lewis M. Clement, chief engineer of Fada Radio, and S. B. Williams, Jr., of the Bell Laboratories. The United States Patent Office has announced the granting of the patent, according to Mr. Clement, and the assignee is the Western Electric Co., with which he was connected before he joined Fada.

Modernistic Music on Okeh Recordings

Boyd Senter and Other Widely Known Artists Making Records That Have Attained National Popularity

Okeh records some time ago introduced to the record buying public a new technic in jazz music. The first recordings of this music were interpreted by Boyd Senter. Boyd Senter is a musician who has given a great deal of study to the perfecting of modernly arranged jazz. At that time he was well known by his star performances under the Publix management. Now he stars on Okeh records and in the Publix theatres.



Boyd Senter's music is distinguished by his unique way of phrasing his compositions, and his stress on rhythm.

He is at present enjoying a long engagement at the Rivoli, New York. There he is compelling attention by a most artistic musical act, and his is the only act that accompanies the latest Harold Lloyd picture. He performs on many instruments and finishes on a note of splendor when he plays his rhinestone studded clarinet.

So very successful was the introduction of Boyd Senter's music that Okeh immediately followed up his releases with music by other artists who had cultivated this ultra-modern character. Frankie Trumbauer and his orchestra had likewise attained a high standing in this new technic of jazz music. Frankie Trumbauer does amazing feats on the saxophone. His records continued and increased the popularity of modernistic music. Such sales encouragement brought Bix Beiderbecke to the Okeh list, as he is a marvel at cornet playing. Eddie

Lang had an enviable position as a guitar player, so his name was featured as an exclusive Okeh artist. Then came Miff Mole and his Little Molers with their highly individualized music. Here was new music for the public, and record buyers were delighting in it. Joe Venuti had done some rare work with his violin, so he, too, was featured. Red McKenzie and Condon were discovered in Chicago and their music proved a superb display of concentrated rhythm that is reflected in record sales.

Today, Okeh has an extraordinary library of Modernistic music. It is music that the dealers are supporting most enthusiastically. The most telling example of Boyd Senter's art is heard on Record No. 41018.

G. K. Throckmorton Made Vice-President

George K. Throckmorton, who has been associated with E. T. Cunningham, Inc., for a number of years in various executive posts, has been elected vice-president and general manager of the company. Mr. Throckmorton formerly was vice-president and treasurer of Herbert H. Frost, Inc., when that company was sales agent for Cunningham tubes. He has had a wide experience in the radio industry, which equips him exceptionally well for his new responsibilities.

Important Experiments

Experiments have been started in the Kolster Radio laboratory at Palo Alto, Cal., with the hope of being able to direct a concentrated short wave beam in any direction and at any angle. These experiments are being conducted by Dr. Frederick A. Kolster, chief research engineer of the Kolster Radio Corp. and Federal Telegraph Co. Dr. Kolster states that it is too soon to discuss results, but that he hopes to be successful.

Employees Take Over Store

The ownership of the Greenstone Talking Machine Shop, 1958 West North avenue, Chicago, was recently turned over to the three oldest employees, Benjamin Retchin, Martin Flaherty and Miss Celia McDonald.

Dealers Feature Sonora in Displays

Attractive Window Displays Play Big Part in Successful Radio Sales Promotion Campaign Staged by H. C. Schultz

The radio sales promotion campaign recently carried out by Sonora dealers in the territory served by the H. C. Schultz organization,



Display of Mitchel Co., Detroit Sonora distributor in Detroit and Cleveland, was a decided success and both the distributing concern and dealers report sales totals considerably in advance of those of a year ago. Several methods of arousing public interest and stimulating sales were used, but one of the biggest factors in the success of the campaign was the use of window display space in presenting Sonora radio receivers to the buying public.

The accompanying photographs give an idea



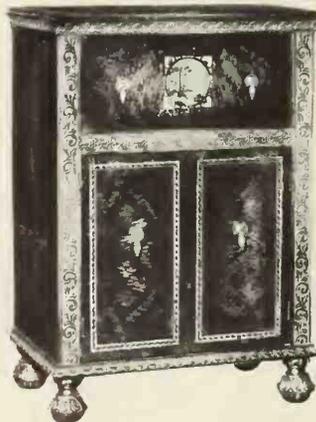
W. J. Dostal's Display in Detroit of the manner in which dealers co-operated with the Sonora and H. C. Schultz organizations in keeping Sonora products before the public eye. Illustrations received at the distributor's headquarters seem to indicate that scarcely any dealer overlooked the possibilities of installing an attractive display of receivers in the show space provided by the window fronts, thus linking up with the widespread newspaper advertising which was used during the campaign.

Huge Market for AC Adaptor Harnesses

PHILADELPHIA, PA., May 5.—The potential market for AC adaptor harnesses is interestingly analyzed by Hugh Eby, president of the H. H. Eby Mfg. Co., of this city, manufacturer of a harness of this character. Mr. Eby points to the estimate of the Federal Radio Commission that there are approximately 7,500,000 radio receivers in operation in this country. Of this number it is his estimate that about 500,000 are AC electric receivers. With the estimated number of electrically wired homes as 9,250,000 Mr. Eby points out that this leaves a high enough figure to justify concerted effort among radio dealers upon the adaptor harness and states that dealers should not overlook the fact that the sale of an AC adaptor harness also means a sale of AC tubes and a filament supply transformer.

One of our many beautiful designs

A TOUCH of elegance and charm from across the seas contributes vitally to the beauty of this cabinet. Imported marquetry inlay on a background of matched butt walnut 100 per cent figures makes a most pleasing and attractive appearance. Five-ply walnut throughout. Interior grille polychromed. Materials and workmanship of the highest grade to meet the most exacting requirements of the purchaser.



Write for Catalog.

ASTON CABINET MANUFACTURERS

Distinctive Originality in Design of High Grade Radio Cabinets

1223-1229 W. Lake St., Chicago, Ill.

SOON

—the most remarkable
line in Farrand history
—a Farrand Speaker for
every reproduction require-
ment—a Farrand Speaker for
every price class



SOON-Farrand DYNAMIC Speakers

that will prove a revelation in tonal
performance, in operating perfec-
tion—and in price



Farrand
The FIRST Cone
SPEAKER

See them at the
R. M. A.
TRADE SHOW
Stevens Hotel
CHICAGO



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

Cesar Franck's Symphony

THE other day I had the privilege of listening to the Victor Talking Machine Co.'s electric recording by the Philadelphia Orchestra, under Stokowski, of César Franck's Symphony. It is not necessary for me to tell readers that the playing is wonderful enough, in half a dozen places, to make one catch one's breath, but it is probably quite necessary to say something about this little, quite, obscure Franco-Belgian who today is as famous as during his life he was ignored. To-day every one who pretends to care for good music knows all about César Franck, yet his one symphony, composed in 1887, three years before his death, and only once performed in Paris during his life, reached New York only in 1899, when he had already been dead for nine years. Today, however, Frederick Stock, Leopold Stokowski, Toscanini, Alfred Hertz, Pierre Monteux, Koussevitsky, Gabrilowitsch, Walter Damrosch, in fact all our conductors and all their orchestras, know that they can always depend on a full house when the César Franck symphony is in order. Famous violinists like Kreisler and Thibaud play, with their pianist colleagues, the Franck piano-violin sonata constantly. Famous string quartets like the Flonzaley, the London, the Musical Arts of New York, the Lener of Budapest, play the magnificent Franck Quartet with great joy. The lovely musical setting to the poem written upon the Sermon on the Mount, and known as "The Beatitudes," composed for chorus, solo voices, organ and orchestra, is often performed by the great choral societies which now happily are to be found in all parts of the land. César Franck has come into his own. The man who in 1890 went to his grave without a mark of official respect, despite his professorship at the Paris Conservatoire, is today honored by music lovers the world over. Outside the church of Ste. Clotilde, where for many years he played the organ, stands now a memorial preserving forever one of his characteristic attitudes at the keyboards, with one hand hovering over the stop knobs and one foot on the pedalboard. César Franck, dead, has been raised to the musical Olympus.

Firm in His Ambition

He was born in Liege, of recent world-war fame, five years (1822) before the death of Bee-

thoven. His father tried his best to turn the precocious youth into a piano virtuoso, so that he might turn his talents to the immediate betterment of the family income; and to this end insisted on the boy's withdrawal from the Paris Conservatoire, where he had already taken a special prize in piano playing and second prizes for fugue composition and for organ. Fortunately for music, the young César Franck could not put his heart into concert playing. He preferred to devote himself to teaching, so that he might have time to compose, and his father was obliged to give in. The young man further asserted his independence a few years later when he married a young actress, and withdrew from the family circle to set up for himself as teacher and organist. This was in 1848, during the revolution of that year, and the bridal party had to climb over the barricades which the revolutionists had thrown up in the streets, in order to reach the church where the ceremony was performed.

Franck now settled down to that steady routine of hard work as teacher, organist and composer to which the rest of his quiet life was devoted. He became organist of Ste. Clotilde in Paris, in the year 1858 and remained at that post until his death thirty-two years later. In 1872, rather to his own surprise, he was appointed to the vacant post of Professor of Organ at the great Conservatoire, which, as a Government institution under the Ministry of Fine Arts, occupies a dominating position in the artistic and social life of all France.

The Man Forgotten

Franck ought to have been made professor of composition, for he was by all odds the biggest musical thinker in France during the mid and late nineteenth century, but official jealousy prevented this. Probably no modern composer has been so completely ignored during his lifetime as this modern little man 'Papa Franck.' Some of the younger and more radical musicians of his time, however, could not overlook his genius, and it was chiefly through the impertinencies of young fellows like Vincent D'Indy, Gabriel Pierné, Chausson and Guy Ropartz that he was induced to start a private class in composition at his modest apartment. Here, the modern school of French

music was indubitably founded, that school which today stands so distinguished, so clear and clean in a sea of hazy vagueness and trumpety noise.

Nearly all Franck's works were public failures on their first performance. The Beatitudes had to be given at a private recital at his home, when none of the big-wigs came, though all were invited. The Symphony was given against the will of the players of the members of the Conservatoire's orchestra and the perfunctory performance was received in the most chilling manner by the audience. Only during the last few months of his life did the Quartet, his veritable swan-song, at its first hearing strike a responsive note in the breasts of the distinguished gathering which heard it at a concert of the Societe Nationale de Musique. This was his first public success and he was then sixty-nine!

No composer ever came so late to artistic maturity and none was artistically so strong, youthful, and filled with power at an advanced age as was César Franck when he died. An accident with which he met whilst crossing a busy Paris street, when he was knocked down by the pole of a horse omnibus (this was in 1890), gradually led, although he refused to suspend his work until the very end, to an attack of pleurisy which in turn brought about his death. He passed away on the eighth of November, 1890.

The Symphony

The symphony, considering everything, is probably the finest of his works. By common consent it has been given a place in what may be called the "classical" succession. Its beauties are a perfect mirror of the composer's nature, for they are mystical, religious and other-worldly, for the most part, yet lighted from time to time by a gleam of quiet, very human jollity, which comes out vigorously in the delightful finale.

Readers to whom these random remarks have suggested the desirability of learning more about César Franck's symphony will find that the Victor Co. has induced Mr. Stokowski to preface the performance with some verbal explanations illustrated at the piano. To what Mr. Stokowski has said let me just add that there are three movements only, the second being a combination of Adagio and Scherzo. The first movement begins with a mysterious question, works out into a mood of answering resolution, but ends with the question again asked, and unanswered. The second movement is a lovely meditation broken in the middle by a fairy-like Scherzo-interlude. The finale is a vigorous jolly assertion, interrupted by the questionings of the earlier themes, but ultimately asserting itself over all doubts and emerging triumphantly. The listener will not fail to notice particularly Franck's deliberate tying together of his movements by the persistent re-introduction of the earlier themes in the later movements. There is not a dull bar in the whole lovely work.

Some years ago Columbia meritoriously brought out this symphony, when to do so was a real act of courage and faith, and when the old process of recording involved almost hopeless difficulties. Electric recording has now made easy what once was tremendously hard. None the less, however, should we praise Victor for its faith in the American people's love for good music.

Incorporation

M. Goldsmith's Music Co., Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$1,000.

Large European Gramophone
Company desires the services of

FIRST-CLASS

**ELECTRICAL
RECORDING
ENGINEER**

One with vast experience. Must be first-class man to make headquarters England, with occasional trips to European Continent as chief of recording department. Reply in strictest confidence, giving particulars of past experience and, if possible, a few sample records of achievements, stating salary required, to Box No. 1640, "Talking Machine World," 420 Lexington Avenue, New York.

The Greatest Development of the Phonograph Industry!



No Needles to Change

*New patented feature plays
1000 records, with one needle,
without attention.*

Plays 12 Records Consecutively . . .

*Indefinitely, without attention
or replacing, unless a change of
program is desired.*

Selects Any Record

*Any number on the program
can be played at will, by means
of our new selective device.*

Repeats Any Record

*Any record can be repeated any
number of times by depositing
another coin each time.*

**PLAYS ALL MAKES OF
PHONOGRAPH RECORDS**



**ELECTRICALLY AMPLIFIED
SIMPLE—FOOL-PROOF**



THE CAPITOL PIANO & ORGAN CO., Inc.

331 West 34th Street New York City

"Manufacturers of Coin-Operated Pianos and Orchestras"

After five years of experimentation! Nothing else like it! A marvelous 12-record, coin-operated phonograph of wonderfully clear, sweet tone, ideal for restaurants, tea rooms, clubs and other public places. Simply phenomenal! The greatest stimulus to the trade in a generation!

Philco Radio Sets and Speakers Will Cover Complete Price Range

Philadelphia Storage Battery Co. Buys Murdock Radio Corp.—Gets Patent Licenses—
Vice-President J. M. Skinner Discusses Plans

PHILADELPHIA, PA., May 7.—The radio industry has eagerly awaited the formal announcement from the Philadelphia Storage Battery Co., of this city, maker of Philco socket powers, relative to the new Philco set, which has been the subject of many rumors throughout the trade.

Official announcement was recently made by the Philco company that it has bought the Murdock Radio Corp. of Chelsea, Mass., one of the pioneer manufacturers of radio sets, and one of the first licensees of the Radio Corp. of America. The Murdock Co. manufactured the Murdock radio set, also head sets and speakers. This new merger followed closely the absorption by Philco of the Timmons Radio Products

Corp., of this city, producer of the Timmons Talker. With the merger the Murdock Co. ceases operation, though in the case of the Timmons Co. that business will be continued as a separate unit of the Philco organization.

The Philadelphia Storage Battery Co. has also acquired license under patents of the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Corp. and the Hazeltine Corp. Philco will, therefore, present a new radio set having the benefit of all improvements in radio that have gone before, plus innovations supplied by its own engineering division.

The Philco Co. has long been an important factor in the radio industry. These new de-

velopments, with a hint of development to come, presage the still further growth of this already large organization. James M. Skinner, vice-president of the Philadelphia Storage Battery Co., in commenting on the new plans of the company stated:

"Our company is the largest manufacturer of radio power in America. We are proud of our products and proud of the reputation we have built up with jobbers, dealers and the public. For years we have had many insistent queries asking why we did not produce a radio set in view of our having such extensive laboratory and research facilities plus our complete understanding and knowledge of the radio market.

"We have had the production of a radio set in mind for the last three years. In fact, Philco engineers and our research laboratory have been perfecting what I can say is one of the most important developments in the radio set since the invention of the AC tube. We are laying great stress on patents we have been holding for some years covering rectification, power control, etc., and expect to be a big factor in the radio industry. Any one hearing our set is bound to revise his idea of radio performance. We are getting out a complete line of radio receiving sets and speakers, the Philco sets to be built into our own furniture models. Philco sets will cover every price range, and are going to be sold only with genuinely tested RCA tubes.

"Our designs are novel, differing from anything hitherto seen in radio. These designs are the result of the combined judgment of twenty-four of the most prominent furniture designers and interior decorators. Among them I may mention Hollingsworth Pearce and Albert Carl Mowitz, two of the world's foremost designers. Our designs profited by a survey we made among American housewives.

"The Philco set has no batteries, no liquids, no outside attachments. Its distribution will be nation-wide. We have vast production resources and a huge sales organization, and these will be enlisted in marketing the product. We now have twelve central points of distribution and eighteen branch offices, these to be increased as the season advances. It is our purpose to help stabilize the industry and deal generously with jobber, dealer and the public."

Outside of the radio field, the Philadelphia Storage Battery Co. is famed for its diamond grid starting batteries for automobiles, and its batteries are standard equipment on American battleships. The Philco name is well known not only in trade circles, but through national advertising, and the Philco Hour, with its nation-wide hook-up, is known in probably every home in the nation. The officers of the company are Edward Davis, president; James M. Skinner, vice-president; John S. Thomas, treasurer, and Edward S. Peyton, secretary.

Okeh Race Record Supplement Praised

The Okeh Piper, issued by the Okeh Phonograph Corp., New York City, listing the latest releases of race records, contains in the April number three interesting short stories, in addition to amusing and eye-arresting picturizations of the record titles. This novel form of record supplement has aroused much interest, and dealers catering to the race trade have praised the supplement in no uncertain fashion. Among the records featured in last month's issue were: "Dead Sea Blues," sung by Blue Belle, "Taint None O' Your Business," by Butterbeans and Susie, and several others.

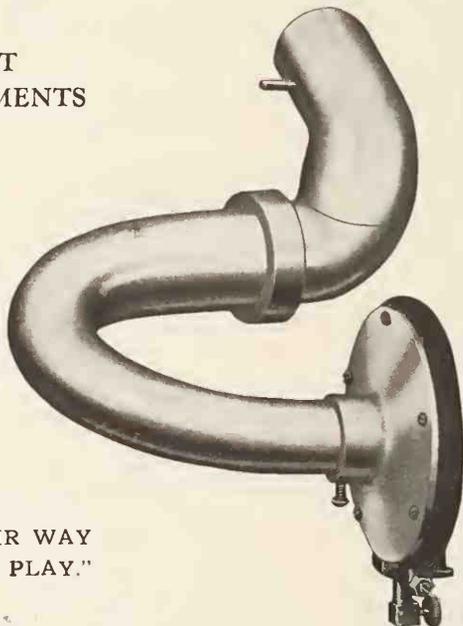
Adds to Line

Rolf Winters, music dealer of San Anselmo, Cal., has discontinued the exclusive Wurlitzer agency and now carries a wide line of talking machines, radios and other musical instruments.

The
KENTONE
TRADE MARK
REG. U. S. PAT. OFF.

ATTACHMENT NO. 2

KENT
ATTACHMENTS



"WIN THEIR WAY
BY THEIR PLAY."

EXCELS IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability



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

The Outstanding Feature at the June Radio Show

will be the

Mohawk-American RADIO

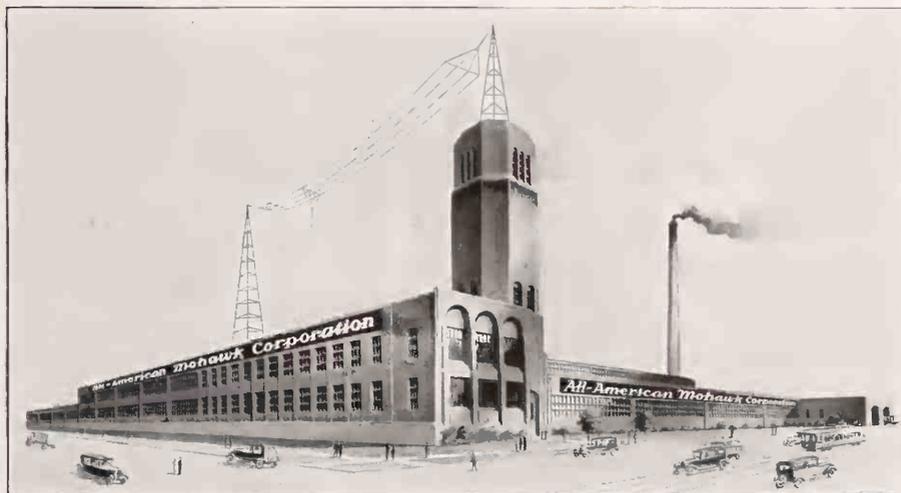
THE recent consolidation of the Mohawk Corporation of Illinois with the All-American Radio Corporation has resulted in one of the outstanding organizations in the radio world.

All the latest manufacturing facilities of these two successful corporations are now merged under one roof. Most capable engineering and production authorities now closely supervise every detail of construction. Experts in radio circuit and constructional development have combined to make possible a truly great radio receiver.

That is why Mohawk-American Radios are destined to be one of the outstanding features at the June Radio Show. Selective, clear-tone quality in full volume, distance, easily operated . . . this remarkable receiver is a leader for performance.

Mohawk-American Radios are merchandised by an aggressive organization composed of executives whose background of experience began with the birth of the industry. Good dealers will write or wire us immediately for full details.

Ask for the name of the exclusive distributor in your territory. Secure your Mohawk-American franchise NOW!



ALL-AMERICAN MOHAWK CORPORATION

4257 Belmont Avenue

Chicago, U. S. A.

IF YOU WERE

HEAR AND SEE THE DIFFERENCE WHEN you come home

LIFE for any part

Our



CONSISTENT high quality—and consistent advertising—running regularly in the Saturday Evening Post, month after month—has earned real popularity for Allen Portables. And today—thinking people demand this most modern of musical instruments—creating quick sales plus extra profits for Dealers everywhere!

The Model 5, shown here, is an achievement in advanced musical reproduction. With newest developments in design, tone arm, reproducer and tone chamber. Covered beautifully in waterproof Du Pont Fabrikoid, colors blue, black or red. The greatest portable ever created—an outstanding leader of the complete Allen line, which today sets the pace for the entire portable field.

• • • HEAR AND SEE THE

EXACTLY RIGHT

Sales PROVE IT

A NEW MARKET—and profit—for Dealers. The Allen Pick-Up instantly gives your customers electrical reproduction on their old mechanical phonographs. Attached quickly and priced right. Allen Portables, equipped with this Pick-Up, available to your trade at an increase of only \$7.50 over regular list prices, regular discounts applying. Write your jobber today for samples!



The Allen Pick-Up retails for \$7.50 complete

SOME months ago you told us what you wanted in the Portable line. Told us what you needed to make a REAL PROFIT. And we followed your suggestions, making the Allen line practically to your measure. For we had learned, through LONG EXPERIENCE in this business, that Dealers know better than all others the type of merchandise which appeals most strongly to the public.

You were exactly right in your advice. Our sales prove it. Not only has the public purchased THOUSANDS UPON THOUSANDS of Allen Portables from you—but our complete line today sets the pace in this industry.

Our gratitude to you is full, and we are showing it by giving you quality products

which represent even GREATER VALUE than ever before possible. These Portables, and our many Dealer Helps, are presented to you by the finest group of selected jobbers in the business. Wide-awake, alert distributors, who are interested as are we in HELPING YOU SELL. Aiding you, as far as possible, in getting new business and the legitimate EXTRA PROFITS which come with added sales volume.

If you are not as yet among those many Dealers who are today enjoying the ready profits, which Allen Portables afford, by all means ask the Jobber near you for samples, or write us for complete free catalog.

ALLEN PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY

Racine

Wisconsin

FACTORIES—RACINE and NEW YORK

DIFFERENCE

Will You Be There?)

TELEPHONES
2990 TO 2997 MADISON SQUARE

CABLE ADDRESS
"BRUNO-NEW YORK"



C. BRUNO & SON, INC.

ESTABLISHED 1834
ORTHOPHONIC VICTROLAS, ELECTROLAS
AND RADIOLA COMBINATIONS

WHOLESALE ONLY
351-353 FOURTH AVE., NEW YORK CITY

May 15, 1928.

To you,
Mr. Music Dealer,
Mr. Jobber,
Mr. Manufacturer:-

Every music dealer, everywhere, is vitally concerned in the development and progress of the industry. So it is with the jobber and manufacturer. That being the case, it becomes their definite obligation to attend the coming Music Convention in New York City next June.

This is an era of intense competition between industries -- battling for the public's attention and purse. If ever there was need for the music industry to present a united front, giving liberal thought, unstinted cooperation and aggressive action, that time is now.

Come then, everybody, to the Convention; attend the meetings; listen to the lectures; enter the discussions; be a cog in the wheel; and do your part in building a new foundation for a greater and better industry. You will feel happier for it; you will be better for it; and you will certainly prosper because of it. Let nothing stand in your way. Jot down right now on your calendar, "I am going to the Convention June 4th - try and stop me."

Everybody is going to look for everybody else, and we are going to look for you.

Sincerely yours,

C. BRUNO & SON, INC.

PRESIDENT



WJH:MK.

OVER NINETY-TWO CONSECUTIVE YEARS OF DEPENDABLE SERVICE TO THE MUSIC TRADE

Industry Presents Broadcast Proposal

Plan Calls for Establishment of Broadcasting System Designed to Give Improved Radio Service to Public

WASHINGTON, D. C., April 23.—With a plan for the establishment of a broadcasting system of the United States which will give a greatly improved radio service, all branches of the radio industry joined in a report submitted to-day to the Federal Radio Commission and urged that such a goal be attained by natural evolution rather than by radical sweeping changes. Reduction in the number of broadcasting stations with a minimum of delay and also minimum disturbance in present broadcasting was recommended.

The industry proposal was presented by Attorney Frank D. Scott in behalf of the National Association of Broadcasters, the Radio Manufacturers' Association and the Federated Radio Trades Association, whose committees had met first separately and later jointly in Chicago last week. The report, invited by the Commission to aid it in administering the new "equal" allocation provision of the radio law, does not contain a completely evolved plan for the equal distribution of station licenses, but rather provides a method of procedure which is sufficiently flexible to meet the changing conditions in broadcasting.

The method calls for the use of basic "common denominators," which will be placed sufficiently high to accommodate the normal requirements of zones in respect to wave lengths, station licenses, power and periods of operation which must be equalized in accordance with amendments recently made by Congress to the Radio Law of 1927. On the question of station licenses the industry is patently of the opinion that there are too many stations on the air at the present time and for that reason suggests the fixing of the "common denominator" at one-fifth of the total number of stations now in existence, or 140 in each zone, and that in working to the ideal, ultimately to be realized, to make use of the borrowing clause of the "equal allocation" amendment which permits the Federal Radio Commission to assign temporarily station licenses, power or wave lengths from zones where they are allotted on a quota basis to stations in other zones at present above their quotas.

Peerless Plans for Larger Production

Entire Plant Being Reorganized to Bring About Much Needed Increase in Production—Business Booming

The entire manufacturing plant of the Peerless Album Co., New York, manufacturer of portable phonographs and record albums, is now being rearranged and reorganized in order to bring about an increase in production, particularly on Peerless portables. This is due to the volume of orders on hand, which, according to Phil Ravis, president, is the largest in the history of the company.

Peerless manufactures five models of portable phonographs, with many unusual features. The Master-Phonic Senior is equipped with a tone amplifier and plays with the lid down, thus eliminating surface noise. Another model, which is said to be the only one of its kind, is the Peerless All-Leather portable, an all-leather job both inside and out.

The Strauch Piano Co., Yonkers, N. Y., recently added a Victor department.



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 extra profit.

1. Extra profit in the sales price.
2. Extra profit because Perryman Types 226, 227, 280 and 281 have been perfected and improved and are guaranteed to give extra long life and service.
3. Extra profit because they stay sold. No replacements to eat up profits. (They must make good or we do.)
4. Extra profit because they bring back new business on their excellent performance.

PERRYMAN ELECTRIC COMPANY, INC.

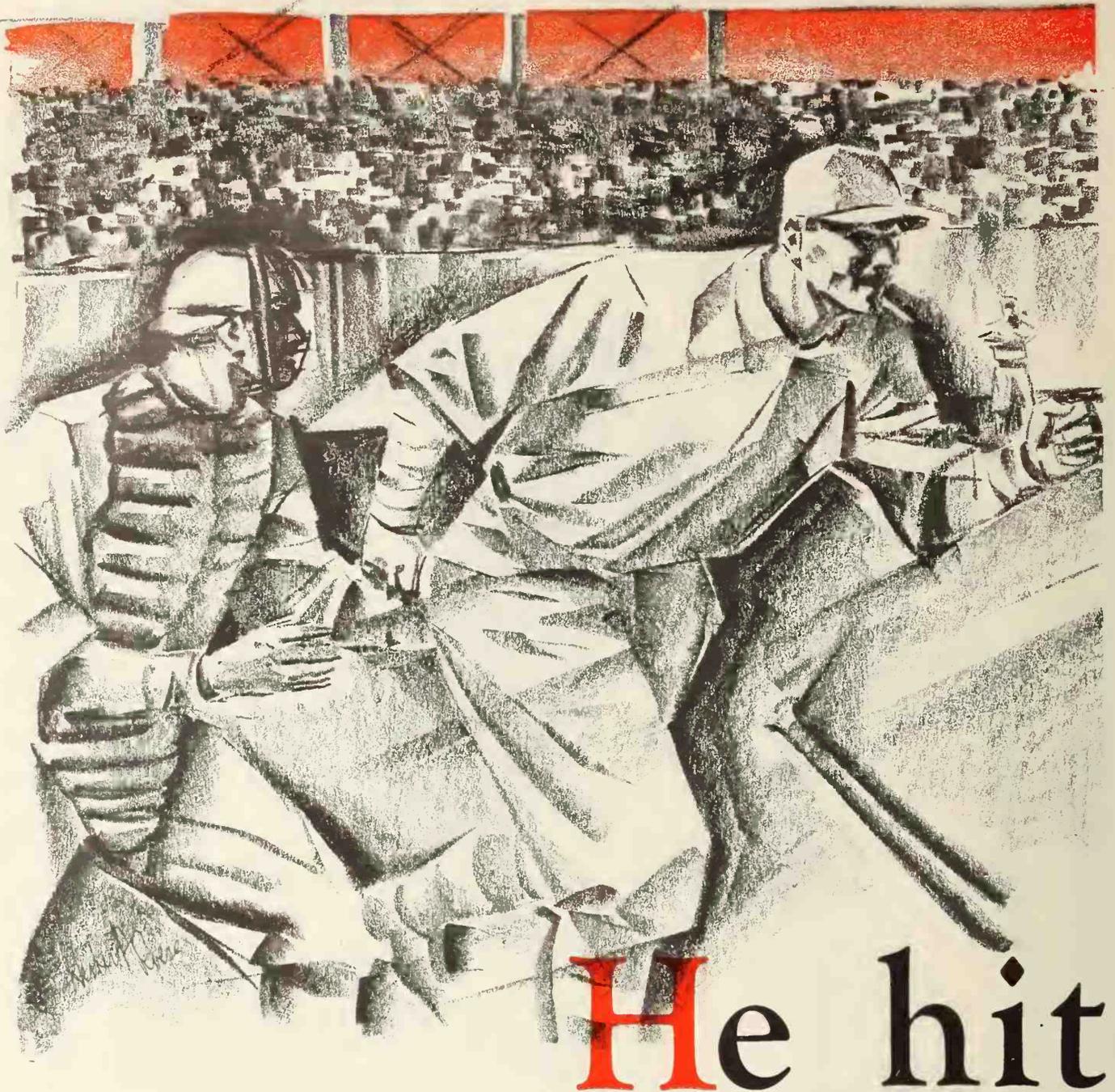
33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

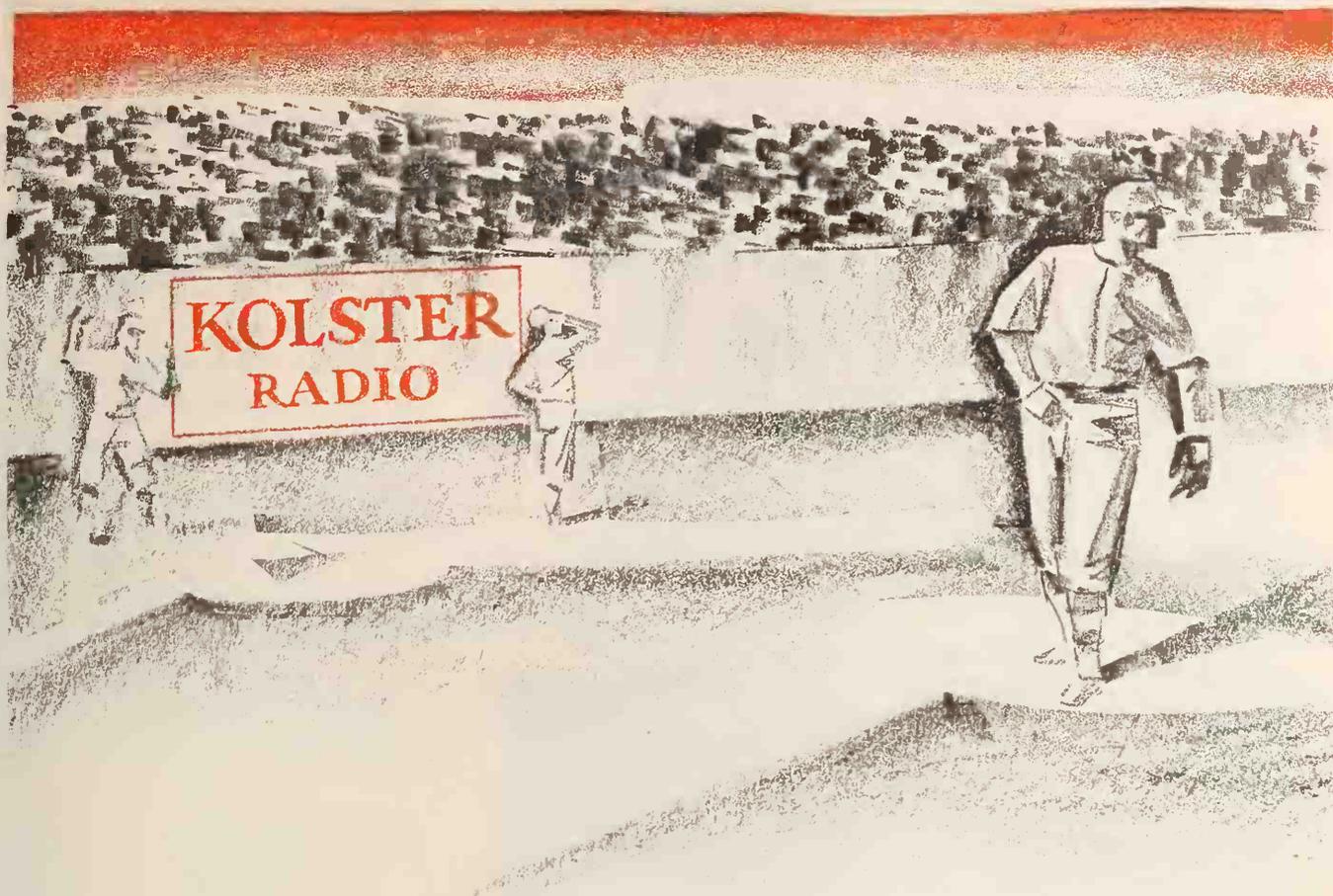
PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose



... but he didn't touch second base!

☐ Do you remember that famous home run which turned out to be useless when it was finished? ☐ There has been plenty of home runs like that in the radio industry in the past few years. ☐ Home runs which missed out important bases! ☐ Home runs which looked good at the beginning but didn't count at the end! ☐ The name Kolster will never be associated with any merchandise that does not touch all



a Home Run

bases and make good permanently in the home as well. ¶ Of the enduring names in radio, Kolster is today outstanding and made so by adherence to the basic principle that a successful business can be built only on confidence. ¶ This confidence has resulted in continuous growth for Kolster Radio and will add thousands of new Kolster users this year. ¶ The Kolster dealer is assured of sound, progressive methods backed by finance, engineering and merchandising.

Trade Activities in Akron-Canton Field

Yahrling-Rayner Music Co. Opens New Store—Alterations at Windsor-Poling Co.—Artist's Appearance Aids Sales

AKRON-CANTON, O., May 8.—One of the most complete talking machine sections to be found in this section of the State is maintained by the Yahrling-Rayner Music Co., Youngstown, which recently opened its new store in West Federal street. Talking machines are merchandised on the main floor of the new store. There is a long row of demonstration booths adjacent the department, each equipped with the newest in wicker furniture. The department features Victor, Brunswick, Carryola and Pal machines. The record department is said to stock 10,000 records and is located to the rear of the main floor. G. B. Hellman is manager of the department and has offices on the main floor.

Several Massillon music merchants will join with a hundred other retail merchants of the city and will participate in a Good-Will tour to several nearby cities during May. The plans have been completed. The trip will be made in autos with stops for lunch at Orrville and dinner in Dover.

Extensive alterations have been started at the store of the Windsor-Poling Co., one of the best-known talking machine shops in the Akron area. The entire first floor is to be rearranged, and when completed will make possible more display and merchandising space for talking machines and records.

It is announced that R. Rittersbusch will be manager and buyer of phonographs and radio combinations for the music department of the new store of the M. O'Neil Co., Akron. Miss Elsie Baer, for many years manager and buyer of the talking machine department for O'Neil's, is now personnel director for the big store.

With completion of alterations to the newly acquired building of the Alford & Fryar Piano Co., Canton, more space will be given the display and merchandising of talking machines and radio receiving sets.

A large talking machine and record stock was destroyed when fire gutted the general store of L. M. Henry in the Youngstown district. The store has been reopened and a new stock of talking machines has been received.

Personal appearance recently at Keith's, Akron, O., of Nick Lucas, the crooning troubadour, resulted in a brisk sale of his recordings at all Akron music stores handling the Brunswick record line.

C. H. Bunch, Acme Engineer in Europe

In order to obtain the most exacting data with reference to the possibilities of radio television and other new radio products that are in the process of development abroad, C. H. Bunch, chief engineer of the Acme Elec. & Mfg. Co. of Cleveland, O., large manufacturer

of radio products and pioneer in the radio industry, has started on an extensive tour through the cities of many European countries. He will consult with the most prominent radio engineering authorities abroad, and expects to return with sufficient valuable information that will enable the Acme Elec. & Mfg. Co. to develop and market a commercial television device as soon as feasible.

Mr. Bunch sailed on April 28 from New York City, and expects to return June 11, to attend the RMA show at Chicago, where the Acme Elec. & Mfg. Co. is to exhibit its new products for the coming season.

Lombardo Orchestra Popular in Chicago

Many Orchestra Leaders Pay Tribute by Attending Concerts Given by Columbia Recording Artists in Chicago

Guy Lombardo and His Royal Canadians, exclusive Columbia artists, are finding favor with other dance orchestra leaders in Chicago, where they play at the Granada Night Club. Many conductors visiting the "Windy City" are said to be making it a point to drop in and hear this ensemble. The Lombardo aggrega-



Guy Lombardo

tion is also popular in Cleveland, where they played in several leading resorts last year besides being active in broadcasting programs. The orchestra is heard to good effect in the new Columbia coupling, "Coquette" and "Beloved," which was recently released.

To Make "Cameo" Records in London

Dominion Gramophone Records, Ltd., has been formed to acquire from the Cameo Record Corp. of America the exclusive United Kingdom rights to manufacture and sell "Cameo" records. An expert from the staff of the American company will supervise the erection and organization of the necessary plant, and of the recording department. The company is in a position to place on the English market a ten-inch double-

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA, PA. Cable Fitasco, Phila.

sided record to retail at 1s 3d. The American "Cameo" repertoire will be augmented by British recordings, and the American company has the reciprocal right of acquiring matrices of the British company. The directors estimate a net profit of £60,000 on a production of five million records per annum. On March 23 the subscription list was opened for the issue of 200,000 10 per cent participating preference shares of ten shillings each, and 200,000 deferred shares of one shilling each. This amount was heavily oversubscribed. The total capital of the company is £150,000.—Music Trades Review, London, Eng.

Plans Big Season in Radio Furniture

Showers Bros. Co. Has Turned Over One of Six Plants to Cabinets—Uses Atlas Plywood Boxes in Shipping

Showers Bros. Co. is formulating plans for a very active season in radio furniture. One of the company's six big plants is being turned over to the exclusive manufacture of cabinets. An effort will be made to show an increase in volume over the past season, which resulted in radio cabinet shipments totaling over seventy thousand cases. Cabinets for practically all chasses on the market will be included in the Showers Bros. line.

All cabinets will be shipped in Atlas plywood boxes. The Atlas Plywood Box Co. has just received its largest contract with Showers Bros. Co. Branches of the box factory are being built in Bloomington, Ind., and Burlington, Ia., especially for the account of Showers Bros. Co., which factories have an average daily shipment under normal production of thirty-seven carloads of furniture, kitchen and radio receiving set cabinets.

The company has now under construction at a cost of \$100,000 a model factory or laboratory that will be the first of its kind in the furniture industry. In this laboratory, equipped with the most modern type of machinery, will be found a corps of designers, constantly at work on the latest in furniture designs. New suites in furniture and new cabinets for radio will be continually in the making and ready for release at various intervals during the year. The main offices and plants of the company are located in Bloomington, Ind. Branch plants are located in Bloomfield, Ind., and Burlington, Ia.

Radiotron Prices Reduced

The Radio Corp. of America has announced reductions in the suggested list prices of various Radiotrons. Type UX-112A is reduced to \$3; UX-171A to \$3; UX-226 to \$2.50; UY-227 to \$5, and UX-280 to \$4.50.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

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

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey

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.

The Romance of Wood

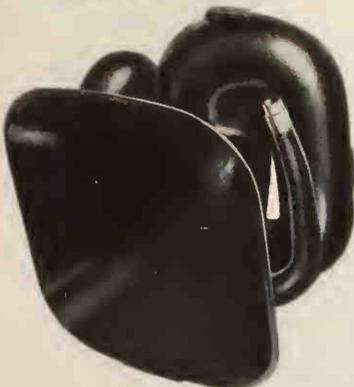
Since the dawn of the first day, the symphony of Life has been carved on the bark of trees . . . Wood is nature's chosen and unsurpassed method of expressing the universal language of music.



MOLDED WOOD TONE CHAMBERS



LIST \$7.00
Fidelity Speaker Unit
Will handle output of
largest power amplifier.



LIST \$18.00

This is No 595—Tone Travel, 8 feet. Over all dimensions: 21 1/4" High, 18" Wide, 15" or 13" Deep.

No. 570 is identical in design. Tone Travel, 6 feet. Over all dimensions: 15" High, 12" Wide, 12" Deep.

LIST \$13.00

A full line of tone chambers for every style and size of cabinet. Ready mounted in sturdy box from which it is not removed. Simply place in cabinet, block, and the job is finished. Takes any standard size speaker unit.

Progressive dealers add to their profits and good will by installing Molded Wood Tone Chambers in new console cabinets and as replacements for old style cone and horn loud speakers.

AT LAST! A long tone chamber that offers a means of comparison that is definitely tangible—a selling asset to every cabinet in which it is housed.

The exquisite, full-throated tone of a Molded Wood Tone Chamber is truly a perfect recreation of the 'original' itself. A reproducer of radio broadcast music and speech so faithfully lifelike and real, is the deciding factor in the prompt sale of any console or cabinet equipped with a Molded Wood model.

The Fidelity Speaker Unit, which is especially designed for use with the Molded Wood Tone Chamber, will handle without vibration the output of the largest power amplifier with ordinary protection, as well as respond to the weakest impulse from a distant station.

Prove this to yourself. We will gladly furnish a sample speaker for your own laboratory test. It will speak for itself.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE. CHICAGO, ILLINOIS

OkeH
ELEC RIC

A
Complete List

of

OkeH
ELEC RIC

Distributors

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

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

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

GEORGE CAMPE
611 Howard Street, San Francisco, Cal.

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

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

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

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

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

HAWAII MUSIC COMPANY
1021 Fort Street, Honolulu, Hawaii

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

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

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

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

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

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

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

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

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

OkeH
ELEC RIC

**New Freed-Eisemann
Automatic Phono.**

Instrument Demonstrated at a Luncheon in Chamber of Commerce Building in Brooklyn, Before Retail Dealers, Hotel and Restaurant Men

A newly developed automatic phonograph with auditorium amplifier was recently demonstrated by the Freed-Eisemann Radio Corp. at a luncheon in the Chamber of Commerce Building in Brooklyn, N. Y., attended by dealers, hotel and restaurant proprietors of the metropolitan district of New York. This machine is equipped with devices which make it possible to play twelve records in succession without attention. It has a dial control and a dynamic speaker, permitting adjustment to any desired volume. Another feature is a switch which makes it possible to eject a record and replace it with another.

J. D. R. Freed, president, and Arthur A. Trostler, assistant to the chairman, addressed the gathering and told of the mechanical and merchandising superiority of this automatic phonograph. Ray L. Speicher, sales promotion executive of the Freed-Eisemann Co., presided, and spoke in detail of the sales possibilities inherent in this new product, which he predicted would be in demand for use in theatres, dance halls, chain restaurants, roadside inns, excursion steamers, etc. The machine is on permanent display at the Brooklyn Chamber of Commerce, where it is attracting the attention of many interested visitors.

**Leipzig Trade Fair
Office in New York**

The American headquarters of the Leipzig Trade Fair will hereafter be located in the Salmon Tower Building, 11 West Forty-second street, New York. The central location at the intersection of Fifth avenue and Forty-second street has been chosen to better serve the increasing number of business men who take part in the Leipzig Fair. The New York representatives of the fair will lend every assistance to exhibitors and buyers visiting Leipzig. The office maintains free commercial information service for American business men interested in trade with Germany.

Will Represent the U. S.

The United States will be represented at the International Conference on Literary and Artistic Property in Rome, May 8, by Thorvold Solberg, registrar of copyright of the Library of Congress, and by Representative Sol Bloom, formerly a well-known music publisher and talking machine man in New York City, according to an announcement recently made by the Department of State.

Appointing Cabinet Jobbers

J. V. Cremonim, manufacturers' agent of New York, who has been the exclusive representative of the Watertown Table & Furniture Co., in the metropolitan district for the past year, is now engaged in appointing jobbers for the Watertown line in this territory, under a new merchandising policy. Mr. Cremonim reports considerable interest in the Watertown line in this district.

Receiver Appointed

David Paris has been appointed receiver for the Kahn Radio & Music Co., 2229 Second avenue, New York City.

**Mid-West Artists Are
Brunswick Recorders**

Paul Christensen's Hotel Fort Des Moines Orchestra Visited Chicago to Make First Recordings of Popular Numbers

Paul Christensen's Hotel Fort Des Moines Orchestra recently made a special trip to Chicago to record some of the new popular



Paul Christensen and His Orchestra songs. The Christensen Orchestra is an organization of young men, whose dance rhythm has made them exceedingly popular in Iowa and other Middle West States. Brunswick dealers throughout the country, and particularly in Iowa, are awaiting the release of their first recording and national popularity is predicted for this enthusiastic new Brunswick organization. Mr. Sixsmith, manager of Harger & Blish in Des Moines, Brunswick jobbers, is here seen shaking the hand of Paul Christensen and wishing the boys a speedy return to Des Moines.

**"Beauty in Radio"
Idea Is a Success**

Nation-wide Campaign Placed Behind Slogan by Splittorf Corp.

The idea of buying a radio receiver in a beautiful cabinet has "gone over" with the buying public, according to Hal P. Shearer, general manager of the Splittorf Radio Corp., Newark, N. J. The Splittorf Corp. originated the slogan "Beauty in Radio" last year, and placed a nation-wide campaign behind the slogan.

"When the beauty in radio idea was first advanced," said Mr. Shearer, "it was recognized as a fundamentally sound proposition. As such it has been taken up for discussion in interior decoration circles. The public realizes to-day that the purchase of a radio set is more or less a lasting proposition, like the purchase of any other musical instrument. When the lady of the house is responsible for placing the receiver in the living room or the parlor, harmony of surroundings enter into the matter. Fine furniture plus the finest types of sets have strongly contributed toward bringing radio to its present high and lasting standard."

Amrad Adds Newark Jobber

MEDFORD HILLSIDE, MASS., May 5.—The Newark Electrical Supply Co., Newark, New Jersey, has recently concluded arrangements to act as exclusive Amrad distributor in the Newark territory, according to an announcement by W. H. Lyon, general sales manager of the Amrad Corp., of this city.

W. A. Grimes, treasurer of the Newark Electrical Supply Co., recently visited the Amrad factory for the purpose of discussing merchandising plans for the 1928 season, and as a result he returned very optimistic over the possibilities for Amrad in the Newark territory.

ATLAS

Plywood Packing Cases

You are assured prompt deliveries

Phonograph and radio manufacturers can depend upon Atlas Service. Local Atlas assembling plants take care of truck deliveries—five large manufacturing units on several railroads guarantee an uninterrupted supply of carload shipments. Users can depend upon Atlas Plywood Cases, too—as the safest, and most economical in the long run, of all phonograph and radio packs.

May we have your cabinet sizes? We believe we can show you figures that will interest you.



Oscar Getz Makes Observations Based on 10,000 Mile Trade Trip

Steinite Sales Manager Predicts Next Season Will Be Largest in Radio History—Feels That Coming Broadcasts Will Have Big Influence in Stimulating Sales

When a man with as keen an insight as Oscar Getz, general sales manager of the Steinite Laboratories, Inc., manufacturers of Steinite electric radio and Steinite Polyphonic speaker, makes a two months' trip that covers 10,000 miles, his observations are bound to be of unusual interest. He has just returned from a jaunt that took him from New York clear across the country to Spokane down to Los Angeles, over to New Orleans, Florida and Cuba, returning by way of the Atlantic Seaboard, and he has picked a world of important points from his contacts with jobbers and dealers along the way.

Sees Prosperity in Radio Industry

First of all, Mr. Getz wants to be put on record as predicting that next season will be the biggest in all radio history. He believes that there will be much early buying this season. He bases his conviction on the fact that now buyers can purchase electric sets with complete confidence in their successful operation. He also calls attention to the fact that the coming season is scheduled to be so full of big broadcasting events that prospective owners of radios will buy early in order not to miss a single event.

Mr. Getz further concludes that the electric set has permanently removed the bugaboo of bad summer business—that it has become to the radio industry what the closed car was to the automobile industry—making it a year 'round proposition.

Thoughts on Selling

The radio dealer, says Mr. Getz, has an assured future—the radio store is here to stay—dealers are becoming better merchandisers. For instance, he cites the fact that house-to-house selling is being followed up more and more by radio retailers. The realization is coming that radio must be sold in a manner similar to the washing machine. Intensive coverage of each dealer's neighborhood and willingness to demonstrate in the home are factors which will bring success to the retailers. Mr. Getz further intimates that electric sets are making it so easy to demonstrate in the home, by doing away with expensive set-ups, that dealers should be and for the most part are eager to conduct home demonstrations.

Regarding Cuba, Mr. Getz says: "There is much set building in Cuba, and naturally a big parts market. I was agreeably surprised to see the great number of completely stocked radio stores which would be a credit to the best sections of our larger cities." The tendency of

jobbers, says Mr. Getz, is to specialize on one line if that line is complete in price range and in models. Other considerations which Mr. Getz advised jobbers to observe in choosing a line, is whether the factory organization has demonstrated itself to be sufficiently flexible to adapt itself to the demands of the times. A



Oscar Getz

manufacturer who can meet popular demand with acceptable merchandise, and not lag behind the procession, is the one with which progressive jobbers must align themselves. Such a manufacturer should have efficient engineers, a modern factory and a wide-awake sales organization. Mr. Getz offers this further bit of advice to radio jobbers.

"To make money to-day," says Mr. Getz, "jobbers must departmentalize their radio business. Their radio department must be first of all in charge of a man who is a radio merchandiser. Another neglected angle is that of service—a good service man must be on the job. Specialized men who know how to sell radio must be sent to the dealers—not just any salesman. Jobbers have through disastrous experience come to realize that radio salesmen must be trained for their work and that it is a mistake to place radio sales with other general items."

In the South, Mr. Getz finds radio moving slowly. Here is a large undeveloped market lagging behind because no electricity is available in many sections and because buying power is small. The radio commission reports that only one per cent of the farmers in Mississippi have receivers and only two per cent in Louis-

iana; while Alabama, Tennessee and the Carolinas have only from three to five per cent. By way of contrast it should be noted that 52 per cent of New Jersey's farmers have sets. Mr. Getz is a strong advocate of a wider exchange of ideas and knowledge in the industry. In this direction he is enthusiastic about the value of the RMA Show, because it draws together so many jobbers and dealers and gives every attendant a world of new and fresh merchandising ideas.

Mr. Getz strongly favors dealer associations as being a good medium for the exchange of ideas and declares that the beneficial effects of association work is very apparent and forms a strong contrast to what he found on a similar trip last year. As a final word, he says, "radio has reached a stage where consumers can buy with confidence, dealers can sell with confidence and jobbers stock with confidence."

New Sales Outlets

Along the line of new outlets, he noted that a bookstore on the Coast is handling radio with conspicuous success. In Salt Lake City a music store handling radio co-operates with the local broadcast station by playing and announcing the latest records on the air. Among factors aiding the wider sale of radio, notes Mr. Getz, are the chain broadcasts which have linked the ends of the country. Again, hotels which are furnishing radio entertainment to their guests are selling travelers on radio, and Mr. Getz believes that we will shortly see an era of two sets in many homes.

RCA Head Urges Unification

The unification of radio and cable communication companies in Great Britain should be answered by a similar movement in this country, if America is to meet England's challenge for supremacy in world communications, Major General James G. Harbord, president of the Radio Corp. of America, recently declared in a speech before the business policy class of the Harvard Graduate School of Business Administration. To facilitate co-ordination of the two systems, Gen. Harbord claimed, the American companies, both cable and radio, should be exempted from the operation of the anti-trust laws, but placed under government regulation of rates.

Victor Schubert Leaflet

The Victor Talking Machine Co. recently prepared a leaflet containing information regarding the life, work and compositions of Franz Schubert which are available on Victor Orthophonic recordings. As the centenary of the death of the great composer is observed this year, public interest in his works is more alive than ever, and distribution of the leaflets by dealers is certain to bring profitable results.

**JEWEL
TONE
VOLUME**

**JEWEL
TONE
QUALITY**

**JEWEL
TONE
IMPROVEMENT**

Found Only in **JEWEL PRODUCTS**

Equipment made to fit all makes of phonographs. Orthophonic attachment for playing Edison four-minute Diamond Disc Records. Also improved reproducer (Jewel No. 33-0) to fit the Orthophonic Victrola. Tone arms and reproducers for dealers' replacements and for manufacturers of cabinet phonographs and portables. We are the exclusive manufacturers of brass exponential phonograph tone arms

made by the band-instrument method. Our reproducers are unsurpassed for real musical quality. We claim for our latest product—(the Jewel No. 33 Reproducer) **solidity of tone—most musical—natural reproduction—with the least surface or needle noise.** Send for descriptive circulars and samples. It is only good judgment to buy from a reliable source to insure a supply for repairs and future service.

JEWEL PHONOPARTS COMPANY

500 North Dearborn St.

CHICAGO, ILLINOIS



DIRECT

GENUINE

FLYER & JUNIOR PARTS



PARTS DIRECT TO DEALERS 24-HOUR SERVICE

for
The

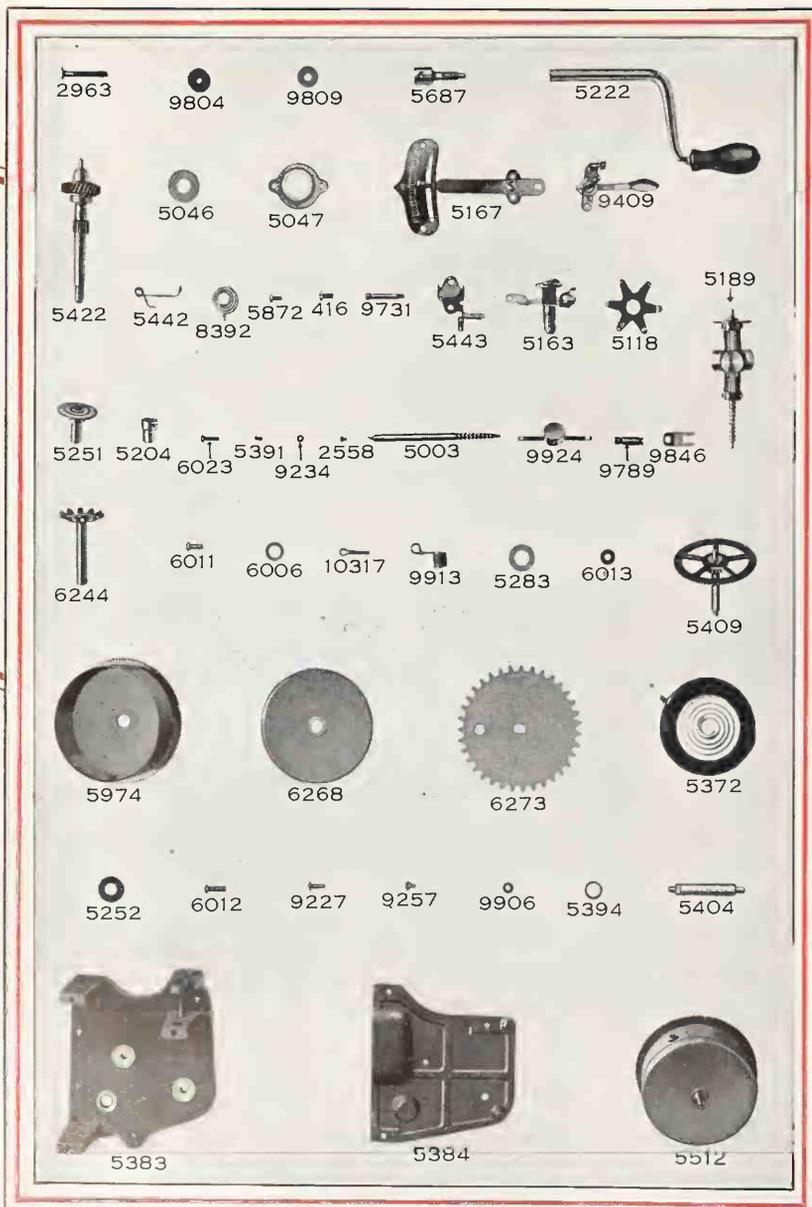
Now order your Flyer and Junior Motor Parts direct from the Factory. Make sure of the genuine — Parts that really belong. Made to fit and function as only legitimate ones possibly can.

List of Flyer Motor Parts

- 416 Screw for attaching Winding Shaft Tension Spring
- 2558 Governor Spring Screw
- 2963 Motor Mounting Screw
- 5003 Governor Shaft
- 5046 Fibre Handle Escutcheon

FLYER

COMPONENT PARTS of FLYER PHONOGRAPH MOTOR



- 5047 Metal Handle Escutcheon
- 5118 Cup Washer used under Spring Barrel
- 5163 Pointer Arm Post
- 5167 Dial and Pointer Assem.
- 5189 Governor Complete
- 5204 Governor Collar
- 5222 Winding Handle
- 5251 Governor Disc
- 5252 Felt Oil Retainer used around Turntable Shaft
- 5283 Retainer for No. 5252 Felt
- 5372 Main Spring
- 5383 Motor Frame
- 5384 Motor Bottom Plate
- 5391 Screw for Holding Governor
- 5394 Upper Spring Barrel Collar
- 5404 Spring Barrel Shaft
- 5409 Intermediate Gear
- 5422 Turntable Shaft
- 5442 Speed Regulator Tension Spring
- 5443 Speed Regulator Bracket
- 5512 Spring Barrel Complete
- 5687 Winding Shaft Extension
- 5872 6-32 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 5974 Spring Cup and Gear Assem.
- 6006 Spacing Washer used on Wind-Shaft
- 6011 Governor Bearing Set Screw
- 6012 Screw for Attaching No. 5384 Bottom Plate to No. 5383 Motor Frame
- 6013 Washer used under No. 6023 Screw
- 6023 Screw used to hold Pointer Arm to Post
- 6244 Winding Shaft and Pinion Gear Assem.
- 6268 Spring Barrel Cover
- 6273 Spring Barrel Winding Gear
- 8392 Spring used to hold Turntable on Shaft
- 9227 Spring Barrel Shaft Rivet
- 9234 Governor Spring Washer
- 9257 Spring Barrel Rivet
- 9409 Brake
- 9731 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 9789 Governor Bearing
- 9804 Rubber Motor Mounting Washer
- 9809 Steel Motor Mounting Washer
- 9846 Governor Bearing Retainer Clip
- 9906 Spring Barrel Washer
- 9913 Winding Shaft Spring
- 9924 Governor Spring and Weight Assem.
- 10317 Cotter Pin

Send all orders for
FLYER MOTOR PARTS to
General Industries Co.
Department M R
Elyria, Ohio

Keep this page. Prices of FLYER Motor Parts on request.



GENUINE PARTS for EASY, SURE REPAIRS PARTS

List of Junior Motor Parts

- 406 Motor Mounting Screw
- 2558 Screw for assembling Governor Spring and Weight to Governor Disc.
- 5041 Fibre Escutcheon for Winding Handle

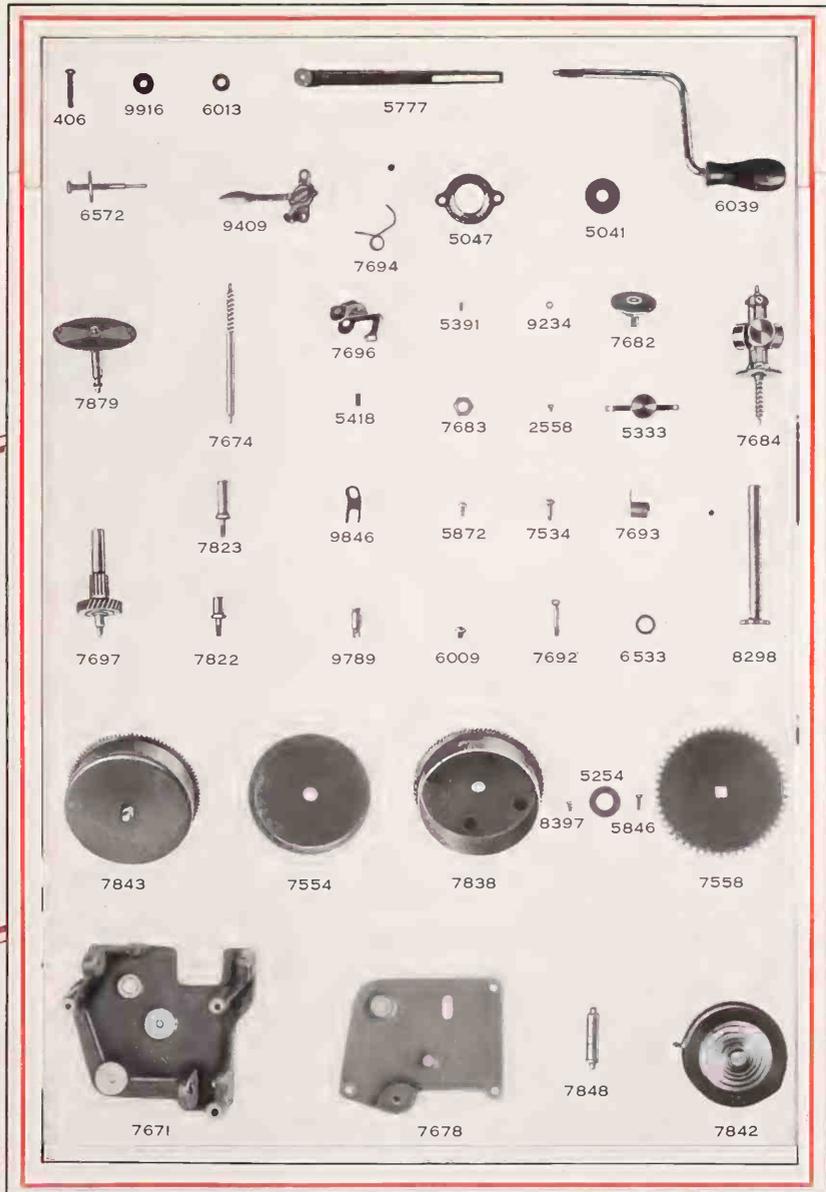
for The

Get your Parts *at once* and get them *right*. Give your customers prompt service and lasting satisfaction. Avoid profitless tinkering, lost time and trouble. Order always direct from the Factory.

JUNIOR

- 5047 Metal Escutcheon for Winding Handle
- 5254 Spring Barrel Washer
- 5333 Governor Spring and Weight Assembled
- 5391 Screw for Governor Collar
- 5418 Felt for Speed Regulator Lever
- 5777 Speed Regulating Arm
- 5846 Spring Barrel Shaft Rivet
- 5872 Governor Bearing Set Screw
- 6009 Screw for assembling Regulating Arm to Regulating Brake
- 6013 Steel Washer for Mounting Screw
- 6039 Winding Handle
- 6533 Fibre Washer for Winding Shaft
- 6572 Speed Regulator
- 7534 Screw which Holds Bottom Plate to Frame
- 7554 Spring Barrel Cup Cover
- 7558 Winding Gear
- 7671 Motor Frame
- 7674 Governor Shaft
- 7678 Bottom Plate
- 7682 Governor Disc
- 7683 Governor Collar
- 7684 Governor Complete
- 7692 Screw for assembling Governor Brake to Frame
- 7693 Winding Shaft Tension Spring
- 7694 Speed Regulating Arm Tension Spring
- 7696 Governor Brake
- 7697 Turntable Shaft
- 7822 Short Turntable Shaft Tip
- 7823 Long Turntable Shaft Tip
- 7838 Spring Barrel Cup and Gear
- 7842 Main Spring
- 7843 Spring Barrel Complete with Spring
- 7848 Spring Barrel Shaft
- 7879 Intermediate Gear
- 8298 Winding Shaft
- 8397 Spring Barrel Rivet
- 9234 Washer used under No. 2558 Screw
- 9409 Turntable Brake
- 9789 Governor Bearing
- 9846 Governor Bearing Retaining Clip
- 9916 Rubber Washer for Mounting Screw

COMPONENT PARTS of JUNIOR MOTOR



Send all orders for
JUNIOR MOTOR PARTS to
General Industries Co.
 Department M R
 Elyria, Ohio

Keep this page. Prices of Junior Motor Parts on request.

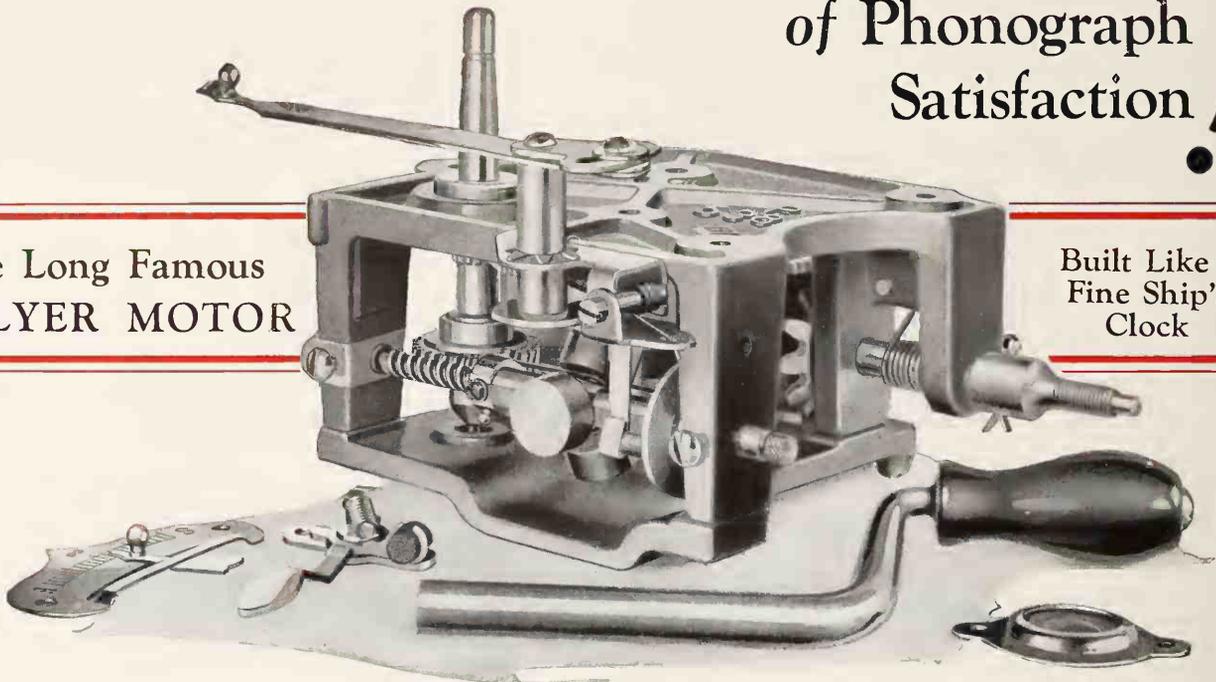


THE REAL HEART

of Phonograph
Satisfaction!

The Long Famous
FLYER MOTOR

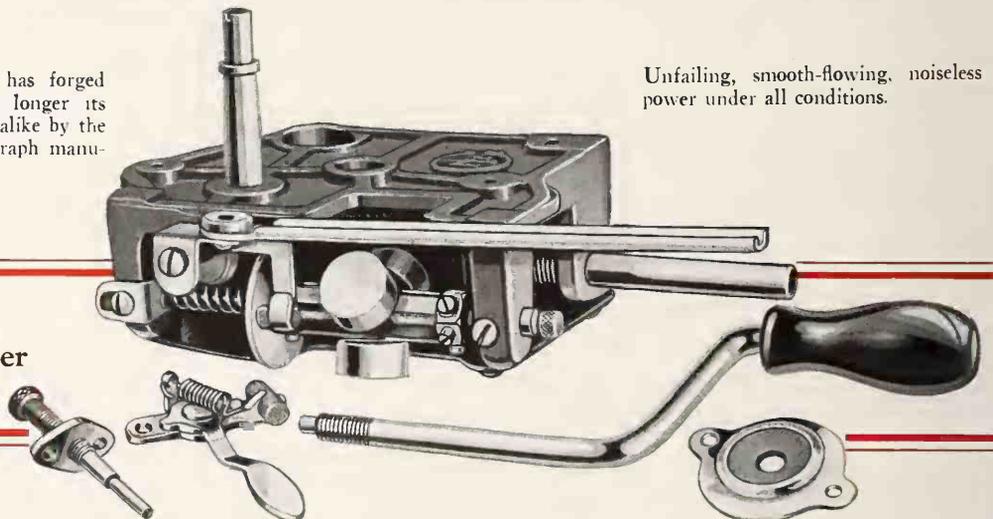
Built Like a
Fine Ship's
Clock



For 12 years the Flyer Motor has forged ahead in universal favor. The longer its service the more it is appreciated alike by the public, the trade and the phonograph manufacturers.

Unfailing, smooth-flowing, noiseless power under all conditions.

The Just-as-well-made
JUNIOR. Little brother
of the FLYER



Service in a portable is the hardest test of a phonograph motor. By far the majority of portables sold are equipped with Flyer and Junior Motors.

Insist on the Flyer and the Junior in the portables you sell. Get the design, the spring, the frame, the precision-cut gears, worm and bearings — the faultless superiority — which they alone possess. Smooth, silent, vibrationless power in abundance. To bring from your machines the highest satisfaction, creating the greatest demand for records.

The **GENERAL INDUSTRIES CO.**

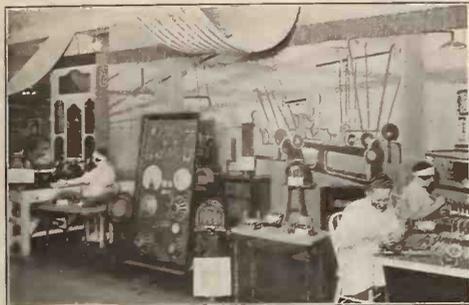
2812 TAYLOR STREET, ELYRIA, OHIO

Makers of Precision Products for 25 Years

Rola Speakers Shown at Home Exposition

The Emporium, Large San Francisco Department Store, Featured Rola Line of Radio Speakers in Interesting Exhibit

The Emporium, one of San Francisco's largest department stores, recently held an "Exposition of Home Furnishings" for a week. Displays of all kinds of home furnishings,



Interesting Rola Display

demonstrations of the actual making of all kinds of household goods and lectures on household economics, a cooking school and other features of interest to housewives were the backbone of the exposition, which occupied the entire third floor.

The Rola Co., manufacturer of Rola loud speakers, had the only radio exhibit, and this exhibit included some of the manufacturing processes as well as assembling the various parts of the Rola reproducer unit. This display attracted a great deal of attention and its value was reflected in the increased sale of Rola speakers by the radio department. It is estimated that between 50,000 and 75,000 people visited the exposition.

Ray Reilly Host to Recording Artist

MILWAUKEE, Wis., May 5.—Ted Lewis, famous orchestra leader, musical comedy star and exclusive Columbia recording artist, was a recent visitor to this city, and while here was entertained by one of his old friends in the phono-



Ted Lewis Enjoys Carryola "Master" graph industry, Ray Reilly, sales and advertising manager of the Carryola Co. of America. "Ted" took advantage of the opportunity to hear some of his latest Columbia recordings on a Carryola "Master," and judging from the accompanying photograph, he is well pleased with these splendid examples of the Columbia recording art.

Increases Capital Stock

The New York Talking Machine Co., prominent Victor distributor, serving the metropolitan territory, recently increased its capital stock from \$100,000 to \$600,000.

FRTA Directors Hold Meeting in Chicago

Decision Made Regarding Dates of Meetings During the RMA Trade Show—Other Important Business Transacted

The Board of Directors of the Federated Radio Trade Association met in Chicago on April 16. The committee on the revision of Constitution and By-Laws reported progress being made on the revision so as to definitely create the four major sections of the Federated. The Dealers' Section, headed by Julian Sampson, reported keen interest among the entire dealer trade throughout the country; many of them requesting additional information and affiliating themselves with the organization. An active membership campaign is about to be inaugurated, with the greatest stress being made at the time of the trade show and annual convention in June.

Michael Ert, chairman of the Association Section, reported that keen interest is being aroused among all the associations regarding the Federated movement. George Riebeth, chairman of the Manufacturers' Representatives Section reported that the manufacturers' representatives are welcoming this move to create an organization of their own, and they are evincing great interest in affiliating themselves with them. Harry Alter, active chairman of the Radio Wholesalers' Association, brought to the attention of the Board of Directors the fact that many prominent wholesalers had already affiliated themselves with this group. Interest is being aroused from coast to coast and the results of the past two months were even more than expected.

The Board of Directors decided the definite dates of the meetings of the various sections to be held during the show. Any requests for reservations will be taken care of through the executive office at 32 West Randolph street, Chicago, Ill.

The board selected a committee of five to confer with a similar committee from the Radio Manufacturers' Association, and the National Association of Broadcasters on a plan regarding the reallocation of wave lengths to be presented to the Federal Radio Commission. The committee selected was: President, Harold Wrape, honorary chairman; Thomas White of Chicago; Harry Alter of Chicago; H. H. Cory of Minneapolis; J. F. Connell of Indianapolis and Julian Sampson of St. Louis. This committee spent the following day, April 17, in session with the other committees.

Opens Repair Shop

The Fort Madison Typewriter Exchange, of which Doc Day is manager, has opened a fully equipped phonograph repair and supply shop at 528 Avenue G, Fort Madison, Ia., and will cater to the repairing of all makes of phonographs for dealers throughout the State. Parts for all makes of machines are carried, and the manager has had twenty years' experience in this special field.

David Kanarek Promoted

David Kanarek was recently promoted to the post of radio sales manager of the G. J. Seedman Co., automotive and radio distributor of Brooklyn, N. Y. Mr. Kanarek has been connected with the music-radio trade for a number of years and has been a member of the Seedman organization for the past four years. He will direct the radio activities of both the Brooklyn and New York divisions.

The Bradford Piano Co., Milwaukee, Wis., is conducting a fifty-sixth anniversary sale and is using a great deal of newspaper space attracting buyers for the bargain offerings.

Mona Oil Twins Make Columbia Recordings

Featured Artists of Broadcasting Station KOIL, Council Bluffs, Ia., Become Exclusive Columbia Recording Artists

The Mona Motor Oil Twins, radio broadcasting vocal favorites of station KOIL, Council Bluffs, Ia., were recently added to the list of exclusive Columbia recording artists. The Mona Twins, who do clever close harmonies, feature on their first record, just released, "The Book of Etiquette," a burlesque song popularized by them with thousands of Middle West radio listeners.

Ludwig Hommel & Co., RCA distributors of Pittsburgh, Pa., are now established in their rebuilt and remodeled store at 929 Penn avenue, following the disastrous fire of some months ago in which the store was destroyed.



"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

NOW—An ELECTRIC drive

The COMPACT \$55

(LIST PRICE)

Emphatically, the compact is not "just another portable." On the contrary it is a brand new conception, an utterly different, new-type version of the compact phonograph that goes into a closet when not in use; that can be taken to a friend's house, or sent to school with the boy or girl who goes away to boarding school or college—since it weighs no more than many ordinary portables.

Just think! In the April issue of The Talking Machine World, eleven manufacturers advertised twenty-six portable models. And not one of them had the sales-making feature that makes the Compact new, completely different. For the Compact is crankless and runs by electricity, on either AC or DC, with its turntable driven by the same improved Johnson-Gordon Motor found in much costlier machines. Whether you are a phonograph or radio dealer, or both, reading this message and sending the coupon may mean bigger figures on your balance sheet.

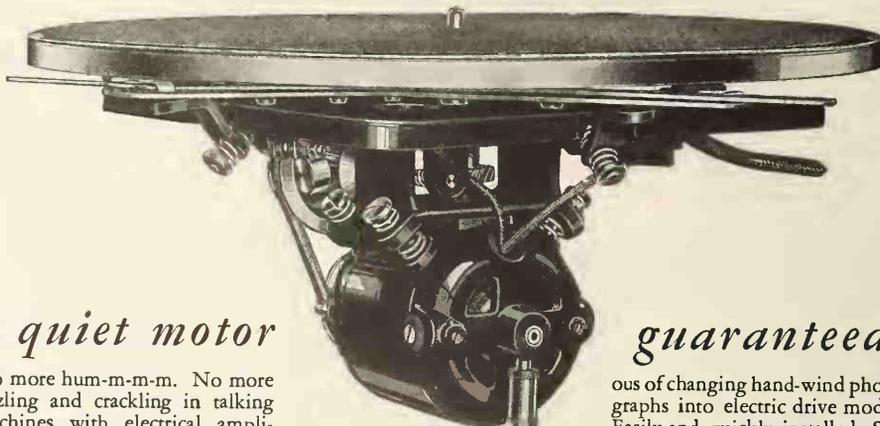
To Phonograph Dealers

The Compact offers a unique profit opportunity because it is the only machine of its kind on the market. Since it is crankless and non-winding, it is head and shoulders above competition. Every winter buyer of a big machine is a summer prospect. It offers him utmost quality in little space for his summer home. A de-luxe music maker in every detail, it is no mere picnic toy, but a durable, substantial mechanism. And it perfectly meets the new demand for something better in a compact phonograph. Keep in step with the trend toward space-saving with the apartment-size Compact.

To Radio Dealers

Here is a rapid seller that will take the red-ink out of the summer sales slump. The field for sale of the Compact is enormous. Every winter buyer of a radio can be interested in the Compact phonograph with a Gordon Pick-up to reproduce records electrically. With this combination you can give an unbeatable demonstration in comparison with \$600 electric machines. And when you remember that the electric drive Compact costs only \$55, and the Gordon Pick-up \$12.50 (both list); then you know what quick turnover and fast profits, both devices represent.

At LAST—



a quiet motor

No more hum-m-m-m. No more sizzling and crackling in talking machines with electrical amplification. The improved Johnson-Gordon Motor is the long awaited, quality motive power for turntables. Universal, it operates on either DC or AC (25 and 60 cycles). A

Motor can be operated AC for radio book-up; DC or AC for phonograph alone

wonderful little motor for makers of radio-phonograph combinations as well as for dealers desir-

guaranteed

ous of changing hand-wind phonographs into electric drive models. Easily and quickly installed. Supplied complete with turntable, speed regulator, automatic stop, and extension cord. Send coupon or wire for detailed specifications, prices, and discounts.

L. S. GORDON COMPANY

Successor to H. G. Saal Co.

1800 MONTROSE AVENUE, CHICAGO

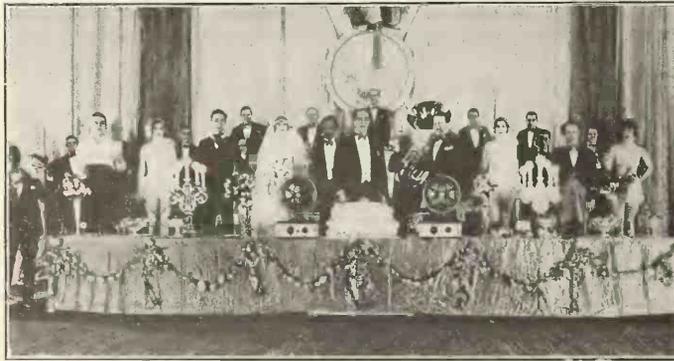
STUDNER BROS, INC. • National Sales Agents • 67 West 44th Street, New York City

Atwater Kent Set Featured in Show

Two Revues, "The Companionate Marriage" and "The Companionate Honeymoon," Use Radio Most Effectively

PHILADELPHIA, PA., May 5.—The Atwater Kent Mfg. Co., of this city, is one of the foremost advertisers in the country not only in the radio field but in any line of commercial endeavor, and in the publicity of Atwater Kent products has made use of practically every known avenue. However, a new method of publicity has recently been employed which is interestingly described by P. A. Ware, merchandising and sales promotion manager of the Atwater Kent Co., and well known to the trade.

"In the past," stated Mr. Ware, "radio has come in for a lot of comedy on the part of some good theatrical actors, and some actors who can resort only to broad parody in order to get a laugh. The theatre shows using radio have been very largely in a 'kidding' sense. It was with this in mind that the Atwater Kent Mfg. Co. made a tie-up with the Stanley Co. of America in a production including and headed



Atwater Kent Radio Plays Important Part in Two Revues

by Bert Walton and Howard Lanin's Symphonic Syncopators. The company includes about thirty people and has two productions called 'The Companionate Marriage' and 'The Companionate Honeymoon.'

"The show," stated Mr. Ware, "is really a clean revue, including all that goes to make up the average vaudeville program. Each production takes an hour and a quarter and they are generally put on in separate halves of the

week. The setting is entirely separate and quite novel and in each of them radio is seriously used. In the first act it is used as alternate entertainment in comparison with the Lanin Orchestra and in the second act a broadcasting station effect is made."

Mr. Ware points out the advantage of this plan, as far as radio is concerned, is that it will tend to offset much of the cheap grotesqueries using radio as a form of alleged humor. It was with this thought in mind, rather than the straight advertising, that the Atwater Kent Mfg. Co. participated in furnishing equipment for the production.

Columbia Issues "American" Quartet

Dvorak's Composition Based on American Theme Issued in Album Form—Is Recorded by London String Quartet

The Columbia Phonograph Co., recently issued an interesting addition to its collection of Masterworks series of symphonic and chamber music records in the form of Dvorak's "American" Quartet, played by the London String Quartet. This composition is one of Dvorak's two contributions to music based on American themes. The other work is the "New World" Symphony, which Columbia also issued in its Masterworks series, played by Sir Hamilton Harty and the Halle Orchestra.

The Columbia Co. furnishes a descriptive booklet with each of its Masterworks albums of records, containing much information of both technical and popular interest concerning the composition, the composer and artists.

Says Radio Business Is Now Stabilized

Asserting that it was "no longer necessary to have an ambulance and a surgeon attend the liquidation sales of stores dealing in radio sets," J. L. Ray, general sales manager of the Radio Corp. of America, told the business policy class of the Harvard Graduate School of Business Administration recently that the radio industry had now become a truly stabilized business.

"Throughout 1922 and part of 1923," Mr. Ray said, "there was a wild scramble of jobbers and dealers to obtain agency appointments. Nearly every retailer in the country who was not doing well in his regular business tried to sell radio. This chaotic condition continued throughout 1924. Until nearly 1925 the public bought anything and everything without much evidence of discrimination. The public has now had enough of over-claims and under-performances, and the constant national advertising of leading manufacturers is having its effect."

Mr. Ray declared that in 1922 the public spent \$60,000,000 for radio, while in 1927 they spent \$446,000,000, the total expenditures for the six years amounting to \$1,936,000,000.

Appointed Receiver

Howard Osterhout has been appointed receiver for the Himes Auto Sales & Radio Equipment Co., Lynbrook, L. I.

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

Kellogg Radio Used in Ideal Room Setting

Delineator Home Institute Uses Kellogg Radio Receiving Set Because It Harmonizes With Artistic Decorations

The Delineator Magazine, one of the most widely read fashion publications, maintains, in New York City, the Delineator Home Institute, to provide settings for photographs needed for the publication. Miss Mildred Maddocks Bentley, director of the Home Institute, in the Buttrick Building, recently used the Kellogg radio



Kellogg Radio at Home Institute

receiver Model 510 for a home setting, choosing the Kellogg receiver because it harmonized with the artistic decorations which are used whenever interior scenes are needed for the Delineator.

The Delineator, which is published monthly, has a circulation of over one and one-quarter million, and the choice of the Kellogg Model 510 receiver is a tribute to the beauty of the instrument as well as favorable publicity for the product and its maker, the Kellogg Switchboard & Supply Co., of Chicago.

Kohler & Chase Add Bosch Line of Radio

What is said to be one of the largest radio contracts ever consummated on the Pacific Coast was recently signed when Kohler & Chase, of San Francisco, added the Bosch line as a feature of their large radio department. The deal was completed between George Chase, president of Kohler & Chase, and George Kampe, of George Kampe, Inc., distributor for the American Bosch Magneto Corp. Both executives expressed enthusiasm over the outlook for the radio business.

"The sale of radio sets has settled down into a consistent business," said Mr. Chase. "We believe that the addition of Bosch radio to our stock is a great step forward in offering our customers the very best in radio."

"Kohler & Chase have for many years been one of the most progressive firms on the Coast," said Mr. Kampe, "and we feel that we are fortunate to obtain this organization as a Bosch set dealer."

THORENS, Inc.

By the Manufacturers
of the world-famous
Thorens' Motor

A COMPLETE line of tone arms made by HERMANN THORENS, Ste. Croix, Switzerland, including the popular straight and "S" shapes; acoustically correct in design. The workmanship is of the highest quality with prices exceptionally low.

A wide variety of sound boxes is also available. Write for complete details.

THORENS, Inc.

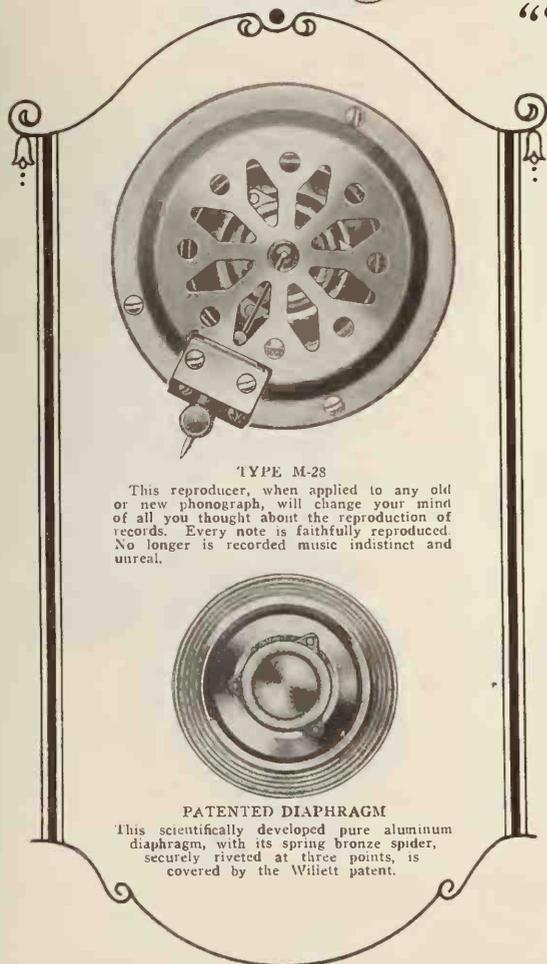
Sole Distributors for U. S. A.

450 Fourth Ave. New York City

The Greatest Development In The Phonograph Industry Is

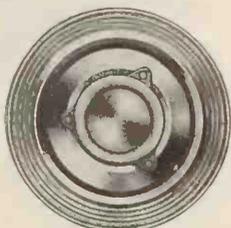
The **SUN** Phonograph Reproducer

"With the Golden Tone"



TYPE M-28

This reproducer, when applied to any old or new phonograph, will change your mind of all you thought about the reproduction of records. Every note is faithfully reproduced. No longer is recorded music indistinct and unreal.



PATENTED DIAPHRAGM

This scientifically developed pure aluminum diaphragm, with its spring bronze spider, securely riveted at three points, is covered by the Willett patent.

Aside from being the finest in the market, every Sun Reproducer is positively guaranteed to be uniform. This is an important factor and will help create sales and satisfied customers. The special processed aluminum and manner of forming the diaphragm is our own development. This diaphragm is rigidly mounted and protected to give years of service.

The type M-28 Sun Reproducer with the Willett patented diaphragm is considered the most valuable contribution to the art of sound reproduction and is the greatest development in the phonograph industry. This reproducer will eliminate excessive surface noise, blasting and metallic shrill and yet gives a powerful volume that is full-throated and real as life itself. Nothing made, regardless of price or claims, will surpass this performance.

Sun Reproducers can be found in the finest music stores and are standard equipment on a number of new style phonographs. They have been sold and shipped to almost every Country in the World and the quality reproduction they give is winning new friends each day.

— WRITE TODAY FOR CATALOG AND DETAILS —

The Golden Sun Co. 2829-31 Grand Ave.
LOUISVILLE, KY.

Broadcast of RCA Demonstration Hour Inaugurated by Radio Corp.

First Program Broadcast Over WJZ and the Blue Network in April—Demonstration of Receiving Set Performance and Broadcast Entertainment

A unique feature, known as the RCA demonstration hour, was inaugurated by the Radio Corp. of America on Saturday afternoon, April 21, when the first program was broadcast over WJZ and the Blue network of the National Broadcasting Co. The feature consists of high class entertainment and will be broadcast every Saturday afternoon from 2:30 to 3:30 p. m. until the end of 1928. This hour, as its name implies, will serve to provide dealers with material for satisfactory demonstration of radio receivers and speakers.

"The RCA demonstration hour," said J. L. Ray, general sales manager of the Radio Corp., "will be replete with that variety and excellence so essential in providing for a proper demon-

stration of broadcast entertainment and receiving set performance. The selections will run the entire gamut of musical entertainment, to please all classes, tastes and ages. It is the prime purpose to provide radio merchandisers with the necessary means of demonstrating radio receivers and accessories to the best advantage both in the shop and in the home of the prospect. Heretofore there has been a marked scarcity of good program material during the usual business hours. In the RCA demonstration hour the radio merchandiser is assured of sixty minutes of ideal program material with ample variety and selections, orchestration, instrumental solos and vocal renditions, broadcast by leading stations."

Reports From Milwaukee Indicate Satisfactory Volume of Business

Intense Local Interest in Trip of Victor Record Girls' Club to the Victor Headquarters in Camden, N. J.—Affair Sponsored by the Badger Talking Machine Co.

MILWAUKEE, WIS., May 7.—Wholesale and retail dealers are reporting fairly satisfactory business on radios and phonographs during the last months. Business at the George C. Beckwith Co., distributor of Federal and Mohawk-All-American radios, is reported as active, and the trade is reporting good business.

The Interstate Sales Co., distributor of the Frzed-Eisemann and Bosch lines, has been going along at a very satisfactory pace, according to R. H. Zinke, secretary and general manager.

The Milwaukee office of the Tay Sales Co., distributor of the Sonora in Wisconsin, was closed about May 1. No announcement was made at that time as to the establishment of any other Wisconsin headquarters, but it is expected that the Wisconsin territory will be taken care of from Chicago.

The Milwaukee retail trade is interested in

the trip which the Badger Talking Machine Co., Victor dealer, and members of the Victor Record Girls' Club will make to Camden. The party will leave Milwaukee on Wednesday morning, May 30, in special parlor cars. Stops will be made in Chicago, Washington, Atlantic City, Philadelphia and, of course, Camden, N. J.

Tuesday, June 5, the party will leave Camden for Philadelphia, and here the party will separate on various tours, some going to Montreal, New York, and other cities. A large number of dealers from Wisconsin, and Milwaukee, and a number of the Victor Record Girls' Club, managers of the record departments in music stores, have made reservations for the trip.

The Badger Talking Machine Co. has conducted a sales contest among the members of the Milwaukee Victor Record Girls' Club. The winners in the first group are Miss Helen I

Gunnis, of Edmund Gram, Inc.; Mrs. Edna Carlson, of the J. B. Bradford Piano Co., and Miss Helen Moreau, of the Boston Store. In the second group the winners are Miss Alvina Aigner, of the Sandee Music Shop, Fond du Lac, and Miss Almire Kruse, of the Buccheim Co., which is located in Sheboygan.

A. V. Orth, of the Orth Music Co., reports Carryola business good. This is the season for portables, and while they have been keeping up all Winter, the effect of favorable weather is beginning to show in increased sales, he states.

The Flanner-Hafsoos Music House, Inc., reports good activity on the Kellogg line, distributed by the Standard Radio Co., Milwaukee. The house has been featuring the Kellogg AC set with good success, and has found the demand for radios to keep up during the Spring season on the high-priced sets.

The La Crosse Radio Dealers Association held its first annual radio show in that city during April. The dealers, all authorized distributors for nearly thirty different manufacturers, exhibited their lines and succeeded in making the show a fine stimulant for early Spring business.

Live Dayton Dealer Has a Busy Month

Earl Pence, of the Rike-Kumler Co., Dayton, O., within a period of a little more than a month, sold and delivered twelve Brunswick Panatrope-Radiolas, model P.R. 138-C, which retail for \$1,175, counting among his customers some of the most prominent personages of Day-



Earl Pence

ton, O. This aggressive young man is thoroughly alive to the possibilities of the higher unit sales, and his actual results on the expensive model of the Brunswick Panatrope are an interesting example of the sales possibilities of that instrument.

New Grebe Station

A new short-wave station, owned by A. H. Grebe & Co., Inc., New York, and situated at the top of the Grebe radio factory in Richmond Hill, N. Y., began daily operation on Sunday, April 22, broadcasting simultaneously with station WABC of the Atlantic Broadcasting Corp. in New York. This short-wave station has been designed so as to include all of the latest developments known to short-wave engineers and its range is practically unlimited. Each time WABC broadcasts 2XE will simultaneously send forth the identical program on short waves. The new station was opened on 58.5 meters, using 250 watts. At the time this issue reaches our readers, May 15, this will be increased to 1,000 watts.

QUALITY PLYWOOD SHIPPING CASES

Backed by

Eighteen years' successful manufacturing experience.
Virgin Birch and Maple timber resources.
All new machinery equipment.

No Increase in Price

Northern Maine Plywood Co.

Statler Building

Boston, Mass.

These new PORTABLES are PROFIT MAKERS



The Aristocrat
\$35.00

The Gypsy
\$25.00

The Giantone
\$30.00

The Melody
\$15.00

The Model 12
\$12.50

Put a display of these New Caswell Portables in your best window

Watch the people stop, look and come into your store. Their remarkable values, their attractive finish and fine workmanship will win new customers and new profits. Show them and sell them.

S T A N D A R D E V E R Y W H E R E

THERE is only one way that you can really appreciate these remarkable portables. We can tell you about them, show you pictures and explain the amazing features that have proved so sensational, but until you have actually seen them in their beautiful harmonizing colors, until you have actually heard their music — their perfect, full, deep volume in tone, you cannot realize how fine they are.

Order your new Caswells now. Compare them with any other machine for workmanship, for mechanical features, for real music-making ability, for beauty of finish. Then you will understand why they lead the field. Then you will understand why they are such profit-makers. Take advantage of this opportunity while it is fresh in your mind. Be the first in your community to feature the New Caswell.

Caswell Manufacturing Co., 10th and St. Paul Ave., Milwaukee, Wis.

CASWELL

Portable Phonographs of Distinction

Expensive Instruments Have the Call in the Cincinnati Territory

Sales Continue Brisk and the Entire Trade Anticipates a Satisfactory Spring and Summer Business—New Victor Model Arouses Interest of Trade and Public

CINCINNATI, O., May 9.—Leading dealers in talking machines report that sales are holding up very well and state that there is an increasing tendency on the part of buyers to choose the more expensive models and combinations. The great majority state that there is a growing demand for portable machines, and practically all report that there is a fine demand for records at the present time.

The Rudolph Wurlitzer Co. has just received the new Victor No. 8-35, which is a straight Orthophonic, designed after the style of a low bookcase. It now occupies a conspicuous po-

sition in one of the store's show windows, and it is attracting a great deal of attention.

The M. W. Fante Co. has taken over the territorial distribution of QRS, U. S. and Imperial music rolls, and will carry a large stock of each, both popular and standard.

The Starr Piano Co. has just received the new Style 3 electric pick-up machine, and three or four other models of this instrument are expected to arrive at an early date. "The new Star portable has already become very popular," said G. E. Hunt, retail manager.

At the Biddle Brunswick Shop, which is lo-

cated in the store of the Starr Piano Co., it was reported by H. O. Biddle that talking machines and records are moving in a way that may be described as better than fair. The Radiola 18, recently received, is attracting a great deal of attention, it was stated.

H. H. Sellers, who for some time has been assistant to E. B. Daulton, local manager for the Brunswick-Balke-Collender Co., has been transferred to the sales department, and is now covering the Columbus, O., district. Mr. Sellers has been succeeded by John Dodson, who is an old Brunswick man. The company has just added to its list of dealers the Costner-Knobb Co., in Nashville, Tenn. "Portable machines are selling so rapidly that we cannot keep up with the orders," said Mr. Daulton.

The George P. Gross Co. has added to its sales force two experienced men, these being E. Long and W. L. Mitchell.

At the store of the William R. Graul Piano Co., where the Columbia-Kolster line recently has been added, it was reported that this instrument is moving in a satisfactory way.

"At this time the tendency is largely toward the Electrola types, but combinations are in fairly good demand," stated C. H. North, secretary of the Ohio Talking Machine Co. "Our Southern Series records are in splendid demand, late ones being 'Romona' and 'Tomorrow,' by Gene Austin," stated Mr. Bates. A recent visitor to this concern was K. Innis, Victor representative, who reported conditions in his territory as being very encouraging. He had just visited the newly opened Dingman-Kellard Music Co. in Louisville.

According to Miss Rose Helberg, local manager of the Columbia Phonograph Co., the recent appearance of Columbia artists in Cincinnati, Jan Garver and Moran and Mack, did much to stimulate the sale of records made by them. "The demand for the Columbia-Kolster has been larger than we even had hoped for, and all of our models have been moving well," stated Miss Helberg.

David Sarnoff Honored

David Sarnoff, vice-president and general manager of the Radio Corp. of America, was elected an honorary member of the Pratt Institute Electrical Engineering Alumni at the April meeting of this body, which is composed of graduates who have become prominent in their chosen fields. Mr. Sarnoff attended Pratt Institute, Brooklyn, N. Y., in 1910, where he completed in one year an electrical engineering course ordinarily covering a three-year schedule.

Among other offices which he holds, Mr. Sarnoff is president of the newly formed Radiomarine Corp. of America, and the RCA Telephone Co., Inc., and is a director of the National Broadcasting Co. He also holds an honorary degree of Doctor of Science from St. Lawrence University, is an honorary member of the Radio Club of America, and a Fellow of the Institute of Radio Engineers.

NEMA Radio Warranty

For the protection of the purchaser of a radio receiver, as well as the protection of the entire retail trade, the Radio Division of National Electrical Manufacturers' Association has recommended to its members the use of a standard form of warranty.

"This manufacturer's warranty is very similar to the standard form successfully used by the automobile industry for many years," says Geo. A. Scoville, chairman of the Merchandising Council, Radio Division. "Its use by the radio manufacturer protects the purchaser for a sufficient time to determine that the radio receiver is not defective. It also protects the manufacturer, the jobber and the dealer against unjustified claims and losses. It tends to place the radio industry on the same basis as the automobile industry in the elimination of free service after a reasonable lapse of time."



A. C. and D. C. Tube Checker



Jewell
Pattern No. 110-A
Radio Tube
Checker

Jewell commercial tube testers were the first instruments available to dealers and jobbers for checking tubes. As the new developments in radio have brought new tubes having new testing requirements, Jewell has produced new testers to meet the conditions. This is again asserted in the introduction of a counter tester for testing alternating current as well as direct current tubes.

This checker Pattern No. 110-A has a filament voltmeter, 0-7.5 volt range, and a double scale milliammeter, reading 0-10-50 milliamperes. The scales of both instruments are sufficiently long to permit close readings, and therefore, accurate results.

The checker operates on the grid shift principle, as do all Jewell checkers, and requires only the usual A, B, and C batteries to test all tubes. Extra binding posts are provided for connecting additional C-battery as required for power tube testing.

A special adapter is furnished for the five prong A. C. tube, and also one for the UV-199 D. C. tube.

Complete description and prices of this instrument are given in a service bulletin No. 1147. Write us for a copy.

"28 Years Making Good Instruments"

Jewell Electrical Instrument Co.

1650 Walnut Street - - Chicago

Announcing
Majestic
Electric Radio

You cannot buy a better radio set
at any price

AMAZING M

MAJESTIC FEATURES CABINETS

The finest woods and the finest workmanship that brains and unlimited resources can create. All cabinets made in Majestic's own great, modern cabinet plants.

CHASSIS

Rigid and sturdy throughout. Trim and beautiful in design, and at the same time built to give lasting satisfaction. All parts readily accessible.

POWER

Majestic supremacy in the manufacture of electric radio power is acknowledged. All power units for the new receivers designed for performance of the highest quality, under the most exacting conditions.

DYNAMIC SPEAKER

Designed and manufactured in the Majestic plants. The most rigid tests have demonstrated conclusively its dependable construction, its ability to withstand the most severe shocks, its consistent high performance in the face of all climatic changes.

Cabinets, Dynamic Speakers, Chassis, Power--Everything made from beginning to end in the six great Majestic Plants.

To see and hear these new wonder radio receivers is an experience that will thrill you, no matter how long you've been "in the game."

Majestic Was First to



MODEL 72

MODEL 72, \$167.50 LIST

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels and doors of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker.



MODEL 62

MODEL 62, \$99.50 LIST

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panel of matched burl walnut, complete with Majestic electric power unit.

\$167⁵⁰

Prices Slightly Higher West of Rocky Mts.

The Majestic name and products are already known to millions. Our new high-pressure advertis-

\$99⁵⁰

Majestic RADIO

That explains the astounding prices—
but the quality, performance, and tonal
magnificence must be seen and heard.

Build high-quality low-
priced electric radio
power to suit every-
one's desire and purse.

Majestic is First to offer
the world's finest
radio, at the world's
lowest prices.



MODEL 71

MODEL 71, \$137.50 LIST

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panels of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker.



MODEL 61

MODEL 61, \$85.00 LIST

Seven tubes, completely shielded, using R.F.L. balanced circuit, consisting of three tuned radio frequency stages and a tuned antennae input and audio power amplifier. Two 171 power tubes connected in push-pull in the power output stage. Single dial control, supplemented by a secondary control for obtaining additional selectivity when occasion demands. Volume control instantaneous in action. In beautiful walnut cabinet with front panel of matched burl walnut, complete with Majestic electric power unit.

MAJESTIC FEATURES SIMPLICITY

Majestic receivers are true one-dial sets and are so constructed that a child may secure remarkable results over the entire range of stations.

SENSITIVITY

An outstanding feature that has amazed even veteran radio engineers. Under actual tests, in comparison with every leading make of set, no matter what the price or number of tubes, Majestic has "out-picked" and "out-distanced" anything on the market.

TONE

Majestic receivers reveal a fidelity, breadth, and magnificence of tone without distortion, that will thrill you. Both high and low notes of all broadcast auditions faithfully reproduced.

PRICES

Majestic prices speak for themselves. Stated briefly, comparison will show them the highest-quality receivers in the world for the least money.

\$137⁵⁰

Prices Slightly Higher West of Rocky Mts.

ing, now about to start on Majestic receivers will penetrate every city, town and hamlet in America.

\$85⁰⁰

Majestic

DISTRIBUTORS

- | | |
|---|---|
| Harry Alter & Company
Chicago, Illinois | K. W. Radio Company
New York City, New York |
| Badger Radio Corporation
Milwaukee, Wisconsin | D. W. May, Inc.
Newark, New Jersey |
| Benwood-Linze Company
St. Louis, Missouri | North American Auto Supply Co.
Cleveland, Ohio |
| Capitol Electric Company
Indianapolis, Indiana | North American Radio Corp.
New York City, New York |
| Chapin-Owen Company
Rochester, New York | North Ward Radio Co.
Newark, New Jersey |
| Cooper-Louisville Company
Louisville, Kentucky | Peirce-Phelps, Inc.
Philadelphia, Pennsylvania |
| Detroit Electric Company
Detroit, Michigan | Penn Phonograph Company, Inc.
Philadelphia, Pennsylvania |
| E. S. & E. Co.
Albany, & Buffalo, New York | F. D. Pitts Company
Boston, Massachusetts |
| Fobes Supply Company
Portland, Oregon | R. S. Proudfit Company
Lincoln, Nebraska |
| Fobes Supply Company
Seattle, Washington | Roycraft Company, The
Minneapolis, Minnesota |
| Fobes Supply Company
Spokane, Washington | Radio Equipment Company
Dallas, Texas |
| Harger & Blish
Des Moines, Iowa | Radio Equipment Co.
South Bend, Indiana |
| Hamburg Brothers
Pittsburgh, Pennsylvania | Roberts-Toledo Company
Toledo, Ohio |
| Harbour-Longmire Co.
Oklahoma City, Oklahoma | Shaw's Incorporated
Charlotte, North Carolina |
| Hieb Radio Supply Company
Marion, South Dakota | Specialty Service Corporation
Brooklyn, New York |
| Holmes & Crane
Oakland, California | Sterling Radio Company, The
Kansas City, Missouri |
| Horrocks-Ibbotson Company
Utica, New York | Stern & Company
Hartford, Connecticut |
| Kimball-Upson Company
Sacramento, California | Fredk. H. Thompson & Company
San Francisco, California |

*Distribution arrangements in sections not covered above will be announced later.

Ready To Serve You

Grigsby-Grunow Company 4540 Armitage Av.
CHICAGO

Al Jolson Records His "Mammy" Song

Renewed Popularity of Song Created by Vitaphone Production, "The Jazz Singer," Resulted in New Brunswick Recording—Wide Sale Is Expected

Because of the renewed popularity of Al Jolson's "Mammy" song, created through the Vitaphone production of "The Jazz Singer," one of the most successful movies in the his-



Dealer Aid for Al Jolson Record

tory of the screen, the Brunswick-Balke-Collender Co. has just recorded this tune, made famous by Al Jolson several years ago. The reverse side is "Dirty Hands! Dirty Face!" another song made popular by Jolson.

It is rather interesting to note that although Al Jolson has become indelibly associated with "Mammy Songs" and recognized as the greatest singer of ballads of that type, this is the first record ever made of the song, "Mammy," itself.

The actual recording was done under most unusual circumstances. While Al Jolson was in Chicago for his phenomenal \$40,000 four-week engagement with "A Night in Spain," Jack Kapp, one of the Brunswick recording officials, arranged for the recording of these two famous songs. Because of Mr. Jolson's engagements, it was necessary that the recording be done after the evening performance, and the occasion was of such great moment that the Brunswick recording laboratories were temporarily converted into a meeting place of the elite. Nearly all of the prominent theatrical stars playing in Chicago, and some of the society folk, turned out for the great event.

It was a most impressive scene while Abe Lyman's Orchestra, who were engaged to accompany Jolson on the record, and who, incidentally, are now the hit of the Chicago edition of "Good News" were taking their places, and Al breezed into the laboratories with his characteristic and infectious energy, the atmosphere became immediately charged with the electricity of Jolson's personality and enthusiasm.

The stage was set, and the recording engineers buzzed the signal that they were ready. The red light indicating that the needle was on the wax was turned on, and Jolson began to sing. It was not a Jolson style adopted temporarily for recording, but the real Al Jolson as the audiences of the world know him. He sang "Mammy" as it has never been sung before. He wrung his hands, did his dance steps and walked up and down before the "inike," and all the while, not only the voice, but the personality that has made him the world's greatest entertainer, and which at that moment was predominating the recording studio, was being engraved, indelibly on the wax. Only the stern looks of the recording directors could prevent the assembled watchers from applauding at the end.

The record is now released on Brunswick as No. 3912, and its advance sales already indicate that the thousands of Jolson admirers are appreciating it as a recording masterpiece of a master's work. Included in the Brunswick announcement to dealers regarding this record is a letter from Jolson telling of the recording of the number.

A. K. Dealers Meet in Atlantic City

Louis Buehn Co., Philadelphia Atwater Kent Distributor, Entertains South Jersey Dealers—Increased Business

ATLANTIC CITY, N. J., May 7.—Atwater Kent dealers from this city and nearby points recently met for a brief business session and dinner at the Hotel Ambassador as guests of the Louis Buehn Co., wholesale distributor of Philadelphia, Pa. Russell E. Hunting, sales manager, conducted the meeting. J. A. Prestele, district manager of the Atwater Kent Mfg. Co., reported that the volume of business in Philadelphia and south Jersey territory had shown a 6 per cent increase during the last twelve months as compared with the previous year.

The Hughes Electric Co., of Syracuse, N. Y., recently filed a petition in bankruptcy. The firm handled radio receiving sets.

Columbia Spanish Catalogs Are Issued

Record Supplements and Consumer Literature on Columbia Products Issued for Benefit of Spanish-Speaking Trade

The export department of the Columbia Phonograph Co. recently issued a number of record supplements and consumer literature regarding Viva-tonal phonographs for the Spanish-speaking trade. The literature includes a complete catalog of Columbia celebrity records, two supplements of recently recorded electric discs, a folder describing and illustrating the complete Viva-tonal phonograph line, and two leaflets, one devoted to the Columbia Viva-tonal portable, model No. 130, and the other to the Harmony table model No. 5.

William A. Blank has been appointed as receiver in the bankruptcy of Sigmund Halperin, music dealer, of Brooklyn, N. Y.

RADIO CABINETS

BY

Superior of Muskegon

Five years ago radio authorities said "Sell in front of the panel." Today the trade watchword is "Sell your prospect radio furniture." With the advent of the small, compact, self-contained radio receiver comes SUPERIOR radio furniture in which to house it, to help clinch the sale, to more than balance the sales loss encountered through the decrease in demand for batteries and eliminators.

SUPERIOR will continue the policy established in 1927—the building of high quality radio cabinets at moderate prices. Our 1928 line is far more attractive in design and incorporates entirely new and original features. Each SUPERIOR cabinet will be an attractive addition to the living room of any home and is built to accommodate all of the new 1928 radio receivers.

Visit our display booths 112, 113 and 114 at the Second R. M. A. Trade Show, Hotel Stevens, Chicago, June 11-15, 1928



Look for

This Label

SUPERIOR CABINET COMPANY
MUSKEGON MICHIGAN

Studner Bros., Inc., 67 W. 44th Street, New York City, Sales Representatives

Showers Bros., Inc., Plans for Busy Year

Plants Controlled by Company Cover 126 Acres—Powel Crosley, Jr., Approves of the 1928 Cabinet Designs

The trade undoubtedly will be interested in the far-reaching plans of Showers Bros., Inc., Bloomington, Ind., the largest manufacturer of furniture in the world and well known through-



Showers Bros. Main Plant at Bloomington, Ind.

out the industry as one of the foremost makers of radio cabinets. The plants controlled by this company cover 126 acres of ground, and in addition to the Bloomington, Ind., and Burlington, Ia., plants illustrated herewith, they also own large factories at Bloomfield, Ind., and a kitchen cabinet plant at Bloomington.

The 1928 Showers Bros. cabinet designs have already been approved by Powel Crosley, Jr., as ideally adaptable for his receivers. Showers Bros. are now celebrating their sixtieth anniversary, and an extensive experimental laboratory is under construction for the development



Showers Bros. Burlington, Ia., Plant

of radio cabinet and furniture designs and the perfection of the most advanced manufacturing methods.

The radio department is under the direction of C. A. Cauble, well known throughout cabinet manufacturing circles, and among the sales representatives are Bob Thompson, Jimmie Woods, Don MacKenzie and Pete Hawley. The sales organization is now getting ready for a record-breaking year in radio furniture, and the outlook is excellent.

Radio Stocks in Hands of Dealers

Survey Made by Electrical Equipment Division of Bureau of Foreign and Domestic Commerce and NEMA

The Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, in co-operation with the Radio Division of the National Electrical Manufacturers' Association, recently compiled figures showing stocks of radio receivers and equipment in the hands of radio dealers. On January 1, 1928, there were 62,778 battery operated sets as against 65,921 on October 1, 1927, and 25,584 AC operated sets as against 6,987; on January 1, 1928, there were 74,771 ordinary loud speakers as against 63,861 on October 1, 1927, and 3,054 amplified loud speakers as against 3,280.

Storage battery stocks showed 42,500 on January 1, 1928, and 52,242 on October 1, 1927; dry batteries (45-volt), 226,835 on January 1, 1928, and 246,134 on October 1, 1927; power units and eliminators: "A" with storage batteries, 8,536 on January 1, 1928, and 9,370 on October 1, 1927; "A" without storage batteries, 7,169 on January 1, 1928, and 3,935 on October 1, 1927; "B" with or without "C," 20,882 on January 1, 1928, and 17,252 on October 1, 1927, and "A" and "B" combined, 13,166 on January 1, 1928, and 10,775 on October 1, 1927.

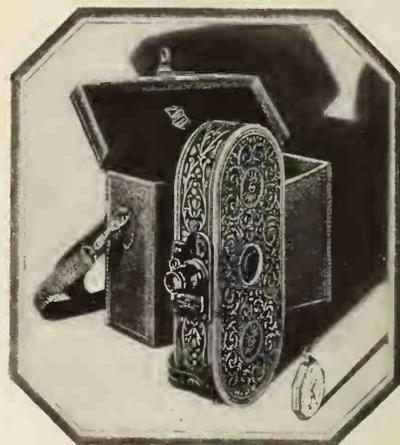
Receiving tube stocks were reported as follows: dry battery, 144,210 on January 1, 1928, and 118,044 on October 1, 1927; storage battery, 378,596 on January 1, 1928, and 376,517 on October 1, 1927; AC, 115,004 on January 1, 1928, and 29,278 on October 1, 1927; rectifying tubes: high voltage for "B," 28,644 on January 1, 1928, and 25,776 on October 1, 1927; low voltage for "A," 11,169 on January 1, 1928, and 10,432 on October 1, 1927. The approximate annual volume of radio business is placed at \$90,785,050.

Marketing New Filmo Camera for Amateurs

Bell & Howell Co.'s New Product Is Light and Compact—Designed for Outing Use

The Bell & Howell Co., Chicago, manufacturer of Filmo motion picture cameras, projectors and accessories, recently announced a new amateur model known as Filmo "75," which retails at \$120, including a leather carrying case, a price one-third lower than Filmo "70," the original Filmo.

Lightness and compactness are features which recommend the new Filmo "75" for general, sport, vacation and outing use, for, since it



New Filmo Camera Model "75"

is slim and flat, it may be slipped into a coat pocket between shots. The camera weighs three and one-half pounds, and its size is 1 3/4 inch by 4 inches by 8 3/4 inches. The spyglass viewfinder is concealed within the frame, and the winding key, permanently attached, folds flat against the side of the camera, having a ratchet device permitting winding like a watch. Only one hand is needed to hold and operate the Filmo "75," since the starting button is located on the front plate beneath the lens, where the index finger naturally falls when the camera is held to the eye. The Filmo is finished in filigreed wear-proof metallic covering, available in a choice of three colors, silver birch, ebony black and walnut brown. Regular equipment includes a sturdy, genuine pebbled leather carrying case, with suitcase style handle and shoulder strap, 20 mm. F 3.5 Taylor-Hobson Cooke anastigmat universal focus lens and a carefully calculated exposure chart.

Other details include a safety lock on the starting lever, instant interchangeability of lenses, viewfinder adjustable to the angle of vision of every alternative lens, without need for auxiliary matched viewfinder lenses, an upright viewfinder image as seen through binoculars, elimination of the necessity of lubrication for two years, operating speed of sixteen exposures per second, capacity of 100 feet 16 mm. film, twin-spring units of highest grade, imported Swedish steel with driving capacity of twenty feet of film per winding, extremely simple daylight loading, shuttle film movement of utmost precision of registration, aperture and gate of stainless steel mirror polished, easy removal of gate for cleaning, accurate film footage dial and ample protection for all of the working parts.

The new Filmo "75," the manufacturer states, does not in any way replace the original Filmo "70," which contains a number of features not found on Filmo "75" and which will be produced in the future as in the past.

The Kenney Music Co., Huntington, W. Va., carrying a complete line of musical instruments, including the Orthophonic Victor line, recently moved to new and larger quarters at 319 Ninth street. The new store opened with appropriate ceremonies.

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.

Announcing
the best selling Radio accessory of the year

R-B-M VOLTAGE REGULATOR



Protects
A.C. Tubes
From Burning Out
Controls both
**HIGH
AND
LOW**
Line Voltage
Fluctuations
!

List Price \$10.00

SLIGHTLY HIGHER WEST OF THE ROCKIES 25 CYCLE TYPE EXTRA

IN ORDER to obtain 100% results in the way of tone quality, volume, distance, and even more important than this, to get satisfactory life out of A.C. tubes, an R-B-M VOLTAGE REGULATOR is an absolute necessity on every A.C. set. This device is guaranteed to deliver the correct voltage to your set regardless of your line voltage, the make of your set, or the number of A.C. tubes that it uses. It is small, compact, beautifully finished, and attaches to your radio set in just a few seconds' time. It does not require the use of any tools or the connecting of any wires, other than plugging it into the light socket. No rheostats or voltmeters required with this device. It does not waste or consume any current, nor heat up.

How it works

The R-B-M VOLTAGE REGULATOR will deliver 110 volts to your A.C. set no matter whether your line voltage is 90 volts or 130 volts or at some point in between. By delivering the proper voltage at all times to your set, it will give you the maximum efficiency in the operation of your receiver since it will always burn your A.C. tubes at the voltage for which they were designed to give the best results. In districts where the line voltage is exceedingly high, it will prolong the life of your A.C. tubes to their rated number of hours. On the other hand, where the

line voltage runs as low as 90 volts, this device enables you to get all of the kick and volume out of your set because it will boost the voltage up to the right point for which the set was designed, viz.: 110 volts. Thus you never have to worry about ruined reception due to low voltage which is very common in many districts.

Sell it over the counter

Think what it means when one of your customers comes in with a burned out A.C. tube. Immediately you sell him this device right over the counter. Your customer can install it just as efficiently as you can. It does not require the use of a service man, voltmeter, or any tools to install it. Once set for the proper voltage there is nothing to get out of order. You not only make a *profit* on the sale of this device but it means satisfied customers and no more *free* service calls due to burned out A.C. tubes. The R-B-M VOLTAGE REGULATOR is fully covered by patent applications.

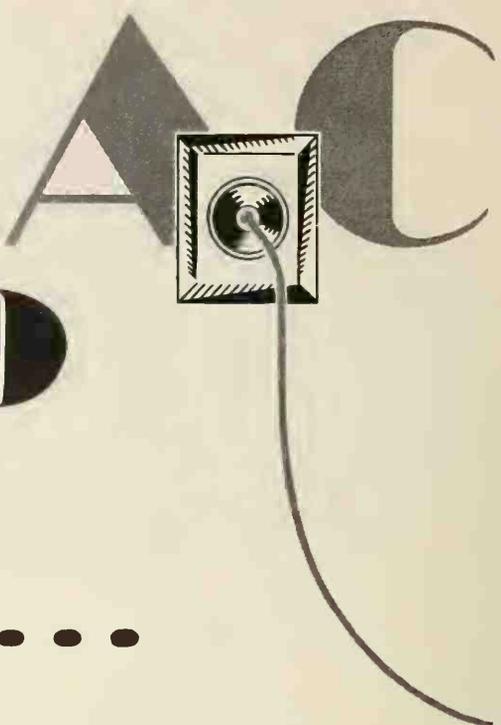
DEALERS: If your jobber cannot supply you with R-B-M VOLTAGE REGULATORS, write us direct.

MANUFACTURERS desiring to equip their sets with this voltage regulator will receive special attention.

R-B-M MANUFACTURING CO.
Logansport, Indiana

R-B-M Manufacturing Co., 78 Sixth Street,
Logansport, Indiana.
Send to me by return mail full details regarding
the new R-B-M Voltage Regulator. My Jobber is:
.....
(Jobber's Name)
Name
Address
City..... State.....

ATWATER KENT RADIO



**Yesterday . . .
today . . . tomorrow**

ATWATER KENT showed the world the advantage of *compactness* in a radio set—and Atwater Kent dealers made money.

Atwater Kent cut the dials from three to one—and **AGAIN** Atwater Kent dealers made money.

Atwater Kent found the easiest, simplest, best way of utilizing power from the light socket—and **AGAIN** Atwater Kent dealers are making money.

The enormous success of our self-contained A. C. set is only one of a *series* of consistent successes that have come to the dealers who have handled our radio year after year.

The story of Atwater Kent Radio is written in the prosperity of the merchants who sell it.

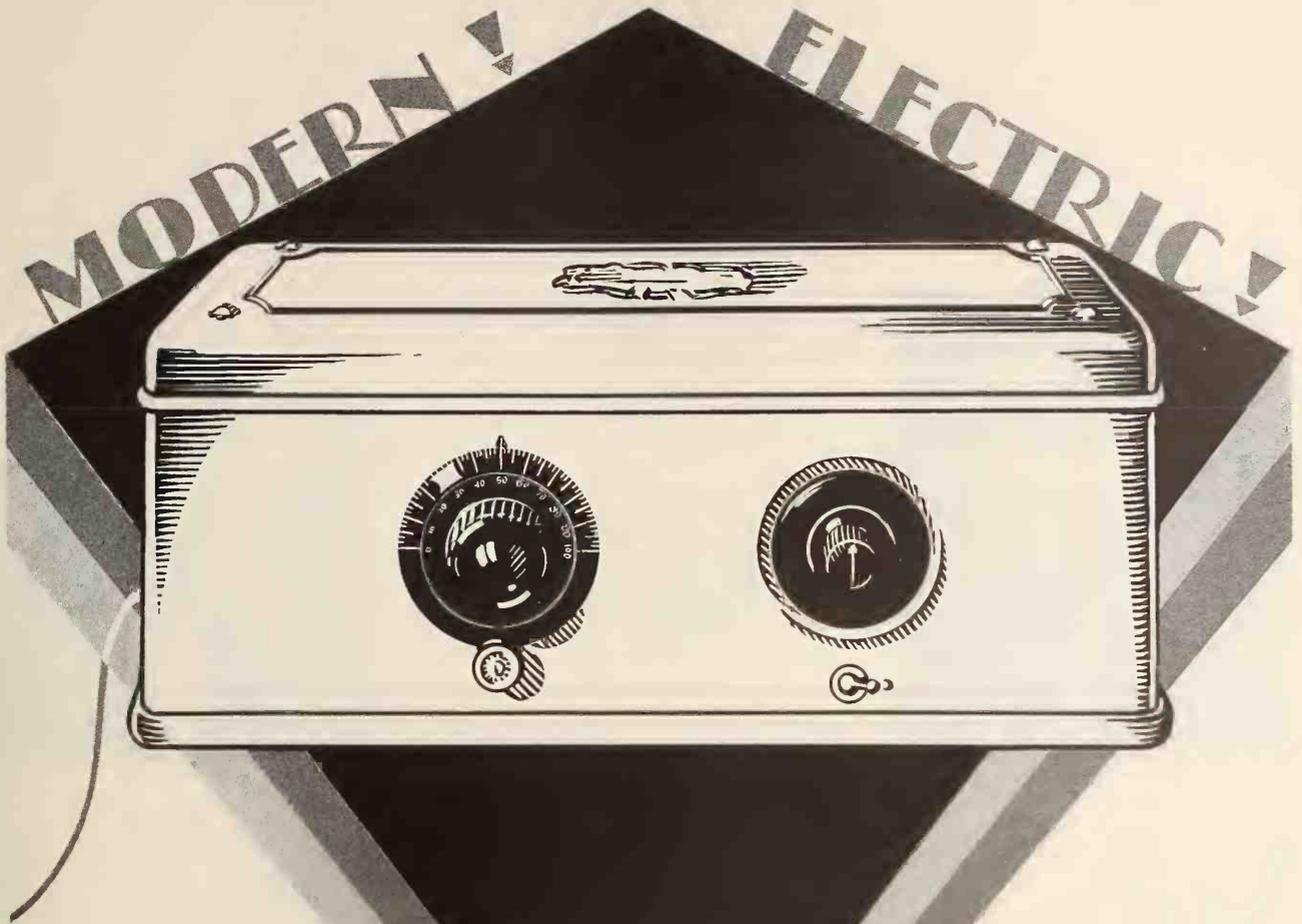
They don't merely *hope* this year will be a good year. They *know*—from experience!

*Atwater Kent Radio Hour every Sunday night
on 19 associated stations*

ONE Dial Receivers licensed under U. S. Patent 1,014,002
Prices slightly higher West of the Rockies

ATWATER KENT MANUFACTURING CO., A. Atwater Kent, Pres., 4725 Wissahickon Ave., Philadelphia, Pa.

MODERN! ELECTRIC!



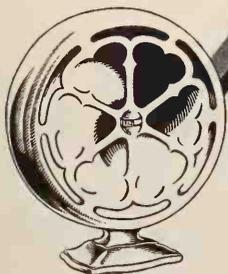
RADIO'S BEST SELLER

MODEL 37

Six-tube. FULL-VISION Dial, self-contained A.C. set. For use with 110-115 volt, 60-cycle, Alternating Current. Uses six A.C. amplifying tubes, and one rectifying tube.



without tubes

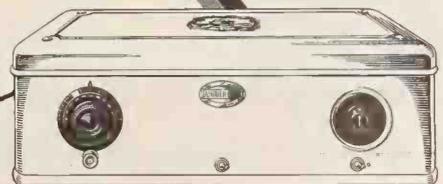


Model E Radio Speaker, \$24

Radio's truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.

Model 38, without tubes, \$125

An extra powerful A.C. set of particular value where distance getting or maximum daylight reception is essential or an inside antenna is necessary. Beautiful tone quality. Unusual selectivity. Uses seven A.C. tubes and one rectifying tube.



Col. C. M. Tichenor Is With Kellogg Co.

Appointed Works Manager of Kellogg Switchboard & Supply Co., Chicago—Wide Manufacturing Experience

The Kellogg Switchboard & Supply Co., Chicago, manufacturer of Kellogg AC radio receivers, AC tubes, telephone equipment and automotive apparatus, recently announced the



Col. C. M. Tichenor

appointment of a new works manager, Col. C. M. Tichenor. Col. Tichenor joins the Kellogg Co. with a wide background of manufacturing experience gained in the electrical and automotive industries.

As a young man Col. Tichenor held his first executive position with the Roberts Motor Co., Clyde, O., where he was superintendent. Later he was superintendent and divisional chief engineer of the Maxwell Motor Co., Detroit. When the Gray-Davis Co., Boston, Mass., was organized to produce automobile lighting and starting equipment, Col. Tichenor was made sales manager of the manufacturers' division, and later was placed in complete charge of manufacturing and mechanical engineering.

Col. Tichenor made an exceptional service record during the war. As a captain in the Signal Corps he was made chief of aircraft engine inspection with headquarters in Washington. During this activity he directed the inspection of all airplane motor manufacturing plants making government motors. Late in 1917 Captain Tichenor was made lieutenant-colonel in the Signal Corps, at which time he and Col. Henry B. Joy mobilized and trained 14,000 skilled mechanics to assist the French army. Having completed this task he was given the tremendous task of mobilizing and training the personnel for the American airplane assembly base at Romorantin, France. In addition to mobilizing the personnel he was also responsible for laying out and planning the buildings and equipment for this important base. Later he was made chief of the aircraft armament section which had to do with the furnishing of machine guns, bombs, bomb dropping apparatus and fighting equipment for all airplanes in the war service.

Upon leaving the service Col. Tichenor was connected with the G. W. Goethals Engineering Co., New York City, and later was in charge of the operating end of the Pierce-Arrow and Rickenbacker Motor companies. Col. Tichenor has a very wide acquaintance in the automotive industry, and his many friends will be glad to learn of his new connection. For the Kellogg Co. he will direct the entire production and manufacturing procedure.

Buckingham Moving to Larger Quarters

500 Per Cent Increase in Space Results From Move by Chicago Manufacturer of Radio Receiving Sets

The Buckingham Radio Corp., well-known Chicago manufacturer of radio sets, is moving its offices and factory from 25 East Austin avenue to 440 West Superior street. The new factory location will increase past production facilities five times.

Extensive installation of special machinery and equipment for the manufacture and finishing of all component parts and materials used in the Buckingham radio receivers is being rushed to completion. Production on a complete line of new alternating current models will be in full swing by the latter part of May. Anticipation of a big demand for Buckingham products has necessitated not only a general expansion of manufacturing programs and equipment but additions to personnel as well.

Paul McK. Deeley, for a number of years chief engineer of the Electrical Research Laboratories, has joined the Buckingham organization in the capacity of assistant to the president, and in charge of sales. Mr. Deeley has been actively connected with the radio industry since about 1915, and brings to the Buckingham organization a world-wide fund of experience in radio engineering, factory production and management, sales and advertising.

Condenser Pick-Up for Phonograph Reproduction

Among the several radio novelties which attracted the attention of William Dubilier, well-known condenser engineer and manufacturer during his recent trip abroad, is the condenser pick-up or reproducer developed by the British Dubilier organization. This pick-up, which may be employed to reproduce any standard phonograph disc record, makes use of the principle of variable dielectric and, therefore, variable capacitance, following the vibrations of the usual needle tracing the record groove. The condenser pick-up is connected with the usual detector tube, thereby causing the varying capacity to affect the grid and the plate circuits much after the fashion of radio signals.

Invents Phono-Radio

D. A. Gilliom, piano tuner, of Decatur, Ind., announces a combined talking machine and radio on the constructive principle of which he has secured patents.

Popular Artist Makes Brunswick Recording

Arnold Johnson, Well-known Orchestra Leader, Relinquishes Other Interests to Resume His Musical Activities

"I'm Riding to Glory" is the title on the first Brunswick record by Arnold Johnson and His Orchestra to be released after his long absence from the music field. Arnold Johnson will be remembered as one of the outstanding orchestra leaders of a few years ago who left the



Arnold Johnson

music world for other ventures, but the lure was too great, and he is back again with a new organization of young men.

Johnson's aggregation of arrangers, musicians and singers numbers sixteen and he has gone to great pains to make his return to Brunswick records an event. Arnold Johnson and His Orchestra are "packing them in" nightly at the Park Central Hotel, in New York, where they furnish the music for the dinner hour, and the orchestra is also a weekly feature of radio station WEAFL.

New Record Company

Gramophone Records, Ltd., has been formed in London, Eng., with a capital of £265,000. According to the prospectus the company will produce electrically manufactured records playing twice as long, size for size, as any standard record. Its six-inch record will be equal in playing time to any ten-inch standard record at present on the market. Arrangements have been made with Ebonestas Insulators, Ltd., for the manufacture and pressing of 200,000 discs per month, so that no capital will need to be expended in factories or plant. Exclusive contracts are being arranged with well-known bands and artists. The company's director of music will be Lieutenant-Colonel J. Mackenzie Rogan, C.V.O. An issue has been made of 400,000 ordinary shares of ten shillings each, and of 400,000 deferred shares of one shilling each, both at par.—Music Trades Review, London, Eng.

Reduces Tube Prices

Reductions in list prices of several types of Perryman tubes were recently announced by H. B. Foster, general sales manager of the Perryman Electric Co., New York. The new prices are as follows: PA-112A, now \$3; PA-171A, \$3; PA-226, \$2.50; TA-227, \$5; PR-280, \$4.50.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

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.



Announcing

S. KARPEN & BROS.

NEW YORK
LOS ANGELES

CHICAGO

MICHIGAN CITY
SAN FRANCISCO



RADIO CABINETS

 THE House of Karpen, makers of the highest grade of fine furniture for the past 45 years, after a period of careful research and preparation, present their complete line of radio cabinets.

Consumers will welcome the opportunity of purchasing radio receiving sets equipped with cabinets manufactured in the Karpen factories.

Consistent national advertising coupled with character of design, finish and construction have built prestige which offers sales potentialities invaluable to your organization.

Karpen cabinets have been designed to accommodate the chassis of all standard makes of radio sets. When specified, cabinets will be equipped with RCA speakers.

Complete display on exhibition at the
Second Annual R. M. A. Trade Show, Hotel
Stevens, Chicago—June 11th to 15th

*National Sale Agents
Radio Cabinet Division*

STUDNER BROTHERS, Inc.

New York—67 West 44th St.
Chicago—28 E. Jackson Blvd.

Grigsby-Grunow Co. Announces the "Majestic" Line of Radio Sets

Four Receiving Sets Constitute Line—Large, Modern, Specially Equipped Plants Provide 500,000 Square Feet of Space—Distributors Enthusiastic

Three years ago the Grigsby-Grunow Co., Chicago, then the Grigsby-Grunow-Hinds Co., started the manufacture of radio products. Entering the radio field as a manufacturer of radio reproducers, or loud speakers, it was not long before the company officials foresaw the remarkable opportunity for some firm which could produce "B" power units for the electrical operation of radio receivers. At that time "B" eliminators sold for approximately \$55 and \$60, and the Grigsby-Grunow Co. produced the Majestic "B" eliminator at \$39.50, and, with no decrease in sales, they lowered the price last Summer to \$29.50, complete with tube, doing a

larger volume of business at this figure than was done the preceding year at the higher list price and making a greater net profit.

Last Summer the Majestic "A" unit was introduced and, with the Majestic "B," sales of Majestic products last year were near the six-million-dollar mark at manufacturer's f. o. b. factory prices. Last year a considerable portion of the Grigsby manufacturing facilities were devoted to making AC power units for many of the leading set makers of the country, but the larger part of their production was kept on merchandise for dealers and jobbers. The result of such a policy has been that there is

hardly a city or village in America where Majestic products are not known and used, and many foreign countries, among them England, Australia, Japan and China, are users of Majestic merchandise.

Two years ago the Grigsby officials realized that the destination of the company was inevitably pointed towards large production of a quality radio receiver. For nearly two years a laboratory has been in operation, independent of the Majestic factory proper, and devoted to nothing but experimental work on what is now known as the new Majestic radio receiver. During the period mentioned no expense or effort was spared to produce a quality radio receiver with original improvements at prices within easy reach of a vast market.

Preparatory to beginning actual manufacturing operations, the firm, last Summer, acquired the enormous plant of the Yellow Cab Mfg. Co., Chicago, in addition to the present Majestic plant on Armitage avenue, which was doubled to twice the size, giving the Grigsby-Grunow Co. approximately one-half million square feet of floor space for operation on the new Majestic receivers.

No distributor has been chosen who does not have ample facilities for serving dealers, nor were any chosen who did not visit the Majestic plants personally. This was done for the reason that the company wished all distributors to know from their own observance that Majestic could actually produce quantities of radio receivers on a price basis that would put them within reach of every home in America.

The Majestic plants, it is said, are as well equipped as any in the radio field. A large part of the machinery in the plants has been designed and built especially for quick and economical operation, having to do with the production of Majestic products. In the cabinet factory, for instance, machines that are almost human are building cabinets of quality in a minimum period of time and with perfection of finish. The mechanical section of the company's plants operates with equal effectiveness and speed. A large percentage of employees are engaged in nothing but inspection work, each sub-assembly and assembly of parts of units and complete units being tested thoroughly after each operation. When the completed set is ready for shipping and the final test is given it is simply a safety-valve, so to speak, of the quality of every unit that has gone to make up the complete Majestic receiver.

The Grigsby-Grunow Co. claims to be the only radio manufacturer in the country making every part of its receivers in its own plants. These parts include cabinets, chasses, coils, transformers, dynamic speakers and even screws and bolts. All Majestic products are manufactured under R. F. L. and Radio Corp. of America licenses, as well as under patents controlled by the Majestic company.

The Majestic line as presently constituted consists of four receivers, ranging in price from \$85 to \$167.50. There are two console models, one a high-boy type, and both are complete with power packs and dynamic power speakers, as well as power amplifiers, listing at \$137.50 and \$167.50. The table models, one a straight table model and one a spinet-type, list complete with power packs at \$85 and \$99.50, respectively. All Majestics are seven-tube receivers with push-pull type of amplification.

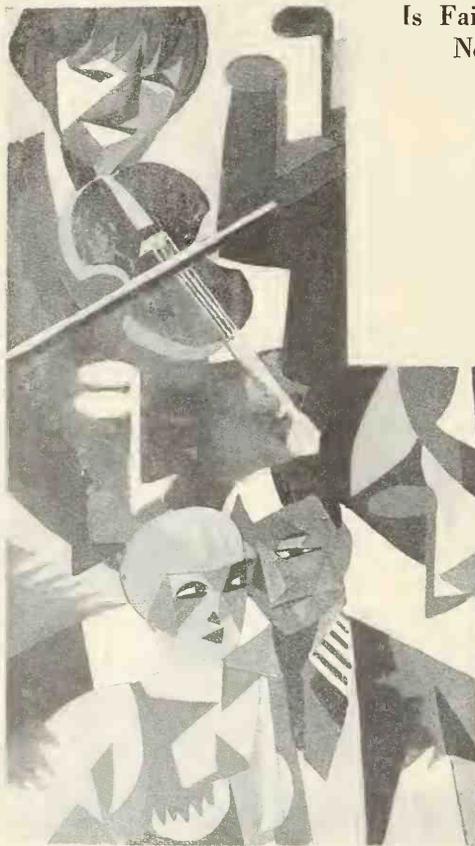
Upon the sending out of initial samples of Majestic sets the company received from its distributors ample evidence in the form of telegrams that the Majestic line is really all and more than they expected.

H. L. Williams in New Post

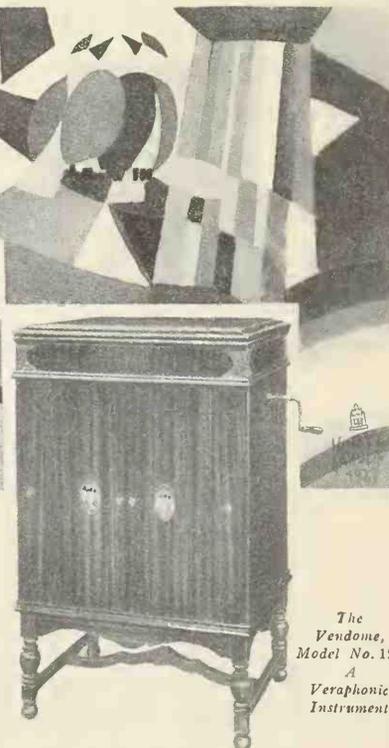
H. L. Williams, former sales promotion manager of the Bendix Brake Co. and later of Diamond T Motor Car Co., has been appointed advertising manager to Silver-Marshall, Inc., Chicago, manufacturer of radio equipment. Mr. Williams has a thorough knowledge of sales promotion problems and is an able executive.

The Spirit of Modern Music

Is Faithfully Recreated Through the
New Vincennes Veraphonic
Phonograph



Blindfolded—Music Lovers
Choose the Vincennes!



The
Vendome,
Model No. 150
A
Veraphonic
Instrument

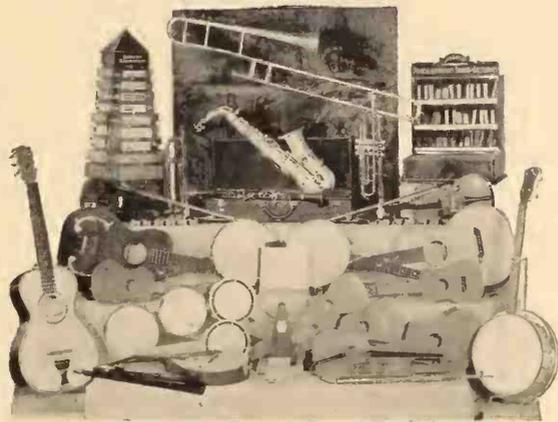
The New VINCENNES

Veraphonic Phonograph
Opens New Avenues of
Profit for Active Dealers!

Write for Complete Details

VINCENNES PHONOGRAPH MFG. CO.

VINCENNES, INDIANA, U. S. A.



The fast-selling merchandise shown in this "Rapid Turn" unit (actually a small, complete musical department) will show you, on a small investment, a profit of over \$250.00.

Putting a Hump in the Summer Slump!

WOULDN'T you like to eliminate the usual summer sag from your sales curve this year? Wouldn't you like to at least level it up and perhaps even create a profitable hump where last year you only had slack business.

Here is a good way to do it: Add a new and profitable department to your business! A department that fits in logically, which will appeal to a large portion of your present customers and attract new trade to your store as well. A line of band and string instruments can do the trick for you.

If radio sales or talking machine sales fall off, sell people musical instruments—ukuleles and guitars for the summer camps and

beaches, banjos, saxophones and trumpets for amateur orchestras.

You will be amazed to see how your profits will increase and how attractive this class of merchandise will look in your window and in your store.

Six Advantages in Selling Musical "Small Goods"

- 1—*Small investment*—the unit cost is comparatively little.
- 2—*Rapid turnover*—you don't need a quantity of each.
- 3—*Profit*—a good long one.
- 4—*Cash*—no time payments to bother with.
- 5—*Staple*—no deterioration or style changes to worry about.
- 6—*Year round*—this class merchandise sells steadily.

To make it easy for you to get started with this profitable sideline we have made up this "Rapid Turn" assortment which we know from experience will give you an adequate display and selection, plus a good profit, yet with a minimum investment on your part.

Study this assortment. Realize the amount of extra business it will bring you this summer. Then use the attached coupon.

Lyon & Healy

DISTRIBUTORS OF GUARANTEED MUSICAL MERCHANDISE

Jackson Boulevard and Wabash Ave., Chicago

MAIL THIS COUPON TODAY!

LYON & HEALY
Jackson and Wabash, Chicago, Illinois
Please give me full particulars regarding your special "Rapid Turn" Unit assortment.

B

Name.....
Street.....
City..... State.....

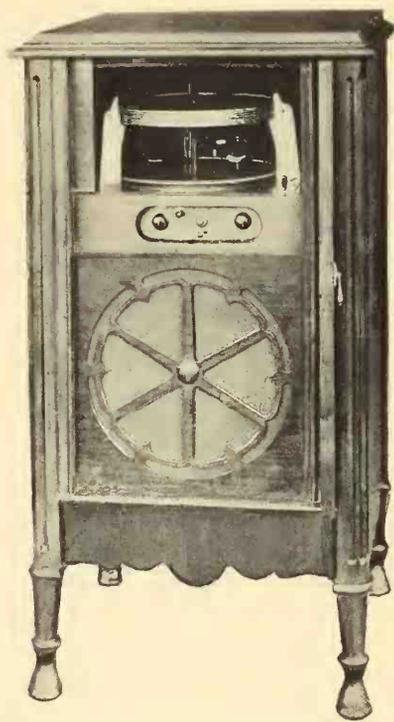


Electric
Amplification

Dynamic
Speakers

Fulamatic
CREATONE
TRADE MARK

The Automatic Phonograph Has Come Into Its Own —and here is the best



One of the most popular models

This year the latest advancement in the phonograph is the automatic.

Dealers are already piling up profits by selling automatic phonographs in homes, hotels, boarding houses, clubs, in fact, everywhere.



With this speaker with remote control, music can be carried into any room in the house.

We foresaw this development years ago. The Fulamatic Creatone is not a sudden development put on the market to fill a demand. It has over ten years' experience behind it. It is absolutely fool-proof.

What automatic phonograph are you selling to fill this demand?

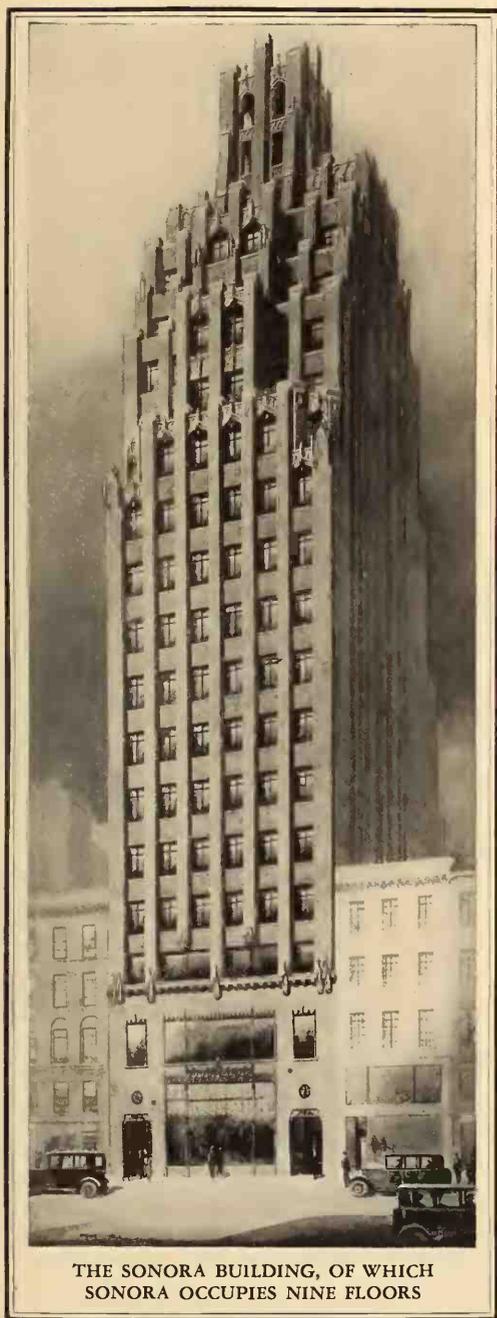
Investigate the Fulamatic Creatone today

Write us now for full details

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PA.

Sonora's great development plans are rapidly unfolding



THE SONORA BUILDING, OF WHICH
SONORA OCCUPIES NINE FLOORS

THE new Sonora building on 57th Street close to Fifth Avenue, in the heart of New York's famous musical center, is indicative of the position Sonora is about to assume in the industry. It stands as a pledge that Sonora's plans are coming true.

Sonora has startling innovations—revolutionary new musical instruments that far exceed in perfection of performance any in the reproducing field, either phonograph or radio. These new instruments will be announced soon.

Sonora's engineers are working overtime—testing and perfecting the marvelous new Sonoras. Soon Sonora dealers will be exhibiting the finest instruments ever known.

* * *

Officials of the Sonora Company will be pleased to welcome you at Sonora's headquarters during the Music Trades Convention at New York and at the Chicago office during the R. M. A. Trade Show.

* * *

If you are not already a Sonora dealer, send for further information. Learn of Sonora's dealer policies, ask about the wonderful Sonora development, become acquainted with Sonora's organization and its far-reaching plans.

Address Sonora Phonograph Company, Inc., 50 West 57th Street, New York, or 64 East Jackson Boulevard, Chicago.

Sonora
CLEAR AS A BELL



For 75 years—this Shop mark

Has been furniture's proudest coat of arms. The oldest and best known furniture trade mark in America. Continuously advertised for 40 years. Now you will find it on radio furniture—in a range of styles, sizes, and prices to meet every profitable sales need.

Berkey & Gay Radio Furniture

*First Shown at Stevens Hotel
Chicago . . . June Radio Show*

Created by the furniture style leaders of America. All of the beauty, quality, and richness of finish for which Berkey & Gay have been famous for 75 years — now in Radio Furniture at sensationally low prices. Finest built-in cone speakers. Sizes for practically every popular make of set.

Dealers and Jobbers

If you do not plan to visit the Chicago Radio Show, write for illustrations, prices, and terms—address The H. T. Roberts Company, Inc., Chicago, Ill.—Radio Furniture Sales Division for Berkey & Gay Furniture Company.

Nationally Advertised

The only radio furniture made with a Shop mark known for 75 years, nationally advertised for 40 years. It should be the surest selling radio furniture you can handle. See it at the Chicago Show. Get in on it at the very first.

President of Pittsburgh Radio Council Discusses the Outlook

Albert A. Buehn Feels That Radio Training Schools Will Have Decided Influence in Bettering Conditions—Frederick Piano Co. Takes New Quarters

PITTSBURGH, PA., May 8.—Albert A. Buehn, the new chairman of the Radio Council of the Pittsburgh Chamber of Commerce, who is also head of the Esenbe Co., Atwater Kent distributor in the Pittsburgh district, has issued a statement relative to future radio conditions here. His outlook transcends in optimism the now-commonplace enthusiasm anent better programs and increased Summer sales. The new council chairman is enthused with the pleas of the council for a Pittsburgh radio training school on which the Radio Council will concentrate all of its energies. Mr. Buehn, however, is of the opinion that the outstanding feature of the school should be service rather than sales, believing that with good service there is bound to be increased sales. Mr. Buehn is of the opinion that the radio training school will herald a new era of local accomplishment in the broadcasting field. Not only would the potential set-buyer have the safeguard of installation by an expert but thousands of boys with a desire for scientific knowledge of the technicalities of radio would have access to authoritative instruction along that line if a radio course were to be included in the vocational training curriculum of the public schools, Mr. Buehn said.

He stressed the safety element which installation by trained service men would entail. "The importance of this factor of safety to the purchaser is obvious," said Mr. Buehn. "Any number of casualties caused by stringing aerials over high-tension wires and other forms of negligent and indifferent installation would be eliminated." Mr. Buehn stated that the furnishing of such a service would not be beyond the means of the ordinary dealer and intimated that the customer would in all probability be willing to pay a nominal sum for the additional security he would gain thereby.

Associated with Mr. Buehn on the Radio Council are John M. Froehlich, first vice-chairman; W. A. Bittner, second vice-chairman, A. S. Keller was re-elected secretary. The other members of the council are C. W. Horn, Harold W. Goldstein, Elmer A. Hamburg, Wallace Russell, John A. Philips and James A. Simpson.

The Standard Talking Machine Co., Victor and Sparton radio distributor, was represented on a recent trade tour through the Beaver Valley visiting about a dozen towns in two days. J. C. Roush, president of the Standard Talking Machine Co., was second vice-chairman of the committee in charge of the tour. These tours are to be held monthly for the next six months.

J. W. McNutt, Columbia dealer at Princeton, W. Va., entertained the members of the Rotary Club of that place with a number of selections on the new Columbia electric phonograph.

Knerr, Inc., of Harrisburg, Pa., has been appointed exclusive distributing agent for the Atwater Kent line, Cunningham tubes and radio accessories in the Harrisburg distributing area. The officers of the firm are C. G. Knerr, president; William J. Knerr, vice-president, and G. R. Knerr, secretary. The new salesroom and warehouse of Knerr, Inc., is at 1008 North Third street.

The W. F. Frederick Piano Co., Victor and Zenith distributor, which for twenty years was located at 635 Smithfield street, has taken possession of the fifth and sixth floors of the Oppenheim, Collins & Co. Building.

Lechner & Schoenberger, Victor and Edison dealers, have taken possession of their new display rooms at 631 Liberty avenue.

The talking machine department of the Rosenbaum Co. is now located on the fourth floor of the department store, adjoining the

radio department. C. J. Coyne is the manager.

Brunswick dealers report a brisk demand for the new Brunswick portables, which are proving to be very satisfactory to patrons. Brunswick records are also brisk sellers.

Sam Semels Is New Bloomingdale Buyer

Sam Semels, who has been connected with the music-radio trade for the past twenty years, recently assumed the management of the

radio, phonograph and piano departments of Bloomingdale Bros., New York City. Mr. Semels has supervision also of the branch music stores located in Brooklyn, N. Y., and Newark, N. J. Mr. Semels was for a time buyer for the talking machine department of Bamberger's, Newark, N. J., and later acted as manager of the chain of music-radio stores operated by Emanuel Blout. During the past year he was associated with Cass B. Riddle in operating a radio furniture sales agency.

Radio Show in Detroit

The 1928 Detroit Radio Show dates have been selected and the event will take place October 15 to 20, at Convention Hall. In addition to the regular exhibits, this year's show will have a television display and a number of radio electric stunts. The annual exposition is sponsored by the Radio Trade Association of Michigan. A. M. Edwards is managing the event, which promises to be a big success.

UNITED RADIO CABINETS

THE LAST WORD!

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When the UNITED line of radio cabinets is revealed to the trade you will agree, with furniture authorities, that it is "the last word" from every standpoint—design, construction, eye-value, and price.

The UNITED CABINET MANUFACTURERS CORPORATION is not a newcomer in the radio field. We have been in the cabinet business since its birth, and we are not guessing as to what styles and models will sell this year. We know, and we have designed our 1928 line of twenty cabinets to meet every conceivable demand of purse or individual preference. This year, even more so than in the past, the appearance of the cabinet will be the clinching factor in the sale, and, in 1928, cabinets are "bread and butter" merchandise in the retailing of radio.

Don't overlook the best bet in the cabinet field. Watch for the announcement of the UNITED line of radio furniture and when at the R. M. A. Trade Show in Chicago, we invite you to personally inspect the UNITED cabinets in Display Booth 95, or in Room 605, at the Hotel Stevens.

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United Cabinet Manufacturers Corp.

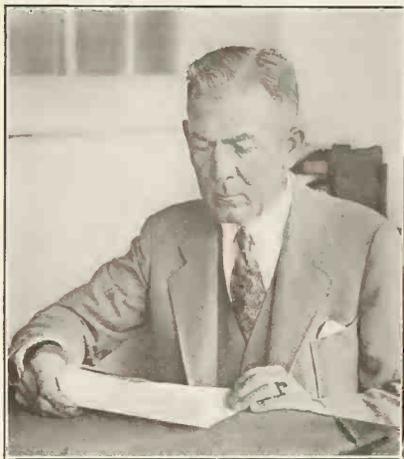
1615 South Michigan Avenue Chicago, Illinois

UNITED RADIO CABINETS

Atwater Kent Mfg. Co. to Entertain at Western Trades Convention

More Than 1,000 Western Music Dealers Will Be Guests at Atwater Kent Banquet to Take Place During Annual Convention of Western Music Trades Association

Climaxing the entertainment features planned in connection with the Fifth Annual Convention of the Western Music Trades Association in Los Angeles, June 26 to 29, inclusive, will be



Ray Thomas

the Atwater Kent banquet, scheduled for the night of the 27th. More than a thousand music trades delegates from the eleven Western

States will be guests of the Atwater Kent Co., of Philadelphia, on this occasion.

Presiding as toastmaster at the banquet will be Ray Thomas, president of Ray Thomas, Inc., Atwater Kent distributor for Southern California, who will act as the personal representative of A. Atwater Kent. Mr. Thomas will introduce several widely known manufacturers, jobbers and dealers from all sections of the country who have announced their intention to attend the convention and banquet.

The entertainment program will be unique and novel in the extreme, it is announced by T. Wayne MacDowell, convention manager for the Atwater Kent Co., of Philadelphia, who recently visited Los Angeles on a special trip West to arrange preliminary details. One of the finest aggregations of musical talent ever assembled on the Pacific Coast will contribute to the entertainment, and a number of soloists will lend their talent to this gala festival.

The Music Trades Association of Southern California will hold its annual meeting this year in conjunction with that of the Western Music Trades Association, and the two will be merged into the 1928 Music Pageant, which promises to bring to Los Angeles the largest number of musicians, manufacturers, jobbers and dealers ever to assemble in the West.

Talking Machine and Radio Patents

Sound Box for Sound Reproducing Machines. Augustus Clot, West New York, N. J. Patent No. 1,664,591.

Sound Reproducer. Ida E. Mobley, Roslyn, Pa. Patent No. 1,664,988.

Phonograph Record and Method of Making the Same. Anthony J. Vasselli, Newark, N. J. Patent No. 1,665,759.

Portable Cabinet Talking Machine. Heinrich Willem Karel de Brey, The Hague, Netherlands. Patent No. 1,666,054.

Street Indicating and Annunciating Device. Edward Neithamer, Bay City, Wis. Patent No. 1,666,503.

Record Cabinet. Ferdinand Nigra, San Antonio, Texas. Patent No. 1,667,216.

Locking Device. Morris M. Gruber, East Orange, N. J., assignor the Sonora Phonograph Co., Inc., New York, N. Y. Patent No. 1,667,377.

Radio Apparatus. Harry F. Smith, Dayton, O., assignor to the Gas Research Co., same place. Patent No. 1,664,494.

Radio Apparatus. David Grimes, Grasmere, N. Y. Patent No. 1,664,548.

Radiocondenser. William L. Hudson, Syracuse, N. Y. Patent No. 1,664,685.

Loud Speaker. Robert B. Wheelan, Brooklyn, N. Y. Patent No. 1,665,826.

Radio Receiving System. Philip E. Edelman, Chicago, Ill. Patent No. 1,665,847.

Radio Tube Socket. William H. Eggers, Brooklyn, N. Y. Patent No. 1,665,876.

Station-Selector Dial for Radio Receiving Sets. Martin Nystrom, Chicago, Ill., assignor to the Brunswick-Balke-Collender Co., Delaware. Patent No. 1,665,891.

Radiodetector. Joseph Slepian, Swissvale, Pa., assignor to the Westinghouse Electric & Mfg. Co., Pennsylvania. Patent No. 1,665,936.

Means for Adjusting the Antenna of Radio Apparatus. Arno Zillger, Narberth, Pa., assignor to the Music Master Corp., Philadelphia, Pa. Patent No. 1,666,480.

Radio Appliance. John M. Peterson, Milwaukee, Wis. Patent No. 1,666,505.

Volume Control System for Radio Receivers. Edward F. Andrews, Chicago, Ill. Patent No. 1,666,522.

Radio Receiving Apparatus. Clyde J. Fitch, Brooklyn, N. Y., assignor to the Radio Corporation of America. Patent No. 1,667,513.

Radio Vacuum Tube Circuits. Philip E. Edelman, New York, N. Y. Patent No. 1,668,060.

Radio Receiving Apparatus. Arthur Atwater Kent, Ardmore, Pa. Patent No. 1,668,155.

Radio Receiving Apparatus. Edward E. Clement and Harry F. Lowenstein, Washington, D. C., assignors to Edward F. Colladay, same place. Patent No. 1,668,231.

Radio Signaling. Richard H. Bell, Santa Clara, Cal. Patent No. 1,668,261.

Radio Signaling. John F. Farrington, New York, N. Y., assignor to the Western Electric Co., Inc., same place. Patent No. 1,668,270.

Radio Instrument Mounting. P. L. Pendleton, Providence, R. I. Patent No. 1,668,418.

The Bedford Music Shop, Bedford Hills, N. Y., has filed a petition in bankruptcy.

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.

Panatrope a Feature at Cooking Lecture

Brunswick Instrument, Supplied by Landay Bros., Provides Entertainment at Opening Lecture of Newark Class

Word sent out by the Newark Star Eagle, Newark, N. J., newspaper, that a Brunswick Panatrope would entertain during the opening



Publicity for the Panatrope

lecture in its course of cooking recently helped to attract thousands of women to the hall where the demonstration was to be held. They came early and waited in the streets for the doors to be thrown open to admit them. The stage was arranged with white kitchen furniture and cooking utensils, and on the left-hand side, where everyone could plainly see it, was a P-11 Brunswick Panatrope, ready to do its part in entertaining the large body of women who were present. A number of popular and semi-classic Brunswick records made up the musical program demonstration, and it is said that Landay Bros., Brunswick dealers in Newark, who furnished the Panatrope for the occasion, have traced many sales to this effective publicity.

Everett Worthington Has a Son and Heir

Everett Worthington, well known throughout the radio and phonograph industries and identified with the trade for many years, is receiving the congratulations of his many friends upon the arrival of an heir to the Worthington fortunes. The "head" of the family made his debut at the Illinois Masonic Hospital Association, Chicago, on April 30, and Mr. and Mrs. Worthington are now making ambitious plans for his future.

Market New Tone Arms

W. S. File, secretary of the F. C. Kent Co., Irvington, N. J., reports that the new tone arms recently announced by the company have been well received by the trade and substantial orders have already resulted. The Kentone attachments for playing lateral cut records on Edison machines are in heavy demand.

M'fg. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

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



The Demand for Quality Never Ceases

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

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

Watch Steinite!

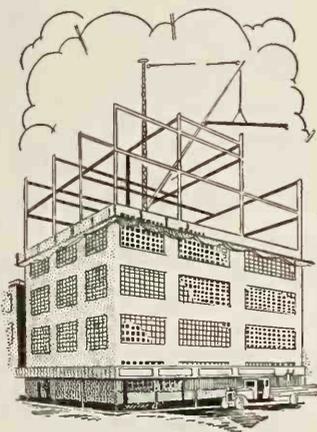
New 1929 LINE to be announced soon

A Pledge:

by

FRED W. STEIN:

"STEINITE
will always
represent
America's
greatest radio value"



A

Third Factory!

Soon a third factory unit will be in operation on the sensational new 1929 line.

ALL eyes are on Steinite. When the full story of what Steinite has accomplished reaches the dealers of America, the startling facts it contains will make the Steinite franchise the most feared piece of unbeatable competition in all radio history!

The organization which produced America's pioneer electric set at America's lowest price, and introduced a new era of service-free sales, would be expected to have an amazing radio achievement in its new A. C. line. It has!

Dealers who write *now*, will find themselves in an advantageous position when Steinite's franchises are ready for distribution. The name of your nearest jobber will be supplied on request.

THE STEINITE RADIO COMPANY
506 S. Wabash Ave., Dept. CE, Chicago, Ill.

Factories: Atchison, Kansas

An Invitation!

to visit our display at the R. M. A. Show

JUNE 11th to 15th

SPACES 20 - 21 - 22

Ballroom STEVENS HOTEL Chicago

STEINITE RADIO COMPANY
506 South Wabash Avenue, Dept. CE, Chicago

Mail this Coupon TODAY!

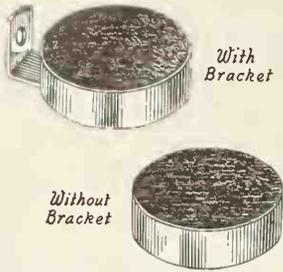
As soon as the New Steinite Line is announced, please send me complete information.

Name.....

My Jobber's Name and Address is

Street Address.....

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



With Bracket

Without Bracket

FELT HEAD
NEEDLE REST

H.K. Lorentzen

Manufacturer of

PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES

155 Leonard St. NEW YORK, N. Y.

Samples and Prices on Request



SNAP COVER
STAYS
OPEN
OR
CLOSED

NONSPILL
NEEDLE CUP
PATENT PENDING

MEMBERS OF A BIG FAMILY—LEADERS IN THEIR LINE

New Victor Portable Has Unique Features

Features All-Metal Construction With Special Orthophonic Type Sound Box and Efficient Tone Chamber

The Victor portable talking machine, model 2-55, recently placed on the market, is a decided departure from the former types of portables



New Victor Portable

and has a great many outstanding features. The engineers of the Victor Co. in designing the model emulated the designers of automobile bodies and achieved strength and minimum weight by developing a cabinet and tone chamber of cold rolled and drawn steel throughout. Tone quality and volume superior to those of former models are assured through the use of a special Orthophonic type sound box.

The exterior presents an attractive appearance. Covered with fabrikoid, padded and fitted with gold-plated fittings—a solid leather handle—all result in a high-grade piece of hand luggage. When open, the simplicity and perfection of the equipment arrangement, plus the combination gold and damaskene finish, continued the pleasing reaction to the outward appearance.

A special angle wind permits winding of the motor without placing the instrument at the corner of a table and makes possible the use of a larger winding key which is detachable. A spring clip is riveted to the horn in the rear of the turntable to hold the removable winding key. The automatic eccentric groove brake is another refinement, unique in portable manufacture. The ten-inch turntable is made of a special light metal and is covered with fabrikoid to match the outside cabinet covering and the outer edge is finished in gold lacquer.

Other features include a new type non-spilling needle cup which also serves as a sound-box rest, a record container with space for ten ten-inch records hinged to the lid and a gold-plated clasp and lock on the outside of the cabinet.

The outstanding feature, however, is the complete metal construction. The playing equipment is built as a single unit, to which the cabinet is attached as a cover. The tone arm, the horn and the motor are all attached to the metal motor board, which in turn is attached to the metal cabinet. The playing equipment is removable from the cabinet as a single unit for servicing. Another feature of the instrument is that the spring motor used allows three records to be played without rewinding.

Paul Ash, Columbia Artist, in New York

Orchestra Leader, Idol of Chicago Audiences, Opens at Paramount Theatre for Lengthy, Indefinite Engagement

Paul Ash and His Orchestra opened a long engagement at the Paramount Theatre, New York City, on May 12, and was acclaimed by both the press and public. Paul Ash, who is an exclusive Columbia recording artist, never before appeared on Broadway, but his fame as a musician has preceded him from the Middle West, where he is regarded as the greatest box-office attraction. Ash is said to be the originator of the stage band policy of entertainment which is now sweeping the country.

The "Rajah of Jazz," as Ash has been christened, comes to New York from a sensational run of more than three solid years in Chicago. In 1925 he opened at the McVicker's Theatre and soon became such an attraction that he was billed over every picture presented



Paul Ash

at that house. When the Oriental Theatre, Chicago, was opened in 1926 the Ash Orchestra went there as the feature attraction. He has been playing there ever since, during which long period he has played close to 6,000 performances to a combined audience of approximately 20,000,000.

AC Sets Featured in Fada Displays

Window displays featuring Fada AC receivers were sent to all Fada dealers by F. A. D. Andrea, Inc., recently. These displays, one of

New

ELECTRIC FADA Radio

Using the new AC tubes
~and dependable

Operates without batteries ~ built complete at Fada factory ~ ready to operate from house current at a cost approximately one half cent per hour

The FADA

AC SPECIAL

Operates on 90 to 130 volt lines ~ shielded ~ line noise negligible ~ automatic grid voltage control ~ cannot be connected wrong



New Fada Window Display

which is illustrated herewith, are lithographed in eight colors with special attachments which permit of fastening if desired to the large key display supplied Fada dealers early this year.

Attended Board Meeting

JACKSON, MICH., May 5.—Captain William Sparks, president; W. J. Corbett, vice-president, and H. G. Sparks, sales manager, have just returned from Cleveland, O., where they attended a meeting of the Board of Directors of Sparks-Withington Co., radio and motor signal manufacturer of Jackson, Mich. The general plans and policies of the company were discussed for the 1928-29 season and the company's activities in general are to be greatly increased.

Buys Interest in Store

SACRAMENTO, CAL., May 4.—Sidney Camp, who has been connected with Sherman, Clay & Co. for the past twenty-three years, has acquired a substantial interest in Ye Music Shoppe, 914 K street. He will be associated with Maurice Silverman as secretary and financial manager.

You can make money on this New line of trade-marked Radio Cabinets by Showers



Number
404

WHEN a customer looks at a radio cabinet, she is trying to visualize it in her home. She has accepted the fact that the set will bring in a program clearly. Now, she wants to get something that will satisfactorily hold the set, and at the same time harmonize with the rest of her furnishings.

And right here is where you can get your extra profits. *If you have the right line to show her!*

The line must be good looking, well made, and complete. And, most important of all, it must offer a real value and still enable you to make a good profit. The price isn't so important—it's *value* that counts. And the Showers line is famous for its real values.

For sixty years the Showers Brothers Company have been building merchandise and giving values that today have made them the largest furniture manufacturers in the world. The Showers trade-mark on furniture is a guarantee of honest merchandise.

And now they are introducing this new line of trade-marked radio cabinets. It is a complete and beautiful line—you'll find there are Showers cabinets designed for practically every set on the market. The variety



of styles and finishes enable you to meet the demands of even the most exacting customer. Precious cabinet woods are used; new and unusual veneers; blended finishes, highlighted, hand-wiped and hand-rubbed to a soft velvety surface. And Showers cabinets are well-constructed—built to stand years of hard usage. In short, everything possible has been done to make this line a fast seller.

Take Number 404 (illustrated), for example. Constructed of walnut veneer and hardwood with antique moire walnut veneer on fronts and

ends; it is probably the only radio cabinet on the market with this veneer. The posts are beautifully turned and fluted—the stretchers attractively shaped. It's bound to be a big seller. It's new—unusual—attractive—but then, you'd have to see it to really appreciate it.

We'll be delighted to show this beautiful cabinet as well as the rest of the line, in our Space B-1 and 2 at the Hotel Stevens. Or, if you're not coming to the exposition, write us and we'll send you photos and put you in touch with our nearest jobber.

SHOWERS BROTHERS COMPANY
Bloomington, Indiana

Factories:
Bloomfield, Indiana, Bloomington, Indiana,
Burlington, Iowa

See Us at
Space No. B-1 and 2
Radio Manufacturers'
Association Trade Show
HOTEL STEVENS



SHOWERS RADIO CABINETS



Trade in New England Territory Is Showing Decided Improvement

Radio Distributors and Dealers Anticipate Marked Stimulation in Business Through Broadcast Events Scheduled for Near Future—News of the Month

Boston, Mass., May 8.—Business in the New England territory is showing some improvement in the talking machine lines, and the radio business is better than ever. One of the things that dealers and jobbers are hoping will promote a bigger demand is the forthcoming presidential election in which the whole country will be daily and nightly interested. Then there is the Tunney-Heeney fight which will, as usual, go on the air. In the meantime the news of the Bremen with all that is to follow, probably the return of the famous airplane to the other side, is a great source of radio news, and all this makes for good business.

W. S. Parks Ends Trade Tour

William S. Parks, manager of the New England district for the Columbia Co., has lately returned from a most comprehensive tour of the larger cities in the field, and everywhere he was received heartily by the dealers who are all most enthusiastic over the success of the Columbia-Kolster, and who, incidentally, have been enjoying a big sale of Columbia records. Parts seven and eight of the Two Black Crows also were found to be going heavily in almost every city and town. The interest in these Moran and Mack records is keeping up amazingly. Mr. Parks says that in a few days the new combination Columbia-Kolster models will be on display here.

J. H. Burke Co. Enjoys Record Month

Better than usual at this time of year, is the report from the J. H. Burke Co., of 219 Columbus avenue, where the Atwater Kent line is going big. It has been the biggest April in the history of the company, according to report, and there is general enthusiasm for the future, especially as the two presidential conventions will be popular radio features in due time, not to mention other outstanding events about which all the country will want to hear. There has been a special demand for the AC

models 37 and 38, so, all told, the future, immediate and remote, is good for the house. As of April 30 the J. H. Burke Co. closed its fiscal year very satisfactorily.

Returning from a visit among the J. H. Burke Co.'s dealers in the northern part, that is Maine and northern New Hampshire, J. F. Burke, the company's credit manager, brought back bad reports of the condition of the weather, which has meant that people have been so housed that the radio has been in great demand; and his observations have been that it is surprising how the battery sets hold up in those more or less isolated sections.

F. D. Pitts Signs Up Dealers

Francis D. Pitts, who guides the destinies of the F. D. Pitts Co., tells The World representative that business has been exceptionally good, and he has lately signed up a number of new dealers who have taken a large quantity of goods as initial consignments, for each dealer orders a complete line. Mr. Pitts plans to go West soon to visit the Kellogg establishment. A local caller at the Pitts house was Herbert E. Young, of the Grigsby-Grunow Co., whose Majestic radio line, a model of which is installed in the Pitts warerooms, is attracting much attention.

Columbia Artist Visits Dealers

William A. Kennedy, the Irish-American tenor, who is an exclusive Columbia artist, was in town the week of April 23, appearing at the Keith-Albee Theatre, and he found time to make a call on a number of the Columbia dealers, where he got a cordial reception. Especially was Mr. Kennedy accorded a great welcome at the Columbia headquarters, where Manager Parks had the privilege of entertaining him and his wife, who is with him on this tour.

Eastern T. M. Co. Busy

Business at the Eastern Talking Machine Co.'s quarters continues to show improvement

and the demand for goods at this time is considerably in excess of this season a year ago. From time to time Alan Steinert, who is in charge of the department, visits the dealers and thus keeps in close touch with business conditions throughout the field.

J. B. Elliott Welcomed at Brunswick Co.

Local Brunswick business has been making a notable advance the past few weeks, and Manager Shaw is much encouraged over the improved situation. Mr. Shaw has just given welcome to J. B. Elliott, who comes here from Baltimore to be the branch manager of the Panatropo division of the Brunswick Co. Mr. Elliott is well versed in the business. A number of Brunswick dealers have called at the Stuart street headquarters of the company since Mr. Shaw has been in charge, and all of these report a splendid business in records especially, and this has made quite a demand upon the local Brunswick stock.

News Gleanings

Carl Fischer, Inc., of 252 Tremont street, close to the Metropolitan Theatre entrance, has taken on the Victor line of goods.

Through the Hume Piano Co. in Boylston street, which carries a large line of talking machines, Boston University recently purchased two Columbia-Kolsters, which are to be used in the school auditoriums.

A recent Boston visitor was Richard Grant, field auditor of the Columbia Co., who spent several days at the Boston office of the company.

Winthrop A. Harvey, head of the C. C. Harvey Co., who went to Northern Africa accompanied by Mrs. Harvey a couple of months or more ago, is back home.

Francis D. Pitts, head of the F. D. Pitts Co., is planning to start on a fishing trip toward the middle of May to the Moosehead Lake section of Maine.

Ted Lewis Draws Crowds

Ted Lewis, Columbia record star, is said to have more than doubled the audiences at the Hennepin-Orpheum Theatre, Minneapolis, Minn., during his recent appearance there. Ted Lewis followed this appearance with one at Kansas City and then headed for the Pacific Coast to fill other engagements.



DOLLARS OR DIMES?

Big Unit Sales in Instruments—larger than ever before in Victor history—and quick turnover in records are now possible for the dealer who has vision and energy plus a representative stock.

DITSON Service Will Supply the Products—and Help in Their Selling

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

BERG
Artone
 PORTABLE
 PHONOGRAPHS

\$ 20 List Price

Artone No. 528

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

Seven Models

No. 14.....\$12.50 List	No. 528.....\$20.00 List
No. 828..... 15.00 List	No. 228..... 25.00 List
No. 728..... 16.50 List	Grand 35.00 List
No. 30, with electric pick-up..... 32.50 List	

Write for new circular



BERG A. T. & S. CO., Inc.
 Long Island City, N. Y.

Generally Favorable Condition Throughout St. Louis Territory

New Victor Instrument Introduced to Trade—Visit of Moran and Mack, Columbia Artists, Stimulates Record Sales—New Brunswick Portable Well Received

St. Louis, Mo., May 7.—A continuance of the generally favorable conditions of the past few months was experienced by the talking machine and radio trades in St. Louis during April.

The Koerber-Brenner Co., local Victor distributor, reports a ready market for the new 8-35 model phonographs, which were formally introduced to the trade at a meeting held at the Statler Hotel here during the month.

E. C. Rauth, of the Koerber Brenner Co., in a brief sales talk discussed the future outlook of Victor business in the State, after which Walter S. Hires, of the Victor Co., outlined some good merchandising and display ideas.

Gene Austin's latest release, "Ramona," had a stimulating effect upon Victor record business in the city. The release of the record coincided with the showing of the picture "Ramona" at a local movie house, with the result that it is proving increasingly popular throughout the city, and its environs.

The recent visit of Moran and Mack to St. Louis had added stimulus to Columbia record business in the city, the local branch of the company utilizing the appearance to lay the groundwork for an intensive sales campaign on parts 7 and 8 of the "Black Crow's."

Considerable advertising and exploitation was carried on by the Columbia Co., also in connection with the appearance at the St. Louis Theatre of Ted Lewis and his Columbia orchestra, and Ethel Waters, the colored star of "Africana," who brought her company of sixty to the Shubert-Rialto Theatre here.

The Brunswick Co. reports a good reception of the new portable, which was formally introduced to the trade, last month, while the Artophone Corp. announces the demand for portables has been so great that the company recently was compelled to increase the production facilities of its plant by adding another floor to its manufacturing space.

The Artophone Corp. also announced that L. W. Miller, who successfully represented the company's line of musical merchandise, has been placed in charge of the musical merchandise division of the concern, with headquarters in St. Louis, and that J. C. Clinkbeard has been placed in charge of the Kansas City branch office of the company.

During the past month W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., spent several days in St. Louis, discussing company matters with the members of the local branch. A. G. Bolts, formerly as-

sistant manager of the local Columbia office and now manager of the Columbia record department of the Sterling Radio Co., of Kansas City, also visited the local branch.

In the radio field primary interest centered upon the efforts being made by the city to eliminate the operation of radio loud speakers and phonographs on the streets of the city.

Opposition to the action was voiced by members of the St. Louis Trades Association. They expressed the opinion that a blanket ordinance against the use of loud speakers in public demonstrations would be in restraint of trade, and promptly appointed a committee to urge the City Counselor to consider what reaction the proposed ordinance would have upon the trade.

Brunswick Markets New Portable Model

Latest Product of the Brunswick-Balke-Collender Co. Reflects the Influence of Modern Improvements in Musical Reproduction—Plans Sales Campaign

The new Brunswick portable phonograph recently introduced by the Brunswick-Balke-Collender Co., Chicago, shows some extremely in-



New Brunswick Portable

teresting developments in the smaller instruments, reflecting the influence of the latest improvements in musical reproduction. "Cabi-

net Instrument Reproduction in the Portable" has been selected as the campaign slogan on the new instrument.

The new Brunswick portable has an exceptionally large tone chamber, and, in proportion to the size of the instrument, the tone development of the new Brunswick portable is said to be greater than that of most cabinet instruments. The scientifically determined, mathematically exact curve of the horn built into the new machine tends to eliminate distortion of reproduced sounds, to amplify extremely low and high notes, and to assure a clear, bell-like quality of tone.

The new Brunswick portable is listed at \$25. A complete list of dealer advertising material includes prepared ads in mat and electro form, special electros of the instrument itself, and an attractively prepared descriptive folder. The Brunswick company is planning an intensive campaign on this portable that will last during the entire year and the instrument promises to achieve widespread popularity.

Paris Opera Will Record for Columbia

Columbia Phonograph Co. Obtains Exclusive Rights for Five Years to Record Performances of the Organization

By an agreement just signed with the Paris Opera, the Columbia Phonograph Co., New York City, has obtained exclusive rights for five years to record the performances of this eminent organization, its artists, chorus and orchestra, according to an announcement made by Louis Sterling, chairman of the board of the Columbia Phonograph Co.

Founded in 1669, the Academie National de la Musique, popularly known as the Paris Opera, has been in turn royal, national, imperial and republican. It has followed the changes of government and has survived them all, as well as revolutions in taste. This great lyric theatre has been the scene of many battles between partisans of conflicting operatic styles. Among the great men who built up its tradition were Lully and Rameau. The Paris Opera is the oldest and finest model of the subsidized theatre in the world.

The Columbia Co. will immediately begin recording the performances at the Paris Opera, in which this organization is unexcelled. "Pelleas and Melisande" will be a feature. The director of the Paris Opera is Jacques Rouche. The conductors are Gaubert, Grovlez and Busser. Among the leading singers are Mesdames Beaujon, McCormick and Ferrer, and Messrs. Journet, Dufranne and Maguenat.

A new music store has been opened in Delhi, N. Y., by Humberston & Co., carrying the complete Victor line.

EDUCATIONAL VALUE

Music teachers everywhere are now using TALK-BACK records with marked success. The use of this thoroughly perfected home recording outfit enables the teacher to visualize the students' progress, and represents a vital help and inspiration to students and teachers.

TALK-BACK
Recording
Outfit,
Complete

\$7.50

The Talk-Back enables anyone to make records to hear themselves as others hear them. It works on any phonograph, can be put on or taken off in two minutes. It is of simple construction and does not get out of order.

TALK-BACK PHONOGRAPHIC RECORDER CO.
4703 East 50th St.

Los Angeles, Calif.

TALK-BACK
Double-faced
Permanent 8
inch Records

3 for \$1.00

T. M. & R. Men's Banquet a Success

Record-Breaking Crowd Attends Annual
Event at Hotel Commodore—Record
Artists Entertain—Program Broadcast

All attendance records for the annual banquet of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut were broken on April 23, when approximately 750 members of the trade, including distributors, manufacturers, their families and friends gathered at the Hotel Commodore, New York City, and made merry. Dinner was served at 7:30 and during the feast the diners were entertained continuously by outstanding recording dance orchestras. The entertainment continued throughout the evening and far into the wee hours of the morning.

The year book and program committee, of which Byron R. Foster is chairman, did a splendid job in preparing an attractive program of fifty-two pages with a cover printed in four colors on a grape-green stock. The flyleaf contained an illustration of the new trade-mark of the association, and Irwin Kurtz, president, announced that window decalcomanias of the design could be procured from the secretary.

Among the dance orchestras providing music for the dancing were the following: B. A. Rolfe and his Palais d'Or orchestra (Edison), Ben Selvin and his orchestra (Columbia), Frank Winegar and his Penn Boys (Edison), Kamp Cummins and his orchestra (Brunswick). Sam Lanin of the Ipana Troubadours and W. C. Perry of the Fisk Tire orchestra acted as guest conductors during the program. The orchestra engaged for the evening, which alternated with the above bands, was Max Smolen's Mo-Bo Crusaders, who are familiar to radio fans in the Mo-Bo Cleaner Hour over Station WOR and the Acousticon Hour over the National Broadcasting Co. circuit.

Some of the many entertainers taking part were the following: Oscar Frogan, tenor (Columbia); Harry Breuer, xylophonist, a member of Roxy's Gang; Rube Bloom, pianist-composer; Buckley and Chadborne, of the National Broadcasting Co.; Clarence Williams and company, with Mr. Williams, composer and publisher, at the piano. The program was broadcast in its early stages over Station WODA, Paterson, and after 10:30 over Station WHN, New York, as well. Niles T. Garntlund (well known as NTG) did most of the announcing over the two-station hook-up.

Geo. C. Beckwith Co. an Amrad Distributor

MEDFORD HILLSIDE, MASS., May 7.—The Geo. C. Beckwith Co., of Minneapolis, Minn., well known as a wholesaler of Victor talking machines in the Northwest, was recently appointed exclusive Amrad distributor in the large area served from Minneapolis, according to an announcement made by W. H. Lyon, general sales manager of the Amrad Corp. of this city. R. C. Colman, of the Beckwith Co., who was a recent visitor to the Amrad branch factory in Chicago, feels very enthusiastic over the Amrad set-up for 1928 and looks forward to the best year in the history of his company.

Moran and Mack, exclusive Columbia record artists, are at it again, and parts 7 and 8 of "Two Black Crows" have been released on Columbia record No. 1350-D. Columbia dealers are receiving advertising material consisting of two-color window streamers, newspaper mats and streamers for demonstration booths. Demand for the record has been satisfactory.

PRE-AMPLIFIER

New!

the booster for old sets!

Uses 222 Screen Grid Tube

STERLING engineers have found the way to unharness the wonders of the Screen Grid tube for use with practically every DC set without any changes in the set, using the same batteries or "B" Power unit, and the same DC tubes. The Pre-Amplifier, connected ahead of any 6 volt DC set

- (1) Gets stations never heard before.
- (2) Brings weak signals in at good volume.
- (3) Uses short aerial to reduce static.
- (4) Separates stations—increases selectivity.
- (5) Greatly improves tone quality.

If all these "too good to be true" claims can be proved, think what Pre-Amplifier means to the thousands of sets in use. Your test will prove every claim. More than that, actual demonstration in your store will turn the summer slump into sure-fire sales.

Order a Sterling Pre-Amplifier from your jobber. Put it through these five tests. Take advantage of this new Screen Grid performance.

R-375 Pre-Amplifier without Screen Grid Tube.....\$15.00
UX 222 Screen Grid Tube..... 6.50



Sterling

**SCREEN GRID
PRE-AMPLIFIER**



Sterling

AC TRI-POWER

Converts all DC Sets
to use AC Tubes

Junior Short Checker for
AC and DC Tubes



Shows you just where you stand in tube re placements. Keeps your stock clean. Satisfies customers. Shows where tube is shorted—fil-grid; plate-grid, plate-fil, also shows emission on 226, 227, 199 and 120 tubes.
Model R-514, List Price.....\$13.50

Biggest Value in AC Field

TRI-POWER—fastest
seller because it is complete

FOR every sale of an AC tube set there is a ready opportunity to convert at least ten old sets to use AC tubes. And every time Sterling Tri-Power carries the sale because it is the complete AC job. No outside condensers or resistances. No extra parts to buy. Standard cables and adapters give neat and permanent installation. Ready to install without fuss, without added expense. This means easy sales, no come-backs, clean profits. List Price R-810 Tri-Power without Raytheon tube or cable.....\$32.00
R-880 Tri-Power without 280 tube or cable..... 35.00
Cables to suit.....\$6.00 to 8.00
Raytheon BH Tube..... 4.50
Raytheon 280 type tube..... 5.00

Universal AC Tube and Set
Tester



Tells you everything you want to know in AC tube and set servicing. Tests tubes and locates faults in wiring.
Model R-512, List Price..... \$35.00

Sterling

THE STERLING MFG. CO.
2831 Prospect Ave., Cleveland, O.

The Trade in PHILADELPHIA and LOCALITY

Normal Spring Demand Reported Throughout Quaker City Field

Convention of Pennsylvania Association of Music Merchants Holds Center of Business Stage—Distributors Featuring the New Majestic Radio—Other News

PHILADELPHIA, PA., May 7.—While the early Spring demand for talking machines was somewhat quieter for the majority of dealers, there was more active business for those retailers who took particular pains to stimulate orders by special efforts and drives backed by proper advertising methods. Electric radios are most active in demand at the present time.

Record sales kept pace with the improvement that set in with the early days of Spring and, while not as large as they were a year ago, nevertheless, were fairly well maintained despite the slower pace of the talking machine business. The new electric types of talking machines, which now are the most popular of the models, brought a livelier demand for the record list of popular numbers.

Manufacturers of accessories, repair parts and supplies for the talking machine trade report a quieter trend except for the reproducers and new tone arms that are being used for improving the tone of old machines.

Wide Interest in Convention

Radio and talking machine trade associates will play an important part in the Third Annual Convention of the Pennsylvania Association of Music Merchants, which meets in this city today and tomorrow at the Hotel Adelphia. Among the speakers are prominent authorities in the trade who will stress various phases of the industry in their talks. There is a diversified program of business sessions, social and entertainment features. Complete details of the convention appear elsewhere in this issue.

In addition to participating in the activities of the convention, the several firms identified with the trade will entertain at the respective headquarters the visiting conventionites who

may be interested in the wholesaling or retailing of merchandise. Among the firms keeping "open house" are H. A. Weymann & Son, Philadelphia Victor Distributors, Inc., Columbia Phonograph Co., Brunswick-Balke-Collender Co., Philadelphia branch, Radio Corp. of America, Penn Phonograph Co., Atwater Kent Co., Victor Talking Machine Co., Camden; H. C. Roberts Electric Supply Co., Elliott Lewis Electric Supply Co., Frank H. Stewart Electric Co., Louis Buehn Co., C. J. Heppe & Son, F. A. North Co., Ramsdell & Son and the Cunningham Piano Co.

Featuring Majestic and Zenith Radio

Special demonstration of the Majestic and Zenith radios will be given at the headquarters of the Penn Phonograph Co., 913 Arch street, during the month, and with cordial hospitality, while the convention is in force, to the visiting associates of the local distributors of these sets. There will be on display the newest electrical sets of the Zenith and the Majestic and these will be given practical tests throughout the month at the headquarters. D. W. Mayberry, sales manager of the company, is now going through the State trade giving demonstrations of the new Majestic set for the dealers as well as their prospects and customers.

Artists Meet Victor Club Members

Fred and Tom Waring, of the famed Waring Pennsylvanians, met the Quaker City Victor dealers at the monthly session of the Philadelphia Victor Record Club, held at the Chamber of Commerce here on April 10. A special request from Raymond J. Boldt, head of the record department of the Philadelphia Victor Distributors, Inc., to the Waring Bros. brought the trade and the noted orchestra leaders to-

gether. When the social session was over the trade listened to Miss Dorothy Martin, of the Victor Talking Machine Co., and her outline of helpful record sales hints, as the guest speaker of the April session.

Distributors to Meet at Victor Co.

The Philadelphia trade will be represented at the annual meeting of the Victor distributors, to be held at the Camden factory headquarters on May 31, when the nation's wholesalers will assemble in their yearly convention. Those who will represent the Quaker City distributors are President Louis Buehn, of the Philadelphia Victor Distributors, Inc.; Vice-President Harry Ellis, and Secretary Frank Reineck, of that concern. Manager Raymond J. Boldt, of the record department, also will attend.

From H. A. Weymann & Son, President Harry A. Weymann, Herbert Weymann and Charles H. Bahl, manager of the wholesale Victor department, will attend as representatives of that concern.

Planning Aggressive Sales Drive

A special corps of women workers will be added to the staff of C. J. Heppe & Son, 1115 Chestnut street, for the Summer months to campaign on talking machines and radio in a door to door drive. The Heppe radio and talking machine department has been unusually alert to the possibilities of reaching the customer in the home. By direct mail contact many sales have been rounded up on radio and talking machines, and now the company is backing its three-day trial service on the Orthophonic in the home by a newspaper campaign announcing that this method of demonstration is available to the consumers. A coupon is included in the advertisement which, when filled in with the address of the prospect, is cut from the daily newspapers and mailed to the firm. The company then sends a salesman to the residence and he completes the deal by having the Orthophonic installed for three days and later returns to complete the sale if the purchaser is satisfied to keep the machine. Under Manager Leo Cromson, the department has been able to keep up interest in the radio and talking machine stocks and sales have been numerous under this mode of campaigning. There has been a 300 per cent increase in radio sales by the direct mail sales drive and demonstration methods.

New Portables Please Trade

Since the introduction of the new improved type of Guarantee portable talking machines to the Philadelphia trade they have been installed in all the leading stores. The Guarantee Talking Machine Supply Co., 35 North Ninth street, manufacturer of the new portables, has been especially active in promoting national sales of the new models. They are the Guarantee Junior, Deluxe, and the Special. All of the models are in good demand.

J. A. Fischer Co. Busy

Though the trade has been less active in repair parts in these days of mid-springtime, the J. A. Fischer Co., 730 Market street, has been particularly active with shipments of the Valphonic and the Riophonic reproducers used for revamping older types of talking machines for the new style records. There has been particular demand for the Riophonic, the newer popular-priced type which the manufacturer of the Valley Forge main springs and parts has brought out. Irvin Epstan, of the company, is now making the round of the trade in the Southwest, while Martin Krupnick is covering New England and Benjamin Krupnick is traveling through the Coast States of the South. In all sections where the travelers have been there

(Continued on page 78)

The New Orthophonic Victrola No. 8-35

As New as Tomorrow
in Color, Design, Beauty and Performance



List Prices { Spring Motor \$300.00
Electric Motor \$335.00

H. A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.
Victor Wholesalers

Slagle Radio



An Open Letter - - To Radio Jobbers and Dealers:

In your section are many people who have had their first experiences with radio. Some are thinking of and looking for a better one.

Add these to the many who own cars and fine things and have yet to buy their first set, and you have a potential on which a real selling job is bound to capitalize.

These buyers are the type that will demand good radio, simple, convenient operation, and furniture design in harmony with homes of character.

The Slagle 1928-29 numbers, soon to be announced, are engineered to attract that desirable body of prospects, and priced accordingly.

All-electric operation, loop control, power speaker, phonograph pick-up connection,—these popular features will be expected of good radio. Some one is going to supply them.

Does your sales program anticipate your securing a rightful share of this business?

From your intimate contact with radio you have seen the ordinary type, and you have listened to radio really outstanding. Slagle Radio, we believe, is the kind you would enjoy in your own home. It should be a profitable line for you to sell.

See the Slagle line at the second R. M. A. Trade Show, week of June 11th, Stevens Hotel, Chicago—Spaces 88-89, Grand Ball Room.

Division of

Slagle Radio Company



Fort Wayne, Indiana

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 76)

has been a good order list for the reproducers. The Fischer Co. now is placing in the mail its newest booklet on the tone arms and reproducers and other attachments made by the Valley Forge producers.

Columbia Sales Continue to Gain

Since the new model Viva-tonal, listing at \$200, has been introduced to the Philadelphia dealers by the local branch of the Columbia Phonograph Co. there has been a gratifying order list secured for the latest of Columbia developments in machines. Headquarters here, under Manager J. J. Doherty, have been enjoying much heavier business in the record department with two good sellers in the list—the Black Crow records and those of Dave Harmon, now at the Fox Theatre, with whom the company has been tying up dealers' exploitation. The new Black Crow records, Parts 7 and 8, will be on the market May 10. The new Columbia Viva-tonal Kolster radio combination, listed at \$600, will be ready for trade distribution on May 20, when the new model will be in the local branch at 40 North Sixth street.

C. Hughes has been added to the Columbia sales staff to cover North Philadelphia; J. J. Doherty, manager, will be active in the Music Merchants' Convention on May 7 as one of the speakers, while F. Sard, director of the Schubert Centennial Celebration, will talk on the Masterworks records. Vice-President and General Sales Manager W. C. Fuhri will journey to the City of Brotherly Love to attend the convention, and to speak on behalf of his company.

Dealers View Majestic Line

A series of dealer gatherings were arranged during the late days of April by the distributors of the Majestic radio, the Pierce-Phelps Co., 224 North Thirteenth street, for the purpose of giving demonstration of these new sets. For four days these meetings were held in the Philadelphia headquarters, and then carried out upstate, where the retailers were much enthused with the newest development of the Majestic manufacturers, the Grigsby-Grunow Co., of Chicago. Dealer demonstrations were held in Wilkes-Barre, Scranton, Lancaster, York, Bethlehem, Reading, Pottsville, Coatesville, Harrisburg and Williamsport and Atlantic City, N. J., the latter being held on May 2. At these gatherings J. T. Pierce, sales manager of the company, presided, explaining to the trade the operation of the new set, and then giving prac-

The world's great music is on Victor Red Seal Records

IN Philadelphia's Trading Area
most Dealers Depend on
Philadelphia Victor Distributors,
Inc., for their needs.

PHILADELPHIA
Victor Distributors, Inc.
835 Arch Street
Wholesale Exclusively

"HIS MASTER'S VOICE"

tical evidence of its reception by demonstrations. At every meeting a tremendous ovation was forthcoming, and presaging the present activity at headquarters where shipments have been consuming all available supplies of this new radio product.

Frank Fingrutd Has Son

Frank Fingrutd, secretary of Everybody's Talking Machine Co., Inc., is receiving the congratulations of his friends throughout the trade upon the birth of a son on Sunday, April 15. The new future executive of Everybody's Talking Machine Co., Inc., has been named Elliott Arnold Fingrutd.

Will Move to New Quarters

The new building in which Philadelphia Victor Distributors, Inc., will shortly establish

their new distribution quarters is rapidly nearing completion, and President Louis Buehn is busy formulating moving plans that will allow this move to take place without interruption to the Victor service, for which Philadelphia Victor Distributors are noted.

Feature "Mother's Day" Records

Philadelphia Victor Distributors, Inc., have mailed to the dealers as part of their usual service an attractive pen-and-ink sketch featuring Mother's Day, calling attention to various Victor records particularly appropriate and the Victor Mother's Day album.

Drive on New Orthophonic

H. A. Weymann & Son, Inc., Victor distributors, have addressed an interesting letter to Victor dealers in their territory upon the new Orthophonic Victrola 8-35. The Weymann sales promotion department is working intensively with the dealers in the promotion of this new instrument.

Takes Over Victor Business

With the purchase of the talking machine business of the Foster Bros., Manayunk furniture dealers, the stock of Victor machines and records has been removed to the music store of Quintus Brown, at 4917 North Fifth street. Under the transfer of the Victor department to the new owner the Brown Music Shop acquires the agency for the Orthophonic and other Victor machines.

T. Fairchild With Brunswick

Ted Fairchild, who has won laurels on the field at the University of Pennsylvania as All-American end on the Red and Blue football squad, has become attached to the local offices of the Brunswick-Balke-Collender Co., 40 North Sixth street, and will cover the trade in this section for the Brunswick. The local branch has been tying up with the appearance of Liddy Holman, comedy singer with the Brunswick, who has been featured at the Fox Theatre, and dealers have been reaping rewards in increased sales of her recordings. There has been an unusually heavy demand for the recordings of Al Jolson, who by special request of the Brunswick made the "Mammy," "Dirty Hands," records now so broadly sold by the manufacturer. The local offices have been keeping pace with the national record made by the com-

(Continued on page 80)

Distributors for Eastern Penna. and Southern New Jersey



KOLSTER
RADIO

We offer the largest stocks of nationally known radio lines in the East, together with a Service, not infallible, but embodying the spirit of helpfulness and cooperation to the limits of our power. Our continuous growth is an unfailing sign that our efforts are helping an increasing host of radio dealers to "Grow With Us."

TRILLING & MONTAGUE
WHOLESALE RADIO MERCHANDISERS

N. W. Cor. 7th and Arch Streets "Grow With Us" PHILADELPHIA, PA.

New Dynamic Speakers

Radio's first loud speaker—still the finest

HERE is the original—the first type of loud speaker ever made. Created by Magnavox in 1911. The *only* type of speaker that has stood through every period of speaker development. Supreme in the beginning. Supreme today. Patented, controlled and made famous by Magnavox—and Magnavox has been made famous by it.

Over 400,000 Magnavox dynamic power units are now in use. The new models are widely acclaimed by press and public. They are used as built-in equipment by America's fine set makers—and the Magnavox principle is being adopted by speaker manufacturers under license agreements.



Cordova Model (above)

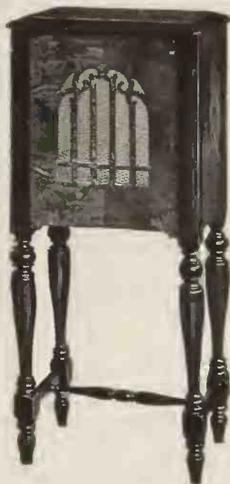
With dynamic 700 unit, 110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Operates with one 381 or 281 tube and one 310 or 210 tube. Handsome walnut cabinet. *List \$175. Unit \$125.*

New perfected models—to meet every power need—at new low prices

Aristocrat Model (left)

Beautiful butt burl walnut cabinet finished in two tones. It houses Dynamic 6, 7 or 80 unit. List prices:

- Aristocrat with Dynamic 6, \$70*
- Aristocrat with Dynamic 7, \$75*
- Aristocrat with Dynamic 80, \$85*



Dynamic 80 (right)

110 volts AC. Has power transformer and dry rectifier. The most popular unit of the new line. Designed to operate with AC sets.

Unit, list \$50.



Dynamic 6 (left)

6 volts DC. Field current consumption, .65 amperes. Operates from A battery.

Unit list price \$35.

Dynamic 7

110 to 220 volts D.C. Field current consumption, 45 to 90 milliamperes. For use with power amplifiers using high voltage rectified alternating current—or with DC power supply. *Unit, list \$40.*

Send for Dynamic power speaker bulletins, giving full information
The Magnavox Company, Oakland, California
 Eastern Sales Office: — 1315 South Michigan Avenue, Chicago

MAGNAVOX

Dynamic Power Speakers

Special Notice—Magnavox Dynamic Speakers are made under one or more of seven U. S. patents and six foreign patents. The Magnavox Company hereby gives notice of intention to vigorously prosecute manufacturers, jobbers and retailers who sell unlicensed units infringing Magnavox patents.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

pany for its sales of records are now at the highest in the history of the company. Local sales have been soaring with the popularity of the Brunswick artists. Herbert Gordan, who has been making the local records for the Brunswick, will entertain the music trade when it meets in convention here at the Adelphia, where he is engaged to supply the dance music. J. E. Henderson, of the Chicago offices and record sales manager, will be among the speakers at the convention.

The Brunswick is being exhibited at the Atlantic City store of the company along the Boardwalk, where very effective window displays are being made and with the twelve new records being broadly exploited. The new portable Brunswick at \$25 is proving a popular model for the Summer months. It has the newest feature in its reproducers that now are combined in the higher-priced models, and tonal qualities are exceptionally fine for the low price of the machine.

Foreign Manufacturer a Visitor

Among the group of business men who have been making a tour of the United States as representatives of the leading German commercial enterprise and making the City of Brotherly Love their stopping point in the mid-April days was Carl Twardocus, talking machine manufacturer of Germany. These men are members of the Leipzig Fair and were met by John W. Purner, secretary of the Foreign Trade Bureau of the Philadelphia Chamber of Commerce. The tour is in charge of John Falkeberg, of the American Express Co. They spent an entire day touring the Victor Talking Machine Co. as guests of that manufacturing concern. Later they will take in Detroit, Chicago, Niagara Falls, Boston and Washington.

Presents A. K. Sets to Ball Players

Two fine radio sets were presented by the Atwater Kent Co. to Ty Cobb and Tris Speaker, noted baseball veterans, before the opening of the first of the 1928 series of the games of the Athletics in the early days of the month. The radio sets were broadly exploited in banner announcements at Shibe Park ball field just before the opening game with the New York Yankees. The sets were presented on behalf of Atwater Kent, head of the company, as a pre-season gift.

Adds Zenith and Kolster Lines

Frank Butler, buyer for the music department of the Strawbridge & Clothier Co., department store, who was confined to his home for several weeks from gripe and threatened pneumonia, is now at his desk again. The Strawbridge & Clothier Co. has added the Zenith and the Kolster to the radio department, under management of Thomas J. Cummins, who also is assistant buyer.

Fine Victor Publicity

There has been a breezy column on the Victor recordings of the month, and prospective



3 1/2 inches diameter
Patented 1922

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

listings to come appearing in the Philadelphia Record, the local daily. Accompanying this lively commendation of the Victor artists is a co-operative ad of the dealers in the city and surrounding territory where these records may

be bought. The column is written by Leonard H. Arnold and its paragraphs are livened with snappy comments on each of the numbers that have appeared in record form, resulting in some unusually effective publicity.

**Everybody's Talking Machine Co.
Celebrates Twelfth Anniversary**

Business Started Twelve Years Ago in a Small Way in Philadelphia Has Developed to the Point Where It Now Is a National Institution

PHILADELPHIA, PA., May 7.—This month marks the twelfth anniversary of Everybody's Talking Machine Co., of this city. During the entire month "open house" will be observed and

parts for talking machines. Specialization on small parts mounted to big business, and the establishment flourished. Mr. Grabuski had all



Philip Grabuski

Everybody's officials will heartily welcome all visitors to the headquarters of the company on Arch street. Twelve years have witnessed a phenomenal growth of the organization, and the firm history unfolds a story far more interesting than many novels.

Twelve years ago the late I. Grabuski embarked on a business venture in a small store on North Eighth street specializing in repair



Samuel Fingrutd

the attributes of a successful executive and notably that of surrounding himself with capable co-workers. As the business grew he brought into the business his brother, Philip I. Grabuski, and an equally enterprising young man named Samuel Fingrutd.

Upon his untimely death the business rested

(Continued on page 82)



and Majestic

—All Set and on the Mark for the 1928-29 Radio Season
Let Us Tell You About the New Sets

Penn Phonograph Co., Inc.

913 Arch Street

Established 1895

Philadelphia, Pa.

Program of the 2nd Annual Radio Manufacturers' Association Trade Show and 4th Annual Convention

MONDAY, JUNE 11

10:00 A.M.—Registration.
10:30 A.M.—Meeting R.M.A. Board of Directors.
2:00 P.M. to 10:00 P.M.—Trade Show open.

Schedule of R.M.A. Committee Meetings will be announced at the Convention Monday, June 11.

TUESDAY, JUNE 12

10:00 A.M.—Open Meeting R.M.A. Convention. Address of Welcome by Hon. William Hale Thompson, Mayor of Chicago. Response by C. C. Colby, President, Radio Manufacturers' Association. Addresses by Hon. Ira E. Robinson, Chairman, Federal Radio Commission; Earl C. Anthony, President, National Association of Broadcasters; Harold J. Wrape, President, Federated Radio Trades Association.

1:00 P.M. to 10:00 P.M.—Trade Show open.

WEDNESDAY, JUNE 13

CHICAGO TRADE DAY

10:00 A.M.—Closed R.M.A. Membership Meeting.
10:00 A.M.—Sectional meetings of the following divisions of Federated Radio Trade Association—Radio Wholesalers, Radio Dealers and Radio Manufacturers' Representatives.

1:00 P.M. to 10:00 P.M.—Trade Show open.

THURSDAY, JUNE 14

FLAG DAY

10:00 A.M.—Closed R.M.A. Membership Meeting.
1:00 P.M. to 5:00 P.M.—Trade Show open.

Note:—All Demonstration Rooms will be closed Thursday, June 14, at 5:00 P.M. on account of R.M.A. Banquet.

7:00 P.M.—R.M.A. 4th Annual Banquet at Rainbo Gardens.

FRIDAY, JUNE 15

10:00 A.M.—R.M.A. Board of Directors' Meeting.
12:00 M.—Joint Meeting Board of Directors of the R.M.A.—N.A.B.—F.R.T.A.
1:00 P.M. to 10:00 P.M.—Trade Show open.

Additional speakers during the Convention will be announced later.



2ND ANNUAL RADIO MANUFACTURERS ASSOCIATION TRADE SHOW JUNE 11th-15th INCLUSIVE

Hotel Stevens CHICAGO IN CONJUNCTION WITH THE 4TH ANNUAL R.M.A. CONVENTION

2ND R.M.A. BANQUET THURSDAY EVENING JUNE 14TH RAINBO GARDENS CHICAGO



Radio Manufacturers' Association Trade Show, Room 1800 Times Bldg., New York City
Under Direction of U. J. Herrmann and G. Clayton Irwin, Jr.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)

Majestic

RADIO

Let us demonstrate this
wonderful and entirely
new line of radio to you.

PEIRCE-PHELPS, Inc.
224 N. 13th Street PHILADELPHIA

on the shoulders of these two younger men as president and vice-president and treasurer, respectively. Later Frank Fingrut, a brother of Sam Fingrut, was elected secretary of the company. How well it has succeeded under their capable direction is no secret. Everybody's Building at 810 Arch street, owned and completely occupied by Everybody's Talking Machine Co., visibly proclaims the growth of the company.

Last year upon the occasion of the celebration of the eleventh anniversary, the building was remodeled, providing particularly attrac-

tive display rooms on the main floor and a suite of executive and general offices on the second floor, which rank among the most attractive in the field.

While Everybody's Talking Machine Co. has built its reputation upon Honest Quaker main springs and talking machine repair materials, a distributing division of the company also provides practically every product sold in talking machine warehouses. Everybody's Talking Machine Co. is entering its new business year with the firm resolve to surpass all previous accomplishments.

New RCA Sales Helps for Retail Dealers

Two New Folders, Revised Edition of the Catalog and Book Matches Carrying Dealer's Ad Included

Two new folders and a revised edition of the catalog are now available for RCA Authorized Dealers. Both of the folders are printed



Latest RCA Dealer Sales Helps

in two colors and attractively illustrated. Another new feature which has been added to the list of RCA sales helps is a supply of book matches, printed in three colors, with the dealer's own imprint on one side of the book.

A new music store has been opened at 214 North West street, Allentown, Pa., by Allen J. and Walter J. Benner.

Shape Plans for the Federated Convention

Wholesale and Retail Divisions of the Federated Radio Trade Association Will Meet During Week of June 11-15

The Federated Radio Trade Association is shaping its plans for a convention of all members and prospective members during the Radio Manufacturers' Association trade show, June 11-15, in Chicago. The attending radio wholesalers will hold a meeting under the auspices of the Radio Wholesalers' Association to complete the newly formed organization and also to make standard recommendations on trade practices and the code of ethics.

The dealers' section of the Federated Radio Trade Association will hold a separate meeting devoted exclusively to dealer problems and the perfecting of their organization to aid dealers generally throughout the country. The manufacturers' representatives section will also meet to devise ways and means whereby they can increase the good will of the entire industry.

The Federated Radio Trade Association held a special meeting of its board of directors on

Monday, April 16, in order to assume their share of the urgent legislative business which is now before the Federal Radio Commission. They appointed a committee of five to meet with similar committees from the other organizations in the radio industry to discuss ways and means for the reallocation of broadcasting stations with the Federal Radio Commission. The board of directors also completed plans for the coming convention.

Harold Wrape, president of the Federated Radio Trade Association, is very optimistic regarding the present reorganization of the group which was started in Milwaukee in February.

Three New Splitdorf Jobbers Appointed

Three new jobbers have been appointed by the Splitdorf Radio Corp., Newark, N. J., rounding out its New York State distributing facilities. Buffalo Ignition Sales Co., of Buffalo, N. Y., has been named as exclusive distributor for the Splitdorf line in the western counties of New York State and a number of Pennsylvania counties. This automotive jobbing house is establishing a special radio department under the managership of Harold D. Doney, who was formerly State representative of Temple, Inc., of Chicago, speaker manufacturer. In addition to six men in the automotive division, three special radio men have been engaged to cover the territory.

To handle the Rochester jobbing section of the State, Cook Iron Store, Inc., has been appointed exclusive Splitdorf distributor. This is a long-established house located in Rochester and engaged in the hardware and automotive fields. The special radio department is in charge of C. S. Norton. For eastern New York the Albany Hardware Co., of Albany, N. Y., has been appointed. This firm is said to be one of the largest in the hardware field in New York State and also has a special department for radio. The firm travels seventeen men in the territory.

Interesting Dealer-Jobber Exploitation

Radio fans in Decatur, Illinois, were recently invited to test their knowledge of the identity of broadcasting stations by the Decatur Review, a local newspaper. Each day a picture puzzle appeared in the Decatur Review, and the readers were invited to name the station to



Unique Mohawk Window Tie-Up

which the cartoon referred, and to submit their solutions to the newspaper. The accompanying photograph showing a window filled with the completed puzzles, indicates the interest and enthusiasm which the contest brought forth.

The Decatur Review in collaboration with the Washington Auto & Supply Co., Mohawk distributors of Washington, Ill., and Blankinship & Baker, Decatur, Ill., dealers, sponsored the contest and the prize was a Mohawk set.

First Quarter's Business in Twin Cities Is Improvement Over 1927

S. C. Schulz, Brunswick Manager, Credits Increased Record Sales With Improvement in Total Volume—Coin-operated Orthophonic Proves Good Seller

MINNEAPOLIS AND ST. PAUL, MINN., May 8.—Two blizzards in April and continued cold weather did considerable damage to all lines of business in the Northwest. The last week of April, however, promised to usher in the long delayed Spring revival.

S. C. Schulz, manager of the Brunswick branch, declared the first quarter of the year to have been very encouraging as compared with last year. Much of the added volume he credits to the improved record—improved in selections, orchestras and artists, recordings and price reductions. Also to the consistent advertising and new merchandising methods.

Great impetus has been given record sales by the release of Al Jolson's famous "Mammy" and "Dirty Hands, Dirty Face." Jolson has sent out on his own letterhead a clever letter, expressing his pleasure in the records, and Abe Lyman, who played the orchestral accompaniments, adds a postscript in the same vein. The letter will be featured in advertising.

Mr. Schulz has returned from a trip through Montana and North Dakota with L. S. Bacharach. They found that the small towns are doing a splendid business both in machines and records. There is much enthusiasm over the new portable.

Brunswick dealers will have special window displays for Mother's Day. Hangers will emphasize records as appropriate gifts. There are about twenty-five records of Mother songs, including Al Jolson's "Mother of Mine, I Still Have You."

Nick Lucas is playing at the Hennipen Orpheum the first week in May and Brunswick dealers will tie up with his appearance. The "Crooning Troubadour" is expected to draw crowds when he appears at the dealers' stores. A golf match has been arranged between Eddie Dunstader, Brunswick recording organist, and Nick Lucas.

C. C. Hicks, manager of the George C. Beckwith Co., reports a remarkable pick-up in business following a dull period of cold weather. The coin-operated Orthophonic has proved to be a marvelous seller, and the Beckwith Co. was forced to increase the organization in order to handle the volume. A sample of the new portable is an attractive model and has a full Orthophonic tone. The three-hundred-dollar instrument, Orthophonic 8-35, cannot be shipped in sufficient number to supply the demands.

R. C. Coleman, who has charge of the radio department of the Beckwith Co., is very pleased with the month's business done in the Crosley line, which the company has handled for just that length of time. Mr. Coleman believes that all radio dealers are interested in a "fill-in" line for the dull months in a radio demand. The Icyball refrigerator has already proved a wonderful adjunct to the main line and the dealers are ordering far in advance of the hot weather. The Geo. C. Beckwith Co. is about to open a branch in Aberdeen, S. D., for jobbing radio goods. New radio accounts are opened weekly by Mr. Coleman. He expects to leave for the Crosley conference at Cincinnati on May 15 to be gone a week.

J. E. Date has been reappointed as factory representative in Minnesota and the Dakotas for the Magnavox Co. New samples are on display at his showrooms on Nicollet avenue and they are attracting much attention.

There has been a decided demand on the part of the public for dynamic speakers. The Magnavox Co. holds the original dynamic patents and its Dynamic cone speaker was the first of its kind, it is said.

Wm. A. Linquist, head of the music house of

that name, is delighted with his St. Paul store. It was established six months ago and has shown a splendid volume of business. Joel Hallgren is in charge.

The Williams Hardware Co., of Minneapolis, has signed a contract with the Splindorf Corp. as distributor for its lines in Minnesota and the two Dakotas.

Capital stock of the Belmont Corp., Sonora distributor, has been increased from 500 shares to 1,500, 1,400 of which are common stock and 100 preferred. Geo. Michel is president of this well-known and successful company.

Max Kohra, of Minneapolis, presented all the players of the ball club with Carryola Master portable phonographs at the opening game of the season.

Ted Lewis and his band made their usual impressive hit in the Twin Cities the last week in April, playing to packed houses. Columbia dealers reaped the benefit.

Ruth Etting, another Columbia favorite, is expected here in May, and there is a possibility that Paul Whiteman will bring his band to the new Minnesota Theatre in June.

Ray Reilly, formerly with Sonora, but now sales manager for the Carryola Co., was a recent visitor to the Twin Cities.

Harry Bibb, who used to be with the Brunswick Co., but is now with Sonora, was in Minneapolis a week ago.

Trade News From Richmond Territory

RICHMOND, VA., May 3.—Conditions in this territory are good and dealers are enthusiastic over the outlook for the future. The fact that the du Ponts are building a big Rayon plant on the outskirts of Richmond which will give employment to more than 5,000 people is expected to bring business in time.

J. C. Howlett, of the J. C. Howlett Piano Co., South Boston, Va., has taken over the site at

420 East Grace street, formerly occupied by Stieff's, and will operate a music store there under the name of Stieff's Warerooms with the Victor line as leader.

The Manly B. Ramos Music House, 212 West Broad street, has taken on the Sonora line of phonographs and records.

The Columbia Furniture Co., Victor and Columbia dealer, has become a member of the Furniture Syndicate of America. This firm is contemplating adding a radio department in the Fall.

Kaufman's department store has moved its radio department from the third to the street floor and has a receiver operating continuously for the entertainment of shoppers. Sales have been stimulated by the move. The Atwater Kent and Freshman lines are carried.

Sears, Roebuck & Co. have opened a store at 121 West Broad street. Radio is included in the lines carried.

Walter F. Davis and Louis J. Heindl, owners of Walter D. Moses & Co., Victor dealers, have purchased the building in which the store is located for \$113,000. The firm plans to remodel the three floors it occupies at an estimated cost of \$15,000.

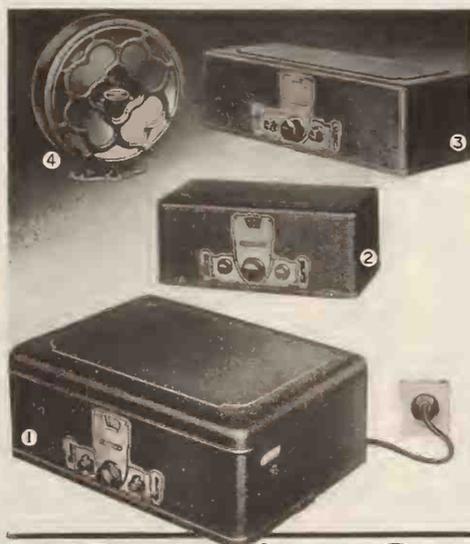
Anderson's Furniture Store, Columbia dealer, has installed a record department with Miss Evelyn Walker in charge.

John Cowan, of the James Cowan Co., recently returned from a trade trip through the Carolinas and reports business very good in that territory, particularly in North Carolina.

Hughes-Peters Corp. Is New Fada Jobber

The Hughes-Peters Electric Corp., Columbus, O., has been appointed wholesale distributor for Fada Radio products in the central portion of the State of Ohio, according to a recent announcement by F. A. D. Andrea, Inc., Long Island City.

The Hughes-Peters Electric Corp. is one of the oldest electrical wholesale houses in Columbus. M. A. Bridge, Jr., general manager, accompanied by several executives of his company, visited the plant of F. A. D. Andrea, Inc., in Long Island City prior to their decision to take on the Fada line. Orders for a representative stock were signed, and the Hughes-Peters organization expects large volume sales at the outset.



YOU'RE
there WITH
A CROSLLEY

The radio leadership of 1928! Compare these amazing radios! Check them with any set! Learn for yourself by comparison their amazing reception qualities. Genuine neodyne receivers!

1. Single unit AC Jewelbox 704, \$95. Completely shielded and very selective.
2. Dry Cell operated Bandbox Junior, \$35. Loud speaker volume—most economical.
3. Bandbox 601, \$55. Operates from batteries or power supply units. Splendid volume.
4. New Type—D Muscone, \$15, gold highlighted to match Jewelbox.

Write Dept. 26 for descriptive information.

The Crosley Radio Corporation
Powel Crosley Jr., Pres.
CINCINNATI, O.

RADIO

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher

Music-Radio Sales in the Buffalo Territory Meet Trade Expectations

T. H. Lewis Moving to New Quarters—Wholesale Radio Equipment Co. Discontinues Buffalo Office—Changes in King Mfg. Co. Personnel—Other News

BUFFALO, N. Y., May 9.—Spring radio sales have been fully up to the expectations of the trade, and talking machine business also has been in line with the hopes of dealers.

T. H. Lewis is moving his talking machine store from 84 Clinton street to 124 Broadway.

The Wholesale Radio Equipment Co. has closed its Buffalo office, which has acted as Federal jobbers for the Buffalo territory. The manager, Thomas White, has gone to Chicago where he is expected to become identified with the radio trade. It is expected here that the Federal Co. soon will announce a new system of distribution for the Buffalo territory. Meantime it is handling dealer business in this territory direct from the factory in this city.

B. L. Kulick, who has been identified with the Philadelphia Storage Battery Co. here for a number of years and is widely known among the radio trade, has resigned to become retail sales manager for the General Electric Refrigerator Co., Ercos, Inc., for this district.

The South Side Furniture Co. has added the complete Fada line to its stock.

E. E. Eckler has been named vice-president and general manager of the King Mfg. Co., manufacturer of King radio, and G. A. Buckley has been made factory manager. W. L. Morley, former service manager, has been promoted to sales manager.

The King Co. has disposed of its automotive business formerly operated under the name King Quality Products, Inc., to the McQuay-Norris Co., of St. Louis, which will remove the automotive industry to another city in the near future, leaving the King Co. its entire

building to use for its radio line.

Felix Serio, well-known radio dealer of Belmont, N. Y., has purchased the Belmont Theatre in that city and will operate it hereafter, although continuing his radio line as formerly.

A new radio store has been opened by the Medo Electric Corp., at 18 East Chippewa street, under the management of Elmer C. Metzger. Freshman radio and a general line of Columbia talking machines are being featured.

Incorporation papers have been filed under the name Lucas, Inc., by Ralph Lucas who recently opened a Victor store at 237 Delaware avenue. Mr. Lucas, John E. Twigg and Frank J. A. McCarthy are the partners.

Yahrling-Rayner Co. Move to New Home

The formal opening last week of a new three-story home of the Yahrling-Rayner Music Co., 306 West Federal street, Youngstown, Ohio, was the occasion for a large gathering of friends who extended congratulations on the opening of one of the finest music stores in America. The Victor Orthophonic and Brunswick department, under the management of Mrs. G. B. Hellman, is one of the great features of the building. Ten thousand records are cataloged. The radio department is on the mezzanine floor, and a full line of Zenith, Kellogg, Sparton and Atwater Kent sets are carried, together with accessories. The piano and player departments are thoroughly modern.

An Aggressive Salesman

Wanted by a large manufacturer of nationally known radio line. Radio experience not necessary, provided you know how to do constructive selling to jobbers and dealers. Experience in selling musical instruments, washing machines, or similar lines of merchandise, will be beneficial. This job requires a man of pleasing personality and unusual aggressiveness. The territory is Ohio, Michigan, Indiana, Kentucky and western Pennsylvania. The income will be sufficient to attract a high-grade man, and will be increased as results warrant. Address Box No. 1639, Talking Machine World, 420 Lexington Ave., New York.

Entries Received in Schubert Contest

More than 500 manuscripts have been entered in the \$20,000 prize contest for orchestral compositions in honor of Franz Schubert, sponsored by the Columbia Phonograph Co., in celebration of the Schubert Centennial this year. The zone prize winners will be announced between May 15 and May 31. The prize-winning compositions will then be sent to Vienna, where, during the week of June 18 they will be voted upon. The American delegate to this group is Walter Damrosch.

The K. T. Mercantile Co., of Omaha, Neb., has purchased the Delaven Music Co., of Tabor, Ia.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1928.

COUNTRY of New York } ss:
 Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Raymond Bill, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
 Publisher—Federated Business Publications, Inc., 420 Lexington Ave., New York, N. Y.
 Editor—Raymond Bill, 420 Lexington Ave., New York, N. Y.

Managing Editor—Chas. R. Tighe, 420 Lexington Ave., New York, N. Y.
 Business Manager—Lee Robison, 420 Lexington Ave., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Federated Business Publications, Inc., 420 Lexington Ave.; Edward Lyman Bill, Inc., Caroline L. Bill, Raymond Bill, Edward Lyman Bill, Wm. A. Low, Randolph Brown, H. R. Brown, Carleton Chace, Lee Robison, B. B. Wilson, J. B. Spillane, all located at 420 Lexington Ave., New York; E. P. Van Harlingen, 209 South State St., Chicago, Ill., and Harold House, 120 Broadway, New York.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

R. BILL, Editor.
 Sworn to and subscribed before me this 31st day of March, 1928.

(Seal) WM. A. LOW,
 Notary Public N. Y. Co. No. 695, Reg. No. 9502.
 Certificate filed in Queens Co. No. 4826.
 (My commission expires March 30th, 1929.)

First Showing of French Consoles at the R. M. A. Show in Chicago



As always Pierson sets the pace. This season we are showing for the first time French Consoles. Also several Modern French cabinets.

This brings to mind that Pierson made the first radio console, the first high boy, the first console speaker, the first Washington Desk Model and now the French Console.

BE FIRST WITH PIERSON!

America's Foremost Line of Radio Furniture

The Pierson Company

Rockford, Illinois



Interesting Events of the Trade in Pictures



Above—Atwater Kent distributors in the Southwestern territory discussed Spring and Summer sales drive at an enthusiastic meeting held at the Hotel President, Kansas City, Mo. Addresses were delivered by P. A. Ware, merchandising manager; H. T. Stockholm, territory manager, and L. A. Charbonnier, service manager, of the Atwater Kent Mfg. Co.



Above—J. J. Reilly, mid-Western representative of Kolster radio, with headquarters in the Great Northern Building, Chicago.

Right—Music department of Nugent's St. Louis, showing Moran and Mack, the Two Black Crows, signing records for patrons. Wherever these artists have appeared tie-ups have resulted in a marked increase of sales of their records.



Above—Distinctive window display devoted to Stromberg-Carlson radio installed by Donnels Music Co., Los Angeles, Cal. Dealers are finding striking window displays an excellent source of sales.



Above—Leading distributors from all parts of the country who handle the Zenith radio line were present at the Zenith conference held recently in Chicago. Interesting talks and enthusiasm marked the gathering, which was one of the most successful meetings ever sponsored by Zenith.



Above—Piper & Taft, Splitdorf radio distributors, of Seattle, Wash., back up their belief in future by ordering radio receiving sets in carload lots.



Left—Atwater Kent radio occupied center of stage at opening of ball season at Shibe Park. Model 37 was presented by A. Atwater Kent to Cobb and Spicker, of the Athletics.

Right—Mark Fisher, Chicago stage band leader, enjoying his new Brunswick Panatrop.



The
BUCKEYE
RADIO CABINET
LINE
for 1928-29
NOW READY



Model No. 30-A
(Table Model)

The Buckeye Mfg. Co., after completing last year's remarkably successful season now offers their new line for the new season.

The line consists of a wide range of models at a popular price to accommodate all standard radio sets.

Buckeye has been appointed authorized cabinet manufacturers for the Stewart-Warner line.

See the full line on display in Chicago at the R.M.A. Show—Booth 114

BUCKEYE MFG. CO.
Springfield Ohio

National Sales Representatives

STUDNER BROS., Inc.

New York - - - 67 W. 44th St.
Chicago - - - 26 W. Jackson Blvd.

Freshman Equaphase Prices Are Reduced

Substantial Reductions Affecting Eight Models Are Announced Effective Immediately—Expect Big Volume of Sales

Substantial reductions in list prices of the Freshman Equaphase line of radio receivers, manufactured by the Charles Freshman Co., Inc., New York City., were recently announced to the trade. The new prices became effective immediately following the announcement.

Model G-1 with Model B speaker table, formerly listed at \$175 complete with tubes, is now \$99.50, less tubes. Model G-3, formerly \$200 complete, is now \$124 less tubes. Model G-4, formerly \$225 complete, now lists at \$149 less tubes. Model G-5, formerly \$250 complete, is now \$155 less tubes. Model G-7, formerly \$185 complete, is \$122.50 less tubes. Model G-10, formerly \$195 complete, is now \$113 less tubes. Model G-6, phonograph and radio combination, heretofore listed at \$350 complete, is now \$225 less tubes, and Model H-9, power phonograph and radio combination, formerly \$500, is now \$295. Volume sales during the Summer months are expected by the Freshman organization on the new price schedule.

Splitdorf Holds Sales Convention

On the eve of the announcement of a new line of radio receivers with several novel and striking features, Splitdorf Radio Corp., Newark, N. J., has been holding a series of meetings at the Newark factory. Presided over by Hal P. Shearer, general manager of the company, the object of the conference was to demonstrate the new sets and discuss sales and merchandising plans for the coming season.

Among those in attendance were: Roy S. Dunn, central district sales manager; H. H. Silliman, Eastern district sales manager; James K. Beach, Southwestern sales manager; George T. Algeo, and J. F. McCarthy, sales engineers; H. G. Blakeslee, Southern sales manager; Noel S. Dunbar, advertising manager; S. Schaeffer, assistant advertising manager; L. E. Farine, service manager and Mr. Shearer, general manager of the company.

All advertising and selling plans were gone over and discussed with reference to their territorial application and Splitdorf's national program in radio was treated from every angle of interest to the selling organization assembled. In the course of the meetings it was announced that the outlook, based on careful analysis of product and market, is exceedingly bright from every viewpoint.

Radio Deadline Is Set for September

The "dead line" for readjustments throughout the country under the new radio law has been definitely set for September 1 by the Federal Radio Commission, according to Commissioner O. H. Caldwell, who has been making a general study of the situation in the Metropolitan area and New England.

New A. K. Quartet

A new quartet has been organized for the Atwater Kent Radio Hour which opened the Summer schedule Sunday, May 13, through station WEAJ and associated stations. This quartet, which will be heard during the Summer months, is composed of Victor Edmunds, first tenor; George Rasely, second tenor; Erwyn Mutch, baritone; James Davies, basso.

A Radio Salesman

Wanted by large manufacturer of national-known radio line. Must be seasoned man capable of selling high-grade established line to best merchants in Chicago, northern Illinois and northern Indiana. This job requires a man of pleasing personality and unusual aggressiveness. To the right man the income will be made satisfactory to start and will be increased according to results. Address Box 1638, Talking Machine World, 420 Lexington Ave., New York.

George C. Smith Wins Voice Competition

Well Known as the Director of Broadcasting Activities of the Zenith Radio Corp., Station WJAZ in Chicago

George C. Smith, who directs the broadcasting activities of the Zenith Radio Corp. station WJAZ, Chicago, was the winner of the National Federation of Music Clubs male voice



George C. Smith

contest, in 1921, and was also the winner in a voice contest held by the Society of American Musicians of Chicago, the Orchestral Association and Frederick Stock, conductor, Chicago Symphony Orchestra, Chicago, in 1923.

Mr. Smith began the study for his profession with E. Warren K. Howe, noted Chicago voice teacher, in 1915. This was interrupted by over two years' service in the army, during which time he spent thirteen months overseas. The last four months in France he attended the University of Bordeaux, where he had excellent opportunity to study the language and hear French music and artists. After his return, he resumed the study of voice with his former teacher at the American Conservatory of Music, graduating with high honors in the Spring of 1921.

Mr. Smith possesses a natural high baritone voice of beautiful quality, developed to great power and resonance. His singing is colorful, and his perfect placement and excellent control give his audience that satisfaction which comes from feeling that the artist is perfectly sure of himself. Mr. Smith for several years has been connected with the broadcasting activities of the Zenith Radio Corp., and is one of the most popular announcers on the air.

Grebe to Exhibit at Atlantic City

Exhibiting their latest product, the Synchronphase AC Six and complete line, A. H. Grebe & Co., Inc., New York City, will have a booth at the National Electric Light Association exhibit and convention, which is to be held in Atlantic City, June 4 through June 8. In addition to the display of the new Grebe all-electric six-tube radio receiver, the company will also show its natural speaker line and socket power devices, as well as the Synchronphase Five and Synchronphase Seven, battery operated receiving sets.



A NEW PORTABLE

(Fully Protected by Patents)

An entirely different method of sound reproduction from any other on the market—thus eliminating competition.

Although well built, measuring only 12x12x6, light weight and attractively finished, it sells itself on its TONE. The volume is so great that electrical amplification is unnecessary.

List Price Only

\$25

Liberal Jobber's Discount

With the Serpentine Portable you can build your business without competition. Write today for full details.

ASTRAL RADIO CORPORATION

1812 Chestnut Street
Philadelphia, Pa.

Louis Sterling Host to American Columbia-Okeh Staffs at Dinner

Chairman of the Board of Columbia Graphophone Co., Ltd., Columbia Phonograph Co., Inc., and Okeh Phonograph Corp., Gives Dinner at Hotel Astor, New York

The accompanying picture was taken at the dinner tendered recently at the Hotel Astor, New York City, to his American staff by Louis

"Olympic" for the British Isles and the Continent.

Among the guests were H. C. Cox, president



Louis Sterling Host to His American Staff at Dinner in the Hotel Astor

Sterling, chairman of the Board of the Columbia Graphophone Co., Ltd., the Columbia Phonograph Co., Inc., and the Okeh Phonograph Corp., before sailing on April 24th on the

of the Columbia Phonograph Co.; Frank Dorian, one of the best known figures in the phonograph industry since its earliest days; W. C. Fuhri, vice-president and general sales man-

ager; F. J. Ames, secretary and treasurer of the American company; R. H. Barker, ass't secretary and ass't treasurer; and Otto Heineman, president of the Okeh Phonograph Corp. Additional guests included the heads of the various departments, such as the recording, research, legal, sales, advertising, foreign, cabinet, and export, as well as Raymond Gloetzner, manager of the factory at Bridgeport, and a number of men working with him. E. W. Guttenberger, manager of the New York branch, and members of the Okeh Phonograph Corp. staff were also present. James P. Bradt and N. F. Milnor, both widely known to the phonograph industry some years ago, attended as the personal friends of Mr. Sterling.

Otto Heineman, acting as toastmaster, called upon many of the guests, who responded with informal speeches; some humorous, some serious, some recalling the old days of the industry, others commenting upon present developments and all paying their sincere respects to Mr. Sterling, their friend. During the evening a number of well-known Columbia artists entertained the guests with songs and instrumental numbers.

Atwater Kent Buys Estate

PHILADELPHIA, PA., May 4.—A. Atwater Kent, president of the radio manufacturing firm which bears his name, has enlarged his Summer estate at Bar Harbor, Me., according to a recent news dispatch, through the acquisition of the adjoining estate, Brook End, formerly belonging to the late Dr. Robert Abbe, of New York.

"Sonogee" was purchased by Mr. Kent two years ago from Frederick Vanderbilt shortly after the death of Mrs. Vanderbilt. It is said to comprise more than five acres and is one of the show places of Bar Harbor.

Victor Co. Takes Over All the Distributorships in Baltimore Area

Will Establish Own Distributing Organization Covering Maryland, Washington and Richmond—W. M. Mueller Dies—Pollocks Buy Oldewurtel Stock—Other News

BALTIMORE, Md., May 8.—A veritable bombshell struck the local talking machine dealers when circular letters were sent out announcing that effective May 1 the Victor distributorships of Messrs. Cohen & Hughes, of Saratoga, near Howard streets, and Messrs. H. R. Eisenbrandt & Sons, of 215 West Franklin street, have been taken over by the Victor Talking Machine Co. The same action is forecast to take effect by the fifteenth of May with the remaining jobbers of Washington, Baltimore and Richmond. It is learned that the Victor Talking Machine Co. has decided to establish its own subsidiary distributing companies in Maryland, in consequence of which the now existing Victor jobbing houses in these cities have ceased to exist. It is also understood that Mr. Davis, for many years district representative for the Victor Talking Machine Co., will be manager thereof. It might also be mentioned that the equipment, fixtures, leases and stocks of the various jobbers affected will be taken over by the Victor Talking Machine Co. subsidiary in their entirety.

E. F. Droop & Sons Co., of Thirteenth and G streets, Washington, D. C., one of the jobbers affected by this plan, announce that they propose to continue as retail dealers.

Pollocks Buy Oldewurtel Stock

A. & J. Oldewurtel, whose removal from 305 North Howard street, to 316 North Howard street, was announced last month, have sold their stock to Pollocks, the Baltimore division of the Reliable Furniture Stores. This company plans to remodel this building and operate a modern talking machine shop there.

W. M. Mueller Dies

William M. Mueller, prominent talking machine and piano dealer of this city, who operated stores at 506 South Third street, 1438 North Gay street, and 3052 West North avenue, died suddenly at Atlantic City, April 23. Mr. Mueller went to the resort for a rest. He was fifty-one years old. Besides his widow, Mrs. Katharine Kruger Mueller, he is survived by two daughters, Mrs. Francis Schamberger and

Miss Esther Mueller, a son, Anthony H. Mueller, and a brother, Victor Mueller.

Get Publicity by Unusual Method

The Hamilton Co., of 309 North Charles street, in connection with the announcement of the opening of its exclusive Victrola and radio studio, gave away one Victor black label ten-inch record of customer's own selection with every purchase of two or more records and with every sale of an Orthophonic Victrola purchased during the opening week, records to the amount of 5 per cent of the purchases were given away. With every radio purchased the necessary tubes were included without charge. This announcement was productive of extremely good results.

Normal Brunswick Demand

Joseph G. Mullen, sales manager of the Panatrop division of the local branch of the Brunswick Co., states that conditions in this territory are normal at the present time. Dealers are very enthusiastic about the new Brunswick portable and many orders have been received for this instrument.

Mrs. Florence P. Haenle of the record sales promotion department at Chicago, has been assigned to the Baltimore territory for a limited time. She will visit dealers in Maryland, Virginia, Delaware, Pennsylvania, North Carolina and the District of Columbia. Emanuel Kaufman was recently assigned to the Baltimore branch as a member of the record sales staff.

Braiterman-Fedder Co. Busy

Braiterman-Fedder Co., of 414-416 East Pratt street, continue to be jubilant over business conditions. They report an increase for the month of April of approximately 25 per cent over that of last year. To take care of their increasing business, Sol Stein has been added to the sales force. He will cover West Virginia and North Carolina. Mr. Fedder, a member of the above firm, who had just returned from Pittsburgh, was forced to return there in an attempt to placate his dealers for he found that he had greatly oversold their manufacturing capacity on portables. This extremely live

and wide-awake concern has made arrangements with three of the leading department stores of Baltimore to display their wares during "Baltimore Products Week."

Dealers Tie-up With New Radiola

Radio Corp. of America's announcement of its new and improved Radiola 18 was tied up with similar advertisements of most of the dealers. The great difficulty now seems to be to get enough instruments to supply the large demand thus created.

E. B. Shiddell Gets Position in Japan

Columbia Executive Appointed Assistant Managing Director of Nipponophone Co., Japan—Widely Experienced

E. B. Shiddell, for twenty years associated with the Columbia Phonograph Co., New York City, and at present an executive in the General Sales Department, New York City, has been



E. B. Shiddell

appointed assistant to L. H. White, managing director of the Nipponophone Co., Columbia subsidiary in Japan. The appointment, made by Louis Sterling, chairman of Columbia's Board, has just been announced by H. C. Cox, president of Columbia. Mr. and Mrs. Shiddell will sail from San Francisco, June 8, on the President McKinley, of the Dollar Line.

Mr. Shiddell has had a very varied Columbia experience. He started with Columbia's Kansas City branch in 1905, as collector of installment accounts in the retail department, at a time when Columbia had transcontinental stores of its own.

Within seven years Mr. Shiddell passed through all stages of branch experience, including posts as shipping clerk, repair man, retail salesman, traveling salesman and assistant manager. Then in 1913, Columbia sent him to the West Indies, where he built up a wholesale and retail business. Two years later saw him branch manager for Columbia at Dallas, Tex., and after the World War was connected with the Cincinnati branch.

He formed the E. B. Shiddell Co. in Boston, in 1920, for distributing Okeh records in the New England territory. He presently joined the Okeh sales staff as manager of New York distribution, and since 1926 has been in his present Columbia post at 1819 Broadway, New York City.

New Grebe Distributor

A. H. Grebe & Co., Inc., New York radio manufacturers, have announced the appointment of A. K. Sutton, Inc., of No. 33 West First street, Charlotte, N. C., as a distributor for the Grebe line of radio products.



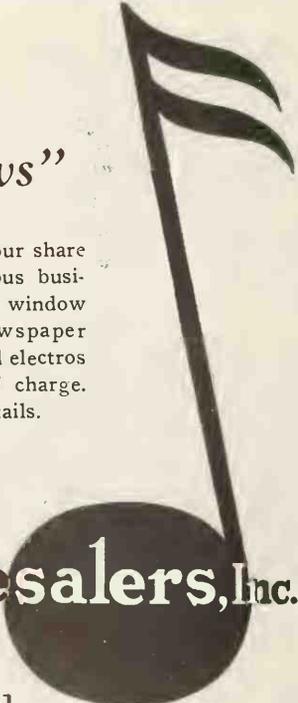
Parts 7 and 8 "Two Black Crows"

Moran and Mack's fourth "Two Black Crows" record is just out. "As good as the first record" is the general verdict. Sales are piling up. Now's the time to stock, display and play it if you want your share of this tremendous business. Special window streamers, newspaper mats, stereos, and electros furnished free of charge. Write us for details.

Do it today.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.



The Newest in Radio

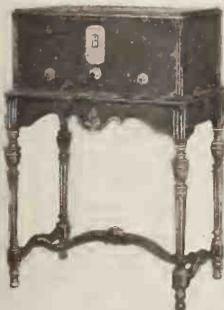
Four New Radio Sets

Grigsby-Grunow Co., Chicago. Model 61, seven-tube, completely shielded receiver, using R. F. L. balanced circuit, consisting of three tuned radio frequency stages, tuned antenna input and audio power amplifier. Two 171



power tubes connected in push-pull in power output stage. Single dial control, supplemented by secondary control for obtaining additional selectivity. Volume control instantaneous in action. Walnut cabinet with front panel of matched burl walnut, complete with Majestic electric power unit. List price \$85.

Model 62. Same receiver and specifications as Model 61. Furnished in



walnut cabinet with front panel of matched burl walnut, complete with Majestic electric power unit. List price \$99.50.

Model 71. Same receiver and specifications as Model 61. Furnished in walnut cabinet, with matched burl



walnut front panels, complete with Majestic electric power unit and Majestic dynamic power speaker. List price \$137.50.

Model 72. Same receiver and specifications as Model 61. Furnished in



walnut cabinet, with front panels and doors of matched burl walnut, complete with Majestic electric power unit and Majestic dynamic power speaker. List price \$167.50.

AC Tube Checker

Sterling Mfg. Co., Cleveland, O. Sterling Junior AC tube checker No. R-514. Operates from 115 volt, 50-60



cycle AC. Designed especially to detect "shorts" and to show where tube is shorted. Locates "shorts" and shows emission in types 226 and 227 AC tubes and 199 and 120 DC tubes. Also detects shorted amplifiers and rectifiers in types 201-A, 300-A, 112, 171 and all rectifier tubes—213, 216-B, 281, 210, 250 and corresponding types, including Raytheon. Size 3 by 3 by 6 inches. Weight 3 1/2 pounds. List price including adapter for 199-120 tubes, \$13.50.

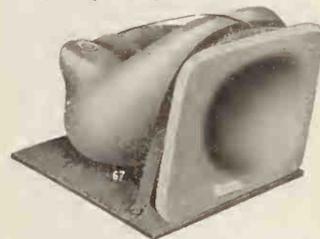
Model R-375 screen-grid pre-amplifier for practically all 6-volt DC sets. Gives amplification of about ten times



that of the 201-A tube. Is connected in ahead of any 6-volt or 4-volt DC receiver, without rebuilding or re-wiring, without changing the tubes, without new batteries or socket power. Is equipped with switch and power cable having marked leads. Is easy to install. Is housed in a two-tone green bronze case. Size 7 1/2 by 4 1/2 by 5 1/2 inches. List price without screen grid tube \$15; Radiotron UX-222 tube \$6.50.

Air Column Speakers

Ultratone Mfg. Co., Chicago. Ultratone air column speaker No. 67, 10 1/2 inches high, 14 1/2 inches wide, 11 1/2 inches deep. Length of air column 48



inches. May be installed in cabinet through use of special mounting board. List price with unit, \$20.

Ultratone No. 8 table speaker, finished in walnut, containing Ultratone exponential air column. Manufacturer claims speaker performs perfectly on entire range of sound from delicate overtones to deep bass notes. List price \$15.



Replacement Tube

Areturus Radio Co., Newark, N. J. Five prong base replacement tube, known as AC 127 for use in receivers requiring a 27 type heater tube, such

as the RCA 227. Quick heating of between six and twelve seconds, superior sensitivity and a life comparable with that of the best DC tube, is claimed. General specifications are: detecting plate potential, 45 volts; heater filament voltage, 2.25; heater filament current, 1 ampere; amplification constant, 9.3; mutual conduct-



ance, 850 ohms; plate impedance, 11,000 ohms. These tubes are most generally used in the detecting circuit of AC receivers, but can be employed throughout the amplifying systems.

Metal Radio Benches

W. H. Howell Co., Geneva, Ill. Metal radio bench, Model 952-K in a beautiful kidney shape, 42 inches long, 18 inches high. The base is finished in black and gold lacquer and the bench is upholstered in a rich figured jac-



quard velour. They are packed three to a case K. D. Tops packed three in a carton. The shipping weight (3) is 150 pounds.

Model 974, 18 1/2 inches high, 24 inches wide. The base is finished in black and gold lacquer, touched with red and green. Upholsteries can be had of either velour,



jacquard or mohair, all available in popular reds or greens. They are packed three to a case K. D. Tops are packed three to a carton. Shipping weight (3) is 150 pounds.

Phonograph Pick-Up

L. S. Gordon Co., Chicago, Ill. Gordon phonograph pick-up, reproducing records electrically through a radio receiver and loud speaker. Practically



the same size as ordinary phonograph sound box which it replaces on the tone arm. May be attached to any tone arm in a few seconds. List price \$12.50.

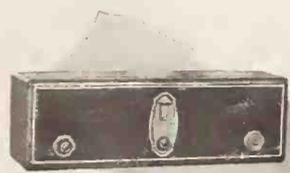
Radio Panel Light

Matchless Electric Co., Chicago, Ill. Light bulb for radio panels of same high quality as LaSalle High-Vacuum

radio tubes made by same firm. Manufactured under license of General Electric Co.'s incandescent lamp patents. Made in standard size and voltage.

AC Receiving Set

Radio Corp. of America, New York City. RCA Radiola 18, designed to supersede Radiola 17. Entirely self-contained and compact, requires no batteries or external radio power units, and operates from AC light socket, with simplified precision tuning, finely balanced sensitivity and selectivity. An improved form of RCA



tuned radio frequency circuit is employed, comprising three stages of radio frequency amplification, detector and two stages of audio frequency amplification. Four AC Radiotrons UX-226, one UX-227, and a power amplifier UX-171A are used, as well as a rectifying UX-280 for supplying plate voltages. One dial control, with concealed lamp illuminating the dial face and indicating when the set is turned on. Cabinet executed in mahogany with a walnut finish.

Speaker Extension Cord

Belden Mfg. Co., Chicago, Ill. A 50-foot loud speaker extension cord, consisting of two rubber-insulated conductors inside a brown cotton braid.



is equipped with pin tip terminals on each end. A bulkite connector is provided for connecting to speaker cord terminals. The rubber insulation prevents leakage in the long cord.

Radio Amplifiers

Sylvania Products Co., Emporium, Pa. Sylvania SX-222 shielded grid amplifier intended for use primarily as a radio frequency amplifier. Grid is shielded from the plate, preventing capacity feed back between these elements and permitting a high amplification per stage in properly designed sets. Filament voltage 3.3, filament current 0.132, plate voltage (max.) 180, negative grid base (volts) 1.5, amplification constant 300, plate impedance (ohms) 850,000, mutual conductance 350. List price \$6.50.

Sylvania SX-250 power amplifier, capable of delivering over three times



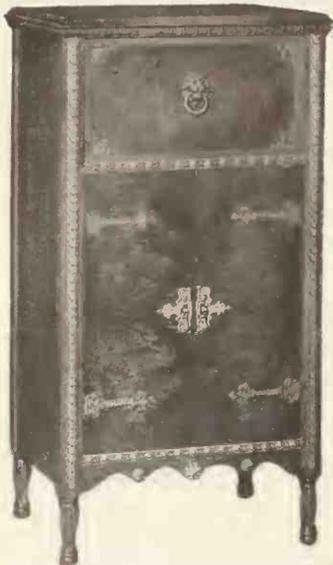
as much undistorted energy as the SX-210 and although it is larger in size than the SX-210, its base is identical. Filament voltage 7.5, filament current 1.25, plate voltage (max.) 450, negative grid bias (volts) 45-54, amplification constant 3.5, plate impedance (ohms) 1,800, mutual conductance 2,100. List price \$12.

(Continued on page 90)

The Newest in Radio

Radio Cabinets

Aston Cabinet Manufacturers, Chicago, Ill. Radio cabinet No. 202, built of five-ply walnut with face of matched butt walnut, one hundred per cent figure. Antique copper trimmings. Finish is satin lacquer, interior grille polychromed. Cabinet size 42 1/4 inches



high, 22 3/4 inches wide, 17 1/2 inches deep. Mounting panel 9 inches high, 18 1/2 inches wide. Contains battery compartment and accommodates any standard horn or speaker. List price \$82.50.

Radio cabinet Model No. 205, five-ply walnut throughout, face of matched butt walnut, one hundred per cent figure. Imported marquetry inlay on



upper and lower doors. Ornamental pulls. Finished in lacquer satin with interior grille polychromed. Height 43 inches, depth 19 1/2 inches, width 31 inches. Mounting panel, height 9 1/2 inches, width 25 inches. Contains battery compartment and accommodates any standard horn or speaker. List price \$120.

Voltage Regulator

R-B-M Manufacturing Co., Logansport, Ind. Voltage regulator for AC



receivers, controlling both high and low voltage variations and delivering 110 volts to the receiver when the voltage is between 90 and 130. When properly installed, and installation is simple, it requires no further adjustment. List price, \$10.

Output Transformer

Acme Electric & Mfg. Co., Cleveland, O. Output transformer and filter control, arranged compactly in one case. When connected between the radio set and speaker this unit prevents an overload of direct current from ruining the speaker, and also permits close adjustment of speaker diaphragm.



Volume and tone quality can be adjusted to meet requirements of set owner. Is easily attached, can be left connected permanently and requires no servicing.

Seven-Tube AC Set

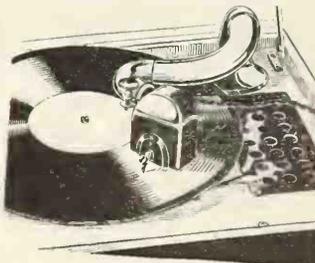
Bush & Lane Piano Co., Holland, Mich. Model 2, seven-tube AC radio receiver using one UX-227 tube, four UX-226 tubes, two UX-171 power tubes and a UX-280 rectifying tube. Metal



cabinet to match any walnut setting, 17 1/2 inches long, 7 1/2 inches high, 8 inches deep. Three stages of radio frequency, detector and two stages of audio. List price \$110 without tubes. Same receiver furnished in console model, list price \$160. Other models ranging in price from \$110 to \$450.

Phonograph Pick-Up

Paecnt Electric Co., New York City. Model 105-A Phonovox, a new magnetic phonograph pick-up, complete with balanced tone arm, mounting support and volume control. Is announced



as 30 per cent more efficient in coverage of musical range than the original Paecnt design. Equipped with new form of needle holder which takes either fibre or steel needles. List price, complete with tone arm, extension cord and volume control, \$15.

Radio Receiving Set

Tyrman Electric Corp., Chicago, New Tyrman "30" five-tube "All-Purpose" radio receiver, tuned radio frequency circuit, using two Shieldplate tubes and three UX-199 tubes. Three 1 1/2 volt "A" batteries, two 45 volt "B" batteries and one 4 1/2 volt "C" bat-

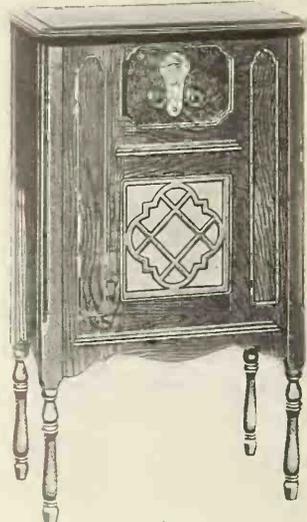


tery supply the necessary voltages. Finished in two-tone dark brown shark grain leatherette with American walnut panel and antique brass hardware. Loop aerial concealed in door swinging at 270 degrees radius with 20 kilocycle tuning separation. Two dial control with port dial read-

ings, one volume control. Equipped with Utah unit, air column speaker. List price \$64.50 without tubes and batteries.

Single Control Set

Bremer-Tully Mfg. Co., Chicago, Ill. Radio receiver, model "6-40." Is strictly single control, drum being indexed for direct reading, and illuminated by a shaded pilot light. An adjustable antenna compensator, which enables the operator to adjust the set to suit his particular antenna conditions and personal preference, make the receiver extremely sensitive. The



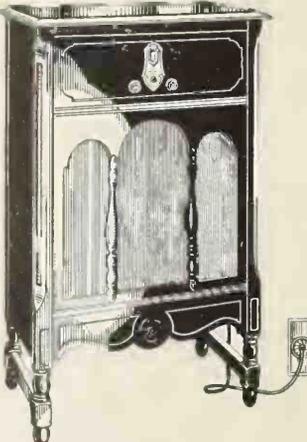
receiver is available in three cabinet styles: Model "R" with rounded corners and mahogany finish, set off by decorative overlay of darker finish on each side of center panel; Model "S" of walnut with projecting base and



top, and Model "C," a walnut console with built-in speaker. Overall dimensions of "R" and "S" are identical, 19 inches wide, 10 inches high, 10 1/2 inches deep. Retail price of either \$130, less tubes. Model "C" measures 40 5/16 inches high, 22 1/2 inches wide and 12 1/2 inches deep. Retail at \$190, less tubes.

AC Receiver

De Forest-Crosley, Ltd., Toronto, Canada. AC console 6-tube radio receiver, operating on any 25- or 60-cycle current supply. Employs neodymne circuit and has single dial control with



illuminated dial. A voltage meter is easily accessible and governs all voltages and takes care of all line fluctuation. Cabinet of new design by

McLagan. List price \$285, complete with tubes.

AC Receiver

Apex Electric Mfg. Co., Chicago Division U. S. Electric Corp., 1928 Model 36, six-tube neodymne AC receiver, single dial control, illuminated dial, walnut finish metal cabinet. Weight thirty-one pounds, 17 1/2 inches wide, 7 inches high, 12 inches deep. Self-con-



tained with highly perfected power-pack, one rectifier, (UX-280). List price \$85.00, without tubes.

Metal Console Table

Robert Findlay Mfg. Co., Inc., Brooklyn, N. Y. Model No. 18-100-A with No. 100A speaker unit. Designed exclusively for RCA No. 18 AC Receiving set and No. 100A speaker. Finished in antique walnut and gold to match set. Lower shelf can be used



for books or other similar purposes. Speaker unit completely enclosed protecting mechanism from dust or dirt. Shipping weight 42 pounds. Height overall 36 inches. Also produce similar type tables to accommodate Atwater Kent, Crosley and Kolster sets.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for March—General Increase Over the Year Previous

Washington, D. C., May 10.—In the summary of exports and imports of the Commerce of the United States for the month of March, 1928, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during March, 1928, amounted in value to \$44,229, as compared with \$40,256 worth which were imported during the same period of 1927. The three months' total ended March, 1928, showed importations valued at \$109,109; in the same period of 1927, \$144,626, a substantial decrease. Talking machines to the number of 11,788, valued at \$481,970, were exported in March, 1928, as compared with 11,001 talking machines valued at \$506,828, sent abroad in the same period of 1927. The three months' total showed that we exported 33,362 talking machines, valued at \$1,434,550, as against 31,044 talking machines, valued at \$1,080,803, in 1927.

The total exports of records and supplies for March, 1927, were valued at \$392,917, as compared with \$253,000 in March, 1928. The three months ending March, 1928, show records and accessories exported, valued at \$893,159, as compared with \$633,984 in 1927.

The countries to which these machines were sent during March, and their values, were as follows: Europe, \$17,092; Canada, \$13,104; Central America, \$34,201; Mexico, \$44,980; Cuba, \$50,005; Argentina, \$31,593; Brazil, \$31,511; Chile, \$9,451; Columbia, \$58,530; Peru, \$7,390; other South America, \$75,587; British India, \$238; China, Hong Kong and Kwantung, \$14,928; Philippine Islands, \$9,291; Australia, \$16,884; New Zealand, \$1,291; British South Africa, \$2,225; other countries, \$33,570.

Phonograph Manufacturers Will Exhibit at Coast Music Pageant

Approximately 180 Feet of Plaza and Store Space Contracted for by Phonograph Makers at International Pageant of Music to Be Held June 18 to 30

LOS ANGELES, CAL., May 5.—The International Pageant of Music and Exposition, being held in Los Angeles, June 18th to 30th, promises to be well represented from a phonograph display point of view. Approximately one hundred and eighty feet of store and plaza frontage has been contracted for by phonograph manufacturers and, in one instance, by a phonograph jobber. These will be housed in artistic and gorgeous splendor, including a dazzling East India architectural front for the Victor Talking Machine Co. with interiors decorated in futuristic fashion harmonizing with that made familiar in the Victor Co.'s special circulars and hangers. The Brunswick Co. has chosen a most colorful design in Egyptian decoration and architecture and—as in the case of the Victor display—a stage for pageantry and tableaux is artfully built in the design from which, when a least suspected curtain arises, some of the musical attractions will be given. Thomas A. Edison, Inc., is housed in Italian buildings adjoining that of the Pacific Wholesale, Inc., with Okeh records. It would be difficult to describe the beauty and attractiveness of these examples of Italian architecture from which no details have been omitted with their dainty balconies, red tiled roofs and rose vine adorned walls. The Allen portable is also shown with Italian settings. The Caswell and other portables have selected the plaza booths.

In connection with the International Pageant of Music, a most interesting contest is taking place which is receiving a great deal of publicity through the newspapers and also by means of special window displays in various music stores. This contest, in which hundreds of girls between the ages of fifteen and thirty-five are entering, is for the choice of one who will be sent for a trip around the World. She will be chosen by very competent judges for her grace, intelligence and beauty—but emphasis is laid on the fact that it is not a beauty contest only. A contest over radio was recently held for a suitable name for this Southern California Ambassador, the person suggesting the best name—in the opinion of the judges—receiving a prize of fifty dollars (\$50.00). The winning name was "Southern California's Joan of Arc." The lady who wins this title will not only be awarded an extended trip around the World, but she will be supplied with a complete wardrobe, together with a liberal allowance of spending money and she will be accompanied by a chaperone. Chambers of Commerce and public bodies in various foreign cities will receive her and it is anticipated that she will not only be a bearer of greetings from Southern California, Los Angeles and from the dealers and manufacturers sending her, but will also be an Ambassador of Good Will from the American people as a whole.

Convention Assured Big Crowd

Cards are being received at convention headquarters from music dealers in cities and towns scattered all over the eleven Western States notifying the committee of their intentions to be present at the Western Music Trades Convention, Los Angeles, June 26th, 27th, 28th and 29th. The convention will take place at the Ambassador Hotel, which stands in the center of twenty-two acres and is situated but ten minutes' ride from the center of downtown.

C. H. Mansfield in New Post

C. H. Mansfield, well-known phonograph and radio sales manager, has joined the Platt Music Co., receiving the appointment of associate general sales manager with Edwin Lester, who has held the position alone for some time. Mr.

Mansfield, whose articles on sales management have appeared in The Talking Machine World, has an enviable reputation for success in obtaining the best results from salesmen and in planning carefully laid out sales campaigns.

E. L. Hayes to Manage Fitzgerald Sales

Edward L. Hayes has been appointed sales manager of the phonograph and radio departments of the Fitzgerald Music Co., succeeding C. H. Mansfield, who recently resigned. Mr. Hayes has had a varied experience in phonographs and radios and was for some time in charge of the phonograph and radio department of Bullock's Department Store. Later he was engaged in the wholesale radio department as

a salesman for Ray Thomas, Inc., Atwater Kent distributor in Southern California. Recently he was in the phonograph and radio sales department of the Birkel Music Co.

H. J. Zeusler in Town

H. J. Zeusler, Pacific Coast manager of Thomas A. Edison, Inc., spent a few days in Los Angeles last month. Mr. Zeusler arranged details for exhibition of Edisons at the International Pageant of Music and Exposition, at the same time reserving hotel accommodations for himself at the Ambassador Hotel during the Western Music Trades Convention and also tentative reservations for Charles Edison and Arthur Walsh, who, it is hoped, will attend.

Enjoyed Prosperous Year

The European Phonograph Co., Inc., New York City, recently concluded its second year of occupancy at 1493 First avenue and reports that business during that period has been most satisfactory.

The new

Stevens Speakers

are ready

Richer in tone—greater in volume, and a model to meet every important price demand. Each speaker equipped with a new perfected unit to handle power amplification of the most powerful A. C. Sets

Gothic Wood Cabinet Model	\$25.00
Modern—Futuristic Cabinet Model	35.00
Standard Cone Model, with "Golden Chime"	18.50
DeLuxe Cone Model, with "Golden Chime"	25.00

Stevens Manufacturing Corporation

SUCCESSORS TO STEVENS & CO., INC., STEVENS BUILDING

46-48 East Houston Street
New York City

Lektophone Licenses Granted to 13 Firms

Extends Licensing Policy—Patents Available to All Major Radio Manufacturers in the United States

The Lektophone Corp., according to a recent announcement, has extended its original policy of licensing and hereafter will make Lektophone patents available to all major radio manufacturers in the United States who can come up to the company's standard. The Lektophone Corp. is said to own and control the basic patents and improvements on controlled edge cone speakers.

The Victor Talking Machine Co., Brunswick-Balke-Collender Co. and Columbia Phonograph Co. use speakers licensed under Lektophone patents covering the employment of the Hopkins and Lektophone principles at the present time, the announcement states, and the following manufacturers have been licensed to build radio speakers and speaker chassis employing Lektophone patents: American Bosch Magneto Corp., Amplion Corp. of America, Brandes Products Corp., Farrand Mfg. Co., Marcus C. Hopkins, O'Neil Radio Corp., Pathe Phonograph & Radio Corp., Radio Corp. of America, Radio Foundation, Inc., Stromberg Carlson Radio Corp. and Utah Radio Products Co.

Because of the increasing demand of the trade for controlled edge speakers, application of the basic Lektophone principle of control is said to have been considerably widened in scope, and it is expected that the corporation will extend licenses to all principal manufacturers of cone speakers under the new policy.

Business Is Brisk in Indianapolis Field

INDIANAPOLIS, IND., May 8.—"Record sales are exceptional, while the sale of phonographs is temporarily slow," Ira C. Williams, of the record and phonograph department at the New York store, declared. "The trade is entering on a period now when general business is inclined to be slow because of the readjustment that takes place at this period of the year," Mr. Williams said. He believes, however, that there

will be a reaction and looks for business to take a leap upward soon.

Mr. McRae, in charge of the record and phonograph sales at the L. S. Ayers Co., is extremely pleased at the record sales. "Sales in this department are much ahead of last year, with vocal numbers leading the sales at the present time," Mr. McRae said.

C. P. Herdman, of the Baldwin Piano Co., reports business as on a par with last year. Especially in the record department have sales been exceptional. "We are extremely happy over our record business," he reports.

"Business in records is going remarkably well," according to Miss Blanche Mitchell, in charge of this department at the Pearson Piano Co. Victrola sales have been fair, with a slight increase in the sale of portables, which Miss Mitchell attributes to the opening of the boating and camping season.

All dealers are of the opinion that because so many events of national interest will be broadcast sales in this line should take a leap upward. This conclusion seems feasible in view of the fact that the proposed heavyweight world's championship fight as well as the annual 500-mile automobile races will be broadcast. These, taken together with the regular feature of baseball games, the national political conventions, the Kentucky Derby and several other events which form a program that has a range of interest should be of material benefit to the radio dealer in his sales.

Max Targ Visits New York

Max Targ, head of the well-known house of Targ & Dinner, Chicago, Ill., was a visitor to New York this week prior to sailing to Europe on Saturday, May 5, accompanied by Mrs. Targ. While in the East Mr. Targ called upon Andy Frangipane, head of Andrew P. Frangipane & Co., Lyndhurst, N. J., one of his very old friends and whose products his company distributes in Chicago territory.

Organize Bowling Teams

Good-natured rivalry has been engendered within the organization of A. H. Grebe & Co., Inc., New York City, manufacturers of the Grebe Synchrophase receiving set. Bowling teams have been organized at both the executive offices and factory at Richmond Hill and the fight is on to the finish.

Announces Gordon "Compact" Model

Motor-Driven Instrument Has Many Features—Excellent for Apartments and for Use in Summer Homes

Having completed an extensive investigation which disclosed a trend towards smaller sized phonographs for apartments, and for use in



Leslie S. Gordon

Summer homes, the L. S. Gordon Co., Chicago, has perfected and announced its Compact. As the name indicates, the Compact is a small-sized talking machine in the usual carrying case, which is original in that its turntable is motor driven by the same improved Johnson-Gordon motor, already in use in larger and costlier machines, as well as in radio-phonograph combinations.

"It is a remarkable fact," stated Leslie S. Gordon, head of the company, "that in a recent



New Gordon "Compact" Portable issue of a trade publication eleven manufacturers advertised twenty-six different portable models all of the hand-winding type."

Those who have seen the Compact and heard how quietly its motor operates on either AC or DC current are enthusiastic about the sales possibilities of the new instrument. It is predicted that the machine will not only have the appeal of all portables, but will be especially attractive to the radio-set owner who is looking for a phonograph to use in connection with a pick-up and his radio receiver.

As was recently announced the national sales agents for the Compact, Gordon pick-up and the improved Johnson-Gordon motor, are Studner Bros., Inc., of 67 West Forty-fourth street, New York City, with a branch office at 28 West Jackson boulevard, Chicago.

B.M.S. HOME BROADCASTER



fool your friends—

be your own broadcaster

This is the product—judge its sales merits yourself:—

An adapter plug that slips into the detector tube socket of any radio set, with a long extension cord that reaches into another room or closet, where you talk into a microphone and broadcast via the loudspeaker. Get some friends together, tune in on your favorite station, ease out of the room, to the Broadcaster microphone, and at an opportune moment, simply press the switch button, automatically cutting off radio reception—and make a station announcement from Paris or Shanghai, give a wrong time signal, make some intimate remarks about your friends—say anything! Then release the button and let the program continue. *It fools everybody!*

and sells in a steady stream wherever it is displayed

Type UX, for sets using 4-prong Detector Tubes.

The Home Broadcaster can be left permanently connected to the set as it will not interfere with radio reception. It is absolutely noiseless and will give clear and undistorted reproduction. It is small, light and compact and can be easily slipped into the pocket to be taken to a party. It is unnecessary to change any of the set wiring or make changes in the battery connections. Write for descriptive circular.

Type AC, for sets using 5-prong Detector Tubes.

List Price \$7.50 Complete

BROOKLYN METAL STAMPING CORP.
720 Atlantic Ave. Brooklyn, N. Y.

See our exhibit at Chicago Trade Show, Booth 146

Making a New Coin-Operated Phonograph

Capitol Piano Co. Introduces Electrical Instrument Housed in Attractive Console Cabinet—Plays Twelve Records

A new coin-operated electrical phonograph, embodying many distinctive patented features, has been announced to the trade by the Capitol



New Coin-operated Phonograph
Piano Co., New York City. This new instrument, illustrated herewith and advertised elsewhere in this issue of "The World," is housed in an attractive console cabinet and plays twelve records consecutively.

One of its features is its ability to select or repeat any record at will. The manufacturers claim that another patented feature makes it possible to play a thousand records without the necessity of changing needles. Samuel Kresberg, president of the Capitol Piano Co., states that due to the remarkable musical tone of this new phonograph and its many unique points, it will be in great demand in confectionery stores, drug stores, clubs, restaurants, tea rooms, etc. The instrument is said to be of simple though efficient construction and requires a minimum of attention and no adjustments, important features.

The Capitol Piano Co. is one of the foremost manufacturers and operators of nickel-in-the-slot pianos and musical instruments. William A. Goetz, secretary of the company, was for many years sales manager of the Wurlitzer Co., New York, and is thoroughly familiar with the requirements of the coin-operated business. This new product, which is being marketed after many years of research and experimentation, according to Mr. Goetz, is confidently expected to become most popular because of its ease of operation and maintenance.

A. K. Radio Hour Opens Music Week

The fifth annual observance of National Music Week was held last week, May 6 to 12, and was participated in by cities, towns and villages to the number of 2,000. Several governors issued proclamations endorsing the Music Week celebrations and in many States governmental departments took an active part in the festivities. Other organizations which took a major part in fostering the Music Week celebrations include the State Federations of Women's Clubs and Federations of Music Clubs, State Parent-Teacher Associations and the D. A. R.

The Atwater Kent Radio Hour on Sunday, May 6, broadcast over a wide network of sta-

tions, was again the official opening of radio's part in the week's observance. Eleven famous artists broadcast, including Anna Case, Maria Kurenko, Kathryn Meisel, William Simmons, Charles Hackett, Toscha Seidel, Richard Bonelli, Allen McQuahae, Agnes Davis, Graham McNamee and Wilbur Evans. During this hour C. M. Tremaine, secretary of the National Music Week Committee, spoke briefly, telling of the aims and far-reaching results of National Music Week. A. Atwater Kent also spoke, touching on the importance of the event and his happiness in being present and in having a share in promoting the cause of music.

R. B. Miller Elected Secretary of Assn.

SAN FRANCISCO, CAL., May 3.—At a recent meeting of the board of directors of the Music Trades Association of Northern California, R. B. Miller, of the Wiley B. Allen Co., was elected secretary of the Association. Mr. Miller has been associated with the Wiley B. Allen Co. for the past twenty-four years and has been secretary of the company since 1923. Since the sale of the Wiley B. Allen Co. business in Northern California to Sherman, Clay & Co., Mr. Miller has been closely occupied in settling up the many details connected with the transfer. He has also spent considerable time in connection with the sale of the branch at Los Angeles and in closing up the San Diego store.

The Music Trades Association of Northern California anticipates a very active year, and in assuming the office of secretary Mr. Miller's long and intimate association with the music business ably equips him to assist in the solution of the many matters vital to the trade which undoubtedly will present themselves in the coming year.

Making Important Tests

More than 70 models of a single type pick-up may be seen in the laboratory of the Pacent Electric Co., New York, manufacturer of the Pacent Phonovox and tone arm, a magnetic phonograph pick-up. These models were built for the purpose of testing the effect of different weights applied to records in relation to the result upon reproduction secured with a good radio amplifier. To go with these pick-ups in experimental work various types of counter balance tone arms have been necessary, according to Pacent officials, and more than a dozen have been tested extensively with different weights of pick-ups with a view to perfecting the quality of reproduction.

An interesting announcement made by the Pacent Co. recently is that their new Phonovox model is equipped to take either fiber or steel needles. The use of the former is said to eliminate needle scratch, increase volume and tone range and render music softer and better.

Bush & Lane to Exhibit Line

Bush & Lane Piano Co., Holland, Mich., will exhibit the pianos, radio receivers and phonographs manufactured by the company in the Hotel Commodore, New York City, at the Music Industries Chamber of Commerce Convention in June. Chester L. Beach, president, treasurer and sales manager; E. P. Stephan, general manager, and William B. Tunstall, New England and New York City representative; A. W. Holdgate, South Atlantic States representative, and Frank D. Van Nostrand, export manager, will be in attendance.

The Wonder Radio Sales Co., Chicago, Ill., recently moved to new and larger quarters at 3148-50 Irving Park boulevard. A musical department will be installed shortly with the Victor Orthophonic line as leader.

Permanent popularity is assured for this popular priced combination

Red Lion Cabinet

with

The NEW
Atwater Kent
Model 37 A. C.



ITS pleasing performance as a radio and its pleasing effect as a beautiful piece of furniture have caught the public fancy. The unusual demand from all parts of the country for this popular priced combination is proof positive of its popularity.

Your Atwater Kent distributor can supply you with a complete line of Red Lion Cabinets in desk, console and chest types for the new Atwater Kent Model 37 A. C. Radio. And, of course, you can also get the regular line of cabinets for Atwater Kent models 35, 30, 33.

Shown above is one of these ideal Red Lion-Atwater Kent Combinations—which supplies cabinet, A. C. set and built-in speaker to retail at \$133.

Complete information about all models sent on request

Red Lion Cabinet Co.

Red Lion, Pa.



Columbia Viva-tonal and Kolster Radio Combination Announced

Instrument Is Completely Electrical and Self-contained—Special Pass Switch Provides for Isolation of Phonograph or Radio When Other Is in Operation

The Columbia Phonograph Co., New York City, recently introduced to the trade the long-awaited Columbia Electric Viva-tonal and Kolster radio combination. The instrument is completely electrical and completely self-contained. When plugged into the house current,

fifteen records, is equipped with numerically arranged indices.

The cabinet is artistic in design, of walnut veneer, shaded toned and high lighted, and is a piece of fine furniture which will harmonize with the surroundings of any home, in addition



Columbia Electric Viva-tonal and Kolster Radio Combination

it is ready to play, to reproduce music, on records or on the air, exactly "like life itself."

The Columbia Electric Viva-tonal and Kolster radio combination plays any standard record. The changes in volume have no effect upon the quality of reproduction. The radio receiver is a six-tube unit, and has a single dial control. It offers unusual selectivity and splendid range, combined with great volume and purity of tone. An ingenious device adapts it to different lengths of antenna.

A radio-phonograph pass-switch of special Columbia design provides for complete isolation of phonograph or radio when the other is in operation. While in use as a phonograph, the radio tubes are extinguished, thus effecting a real economy in the life of these tubes. Three other tubes are provided for the operation of the electrified phonograph. Cunningham tubes are supplied with the instrument as part of its equipment.

Typical, too, of the care taken to make this instrument the last word in practicability are the tilting-type record bins which are a patented Columbia feature. Each bin, with a capacity of

to housing musical instruments of the highest standard.

The Columbia Electric Viva-tonal and Kolster radio combination is the result of the combined efforts of two great companies: the Columbia Phonograph Co., maker of Viva-tonal Columbia phonographs, electrically recorded Columbia New Process records and kindred products, and the Kolster Radio Corp., manufacturer of Kolster radio receivers.

Milwaukee Dealers Make Tie-up Displays

MILWAUKEE, Wis., May 5.—The twelfth annual convention of the Wisconsin Federation of Music Clubs afforded local dealers with a splendid opportunity to tie up with the activities of this group of music enthusiasts. The J. B. Bradford Piano Co., the Edmund Gram Music House, the Flanner-Hafsoos Music House, Inc., and the William A. Kaun Music Co. all featured exhibits of musical instruments of all

kinds, musical merchandise and sheet music in a special display room at the Hotel Pfister.

About 250 teachers attended the Wisconsin Music Teachers' Association's nineteenth annual convention in Milwaukee from April 24 to 26. The teachers were welcomed by Mayor Daniel W. Hoan and the annual convention address was made by Theodore Winkler, Sheboygan, president of the Association.

A high school band is being organized at Florence, Wis., with Herman W. Ohlsen of Iron Mountain, Mich., as director. There will be approximately thirty members.

Kolster Radio Sales Conclave in Newark

District Representatives and Field Men From All Parts of the United States and Canada Present at Meetings

District representatives and field men from all sections of the United States and Canada attended the Kolster radio sales convention, held at the Newark Athletic Club, on April 16, 17, 18 and 19. Approximately forty-five members of the Kolster sales organization attended the various meetings under the chairmanship and guidance of Major Herbert H. Frost, vice-president in charge of merchandising of the Kolster Radio Corp.

Major Frost and H. A. Hutchins, assistant manager of the merchandising division, addressed the gathering and discussed sales and merchandising plans which were enthusiastically received. Philip V. D. Stern, advertising manager, and John D. Cole, of Hanff-Metzger, Inc., advertising agency for Kolster Radio, described the well-rounded national advertising campaign now under way. Each district representative was called upon to give a bird's-eye view of sales and merchandising conditions in his territory.

J. B. Byers, general manager, and J. Bacon Brodie, sales manager, represented Canadian Brandes, Ltd. The following district representatives were also in attendance: W. F. McAuliffe, San Francisco; R. G. Musgrave, Los Angeles; F. H. Barstow, Portland, Ore.; W. J. Thimm, Kansas City; J. C. Stanley, Minneapolis; J. J. Reilly, Chicago; J. J. Hines, Atlanta, Ga.; William Eaton, Washington, D. C.; O. S. Larsen, Philadelphia; William Herrickson, of Boston, and A. G. Nordholm, from the New York territory.

George Coby, CeCo Head, Goes Abroad

President of C. E. Mfg. Co. to Make Extended Tour of Europe in Interest of Radio Tube Development

PROVIDENCE, R. I., May 7.—George Coby, president of the C. E. Mfg. Co., of this city, manufacturer of CeCo radio tubes, sailed on the "Leviathan" on Saturday for an extended tour of Europe in the interest of television radio tube development and general research of advanced technique in radio tube manufacture.

England, France, Germany, Italy, Austria, Poland and Russia will be included in Mr. Coby's itinerary. Much credit is due Mr. Coby and his associates, Messrs. Egnatoff, treasurer; Cepek, secretary, and Kauer, vice-president, for the steady and rapid advancement of this company. Under their leadership it became necessary to recently open CeCo plant No. 2 to take care of production. Even at this ordinarily quiet time of the year it is reported that thousands of tubes are being shipped daily from the CeCo plant. The C. E. Mfg. Co. has engaged large space at the Trade Show in Chicago, where it will display the entire line of CeCo tubes.

Beginning May 15th

All communications for CLAYTON IRWIN, Jr., General Manager of the R. M. A. Trade Show should be addressed to the Stevens Hotel, Chicago, where Mr. Irwin and his organization will be located up to and including the show period.

Sonora's Plans for New Products

Some of New Products Will Be Shown at New York and Chicago Offices During the Week of Music Convention

Some of the new products of the Sonora Phonograph Company, Inc. will be shown at the New York and Chicago offices of the company during the week of the New York Music Convention, June 4 to 8.

Finished products will not be in production for some months. In the new line there will be all the latest developments in modern circuit construction.

In view of the present developments the Sonora Company will not exhibit at the Radio Trade Show in Chicago in June but will occupy space in both the Chicago and New York public shows in September. The complete line will be presented to the trade and to the public at the same time.

Since the organization of the new Sonora Company and the Acoustic Products Company a few months ago rapid progress has been made. However, the time has been too short to allow the completion of the entire range in time for the Trade Show.

Many refinements in the development of the new line assure Sonora of having highly unusual products and this will be taken advantage of and capitalized to the fullest extent.

Sales of the present Sonora radio sets are extremely good. These sets will continue to be available. For a company still in its first year of new business operation the present volume of sales reflects favorably the enthusiasm of the Sonora dealers.

Sonora Announces Distributing Policy

Under New Policy Company Will Direct Distribution in Major Cities Through Own Branches—Six Jobbers Retained

The Sonora Phonograph Company, Inc., recently put in effect its new policy of directing distribution to the trade in major cities through its own branches.

The new arrangement places Sonora sales in the mid-west area under the supervision of Harry B. Bibb, Mid-west sales manager, and operations will be conducted from the Sonora branch at 64 East Jackson boulevard, Chicago. New England sales are under the supervision of the sales manager of that territory, H. L. Spencer, with headquarters at Boston. The Eastern territory is in the hands of H. B. Haring, with headquarters at the home office of the Sonora Phonograph Co., Inc., at 50 West Fifty-seventh street, New York City. The western territory has as its sales manager, H. E. Gardner with headquarters at San Francisco.

Six distributors have been retained and will continue to function as before. These are: Belmont Corp. covering Minnesota, North and South Dakota, Montana with the exception of Beaverhead County, and eleven counties in Nebraska. The Belmont office is at Minneapolis. Moore, Bird & Co. of Denver will cover Colorado, most of Wyoming and western Nebraska. Ozark Motor Supply Co. of Springfield, Mo., will cover eastern Missouri and southern Illinois. H. C. Schultz, Inc. of Detroit will cover Michigan, except the upper peninsula, and northern Ohio, Strevell-Patterson Hardware Co. of Salt Lake City will cover Utah, northern Idaho, Beaverhead County in Montana, and northern Nevada.

The Anchor Radio Co., of Dallas, Tex., was recently incorporated with a capital stock of \$5,000.

Have You Any of These Radios or Radio Phonographs in Stock?

RADIOLA No. 20 Models:

7-1 Victor
7-3 Victor
7-30 Victor
Alhambra-I Victor
Radiola No. 20 RCA

RADIOLA No. 25 Models:

7-2 Victor
9-1 Victor
Alhambra-II Victor
Florenza Victor
Radiola No. 25 RCA
Cordova-6 (Brunswick)

RADIOLA No. 28 Models:

VV 9-15 Victor
Borgia-1 Victor
Radiola No. 28 RCA
Cordova-8 (Brunswick)

RADIOLA No. 16 Models:

7-10 Victor
Radiola No. 16 RCA

RADIOLA No. 17 Models:

7-25 Victor
Radiola No. 17 RCA

RADIOLA No. 25

RADIOLA No. 28

RADIOLA No. 15

FADA

STROMBERG-CARLSON

KOLSTER

ATWATER KENT

SONORA

*You can turn them into cash
immediately and at a real profit, too!*

Many dealers are successful in converting these radios and radio phonographs into A. C. power amplified electrics and are selling them at a real profit. With the sensational invention—POWERIZER—thousands of these now obsolete models have been transformed into DeLuxe power amplified A. C. electrics. The improvement in tone quality is amazing. Power amplification brings out those rich, deep tones just the same as the \$800 to \$1,000 sets—for the Powerizer is the same tone and power plants used in the most expensive sets. It is easy to change these sets over, too; for the Powerizer comes complete with Harness and Adapters.

RCA dealers have already powerized over 6,500 Radiola 25s and 28s.

While Stromberg-Carlsons, Atwater Kents, Sonoras, Kolsters, etc., have been Powerized by thousands in most every important city in the country.

Write for Bulletin T-M-1—it will tell you how to turn into cash at once all your battery-operated radio and radio phonograph combinations.

RADIO RECEPTOR COMPANY 106 Seventh Ave. NEW YORK CITY

Licensed by Radio Corporation of America and Associated Companies



POWERIZER—The Powerizer that gives power amplification—the finest tone quality in radio—uses all A. C. Tubes, including UX-210, the Rolls-Royce Tone Tubes. General model for all standard sets—with Harness - - - - - \$60.00
Model for Radiola 20 - - - - - \$59.00

Special Powerizer and Power Pack, designed exclusively for Radiola 25 and 28 - - - - - \$84.00
The D. C. Tube Powerizer for Radiola 26, semi-portable Super-Heterodyne 812, Radiola and other Victor and Brunswick Combinations, using UX-199. - - - - - \$80.00

Visit of Metropolitan Opera Co. Stimulates Trade in Cleveland

Record Sales Greatly Increased by Appearances of Operatic Stars—Dealers Use Newspapers and Displays to Effect Tie-ups—Appointed Okeh Distributor

CLEVELAND, O., May 8.—Business was helped considerably through the celebration of Music Week and also the visit of the Metropolitan Grand Opera Company. It was one of the best weeks for records that the trade has experienced in a considerable time and the majority of those sold were of the operas presented by the Metropolitan Company. Some very fine window displays of records and albums were shown by the various music houses and quite a lot of newspaper advertising was also done. The newspapers also devoted considerable space to calling attention to music week which all helped boost business along.

R. A. Lewis has been appointed manager of the Cleveland branch of the Detroit Electric Co. The Detroit Electric Co. distributes Grebe receivers and accessories exclusively, the Cleveland branch having been established last year to take care of Grebe trade in this territory.

The H. Lesser Co. moved into its new home during the month at 514 Prospect avenue. Two entire floors are devoted to the display of nationally known radio sets and accessories. A feature of the new store is the number of demonstration rooms it has, each containing sets hooked up ready for operation. H. Lesser, president of the company, is one of the most progressive radio dealers in Cleveland and has won popular approval by his broadcasting of baseball games, play by play, through station WJAY.

The downtown stores of the Euclid Music Co. on East Ninth street have reopened their sheet music department which was closed when the piano department was moved to the Heights store. The demand for sheet music was so insistent that the company had it put in again.

The most important announcement of the month was that the Grossman Music Co. had been appointed a distributor for Okeh and Odeon records for Ohio, West Virginia and western Pennsylvania. The company is much enthused over the prospects of business with these nationally known lines and the sales force has already sent in a nice volume of business. Both Okeh and Odeon records have enjoyed well merited popularity in Cleveland and the new distributor expects to open a number of agencies in the territory assigned to it.

R. H. Bechtol, general manager of the Cleveland Ignition Co., and T. E. Chadwick, radio sales manager of the company, attended the opening of the new Livingston furniture store at Youngstown. The company has a very complete radio department in which Atwater Kent radio is featured. They also called on a number of Atwater Kent dealers in that vicinity. The latest addition to the Atwater Kent dealers is the Ohio Rug & Furniture Co., of 12622 Superior avenue, which took on the line this month.

Robert E. Taylor, president of the Ohio Music Merchants' Association, and manager of the Cleveland branch of the Starr Piano Co., accompanied by Rexford C. Hyre, secretary of the Association, and A. L. Maresh, president of the Cleveland Music Trades Association, were in New York the week of May 5th calling on various manufacturers for the purpose of interesting them in exhibiting their products at the State Convention that is to be held in Toledo in September.

Columbia dealers throughout this territory are featuring the records of Emerson Gill and his orchestra, several of which he recently recorded in Chicago. Two of these, "Dance of the Blue Danube" and "Yale Blues," are among the number that are special favorites among Clevelanders, and their sales are expected to

reach a high mark. Little Jack Little, Columbia artist, appeared at Keith's Palace during the month and made a great hit. He was one of the first "Whispering" singers, and his records have always proved good sellers.

The Brunswick branch officials, as well as Brunswick dealers throughout this territory, are greatly enthused over the recent announcement to the trade regarding the new contract entered into between the Radio Corp. of America and the Brunswick Co. whereby "Brunswick radio" becomes available for distribution through all Brunswick branches. Plans are already being made to handle the additional volume of business which is keeping the Cleveland branch very busy. E. S. Germain, district manager, reports that both record and instrument sales are keeping up very well indeed and with every prospect of continuing.

Television apparatus is expected to be on sale within a few weeks' time and the first distributor will be Herman Lesser of the Lesser Co., 514 Prospect avenue, who has announced that he will have the Ohio distribution for the American combine of which Charles Isenstark, of New York, is a member, which purchased the North American rights to the Baird Television apparatus.

The Knabe Warerooms will discontinue their store on Euclid at East Fourteenth street and all stock will be removed to the Mason & Hamlin store on Euclid near Seventeenth street.

The May Co. at its May Day sale sold \$30,000 worth of radio apparatus in addition to phonographs and other musical merchandise.

News of the Trade in Detroit Territory

Both Radio and Music Sales Have Been on Increase Since Middle of April—Capehart Orchestrone Demonstrated

DETROIT, MICH., May 8.—There has been rather brisk trade in radios by the talking machine and radio dealers since the middle of April and very good business on the combination phonographs around \$1,000. Record business is about even with a year ago, but dealers look forward to a good pick-up in this department, as this is the season of the year when people start fixing up their Summer homes and they usually lay in a large stock of records for the hot weather months. A rather consistent business is done on portables which can be bought at a price and which can be used on boats or at Summer places.

The Peoples' Outfitting Co. recently conducted a very successful sales drive on Sonora portable phonographs. Manager Reddway, of the music department, laid in a big stock, used full page ads in the local papers and made a very attractive display.

The Crowley, Milner Co., recently reorganized and now the second largest department store in Detroit, has increased the size of its music and talking machine department and is going after this class of business in a real way. Both Victor and Brunswick lines are handled.

Practically every large retail store on Woodward avenue is now handling radios, putting in a special department. In addition to the J. L. Hudson Co., and the Crowley, Milner Co. we can mention Heynz Bazaar, Ernst Kern Co., and the Frank & Sedar Co.

At the recent Aircraft Show held in Detroit, the first of its kind in the country, there was a demonstration of the Capehart Orchestrope by

the Jefferson Radio Corp., which is the exclusive distributor for Wayne County. The machine exhibited was in a cabinet of walnut. It attracted a great deal of attention at the show. The machine is made by the Capehart Automatic Phonograph Corp., of Huntington, Ind.

On Thursday, April 26th, the Jefferson Radio Corp. had as its guest Gerald Marks and his Columbia Recording Orchestra, featuring his latest Columbia records. The orchestra played for a half hour—from 12 to 12:30, and the store being in the very heart of the fashionable section attracted more people than the place could hold during the noon hour. Even the sidewalk in front was blocked.

Portable Victrola No. 2-35 Announced

The Victor Talking Machine Co. recently announced a new portable Victrola, Model No. 2-35, which will be placed on the market the latter part of this month. This instrument, made to meet the demand for a low priced portable with good musical qualities, lists at \$25, and has aroused considerable interest throughout the trade.

The cabinet is made of drawn steel, covered with black fabric and is padded top and bottom. An Orthophonic sound box, pin-in-slot angle wind, combination non-spilling used needle ease and sound box rest and combination record container and lid release are outstanding features of the new instrument.

The No. 2-35 is 7 inches high, 16½ inches wide, 14½ inches deep and weighs 23 pounds. The interior is finished in tan shrivel and the metal parts are finished in gold plate, gold lacquer, black enamel and black nickel.

Radio Interest in Alaska Growing

That radio interest in Alaska has taken a sudden jump and is continuing to broaden out in the cold stretches of land in the Far North is manifest in the announcement by A. H. Grebe & Co., Inc., of New York and Los Angeles, to the effect that they have just appointed their tenth Grebe radio dealer in that possession this year.

Reports show that reception conditions there are ideal since the severe cold enables listeners to tune in on many of the powerful United States stations. West Coast stations, of course, are heard at all times in the North, while on some occasions reports state that reception of Eastern stations, KDKA, at Pittsburgh, Pa.; WABC, at New York City, and many mid-Western stations come in with great clarity and plenty of volume.

Audak Products Continue in Good Demand

While the Audachrome, the newest member and leader of the Audak line is foremost in the trade's eyes, the other lower-priced models in the line also continue in strong popularity, according to Maximilian Weil, president of the Audak Co., New York, and inventor of the various reproducers which bear the Audak name.

The Audak factory is very busy, in fact, working to capacity. "Audak products sell whether general buying is heavy or not," stated Mr. Weil. "The discriminating or critical buyer is usually always in the market and when buying falls off the ordinary buyer generally becomes critical. By directing the sales appeal of Audak products to the critical buyer, we have developed a fairly uniform demand throughout the year."

LEONARD P. CANTY

Mid-West Awaits New Models to Be Exhibited at RMA Show

Annual Radio Exposition and Music Industries Convention in New York Have Middle Western Music-Radio Trade in Expectant Mood—Portables Selling Well

CHICAGO, ILL., May 8.—The Middle West music-radio trade is in an expectant mood at this time, for, in a few weeks, new lines of radio, phonograph and kindred products will be formally revealed, and retailers will be enabled to lay their plans at an early date for their Summer and Fall campaigns. The Music Industries Chamber of Commerce Convention, in New York City, which always brings with it the introduction of new phonograph and musical merchandisc products is being looked forward to with interest, and the RMA Trade Show to be held at the Hotel Stevens, Chicago, June 11 to 15, for the second consecutive year, has already established itself as the opening of the new radio season. It is believed, from advance indications, that the Chicago Trade Show this year will draw almost twice as many dealer visitors as in 1927.

Bright Outlook

The year 1928 should be an auspicious one for the music-radio trade, for the close association between the talking machine and radio industries is evidenced more than ever in the past. Radio manufacturers are producing electrical pick-ups for phonographs; talking machines in combination with radio receivers will soon be placed upon the market by many radio companies; phonograph manufacturers plan to market radio receivers and cabinets, with the result that the music dealer is in the enviable position of being, more than ever before, the most logical outlet. Moreover, the advent of the small compact radio receiver calls for the promotion of cabinet sales, and here again the music-radio dealer, accustomed to the selling of reproducing instruments in housings of artistic beauty and quality, will be a distributing factor of dominance.

Portables Are Popular

At this time, just before the host of new products make their appearance, the portable phonograph's best season, the Summer and vacation period is fast approaching. All indications point to an exceptional sales volume on the small instruments, all of which have been vastly improved by their makers during the past few months, and retailers who devote a good portion of their time and effort to the merchandising of portables are looking forward to gratifying returns.

Record Sales Continue Good

Record sales continue at a steady pace and are, in the majority of cases, ahead of the corresponding period of 1927. There has also been shown a marked demand for automatic talking machines, including coin-operated instruments, and those for home use, during the past month. With reference to the coin-operated phonograph, aggressive dealers have found that there is a large and profitable unexploited market awaiting these products.

Columbia Trade Activities

Columbia dealers located in the Middle West, and especially those in Chicago, are expressing themselves favorably regarding the release of "Coquette" and "Beloved" and other new Columbia records by Guy Lombardo and His Royal Canadians. The Lombardo orchestra has

been broadcasting nightly for many months from the Granada Cafe, a Chicago night club, and has literally played its way into the hearts of radio listeners in the Middle West. This

orchestra to-day is one of the outstanding organizations in this part of the country, and according to advices from the Chicago Columbia branch office the Lombardo recordings are starting off with a sensational demand.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York, spent several days in Chicago during the latter part of April, and during his visit he attended the Music Supervisors' National Convention held at the Hotel Stevens, where the Columbia-Kolster instrument was demonstrated

(Continued on page 98)

Financing Problems Are Simplified for the Dealer

In Handling

KIMBALL

Phonographs

There Is Ready Sale
Because You Get

A Name With Prestige
Tone That Is Superb
Beauty of Design
Unexcelled Construction
Moderate Prices



Style 275 Walnut

In addition a Financing Plan, Safe
and Flexible, not offered elsewhere.

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago

The Best in Music Whenever You Want It

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

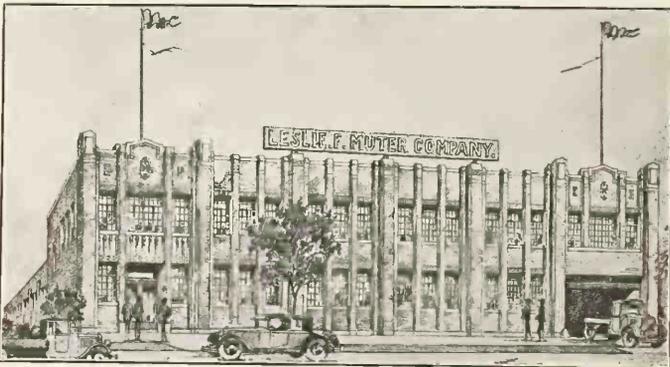
C. F. McCain, president of the Lincoln Fixture & Supply Co., Columbia distributor of Lincoln, Neb., visited the Chicago branch office of the Columbia Phonograph Co., early in May, to arrange for shipments of the Columbia-Kolster combination instruments, and to learn of the new Columbia sales plans for the Summer and Fall months.

D. W. Guthrie, Columbia representative in Chicago's loop district, is the proud father of a ten-pound baby boy. Mrs. Guthrie will be remembered as the former Miss Lucille Wright, and she was at one time manager of the Watterson, Berlin, Snyder music store, in Chicago.

Joseph Bayless, heading a Columbia Phonograph Co. recording expedition, passed through Chicago recently en route to Honolulu, where he hopes to capture and record on Columbia records, Hawaiian melodies as played and sung by native musical organizations.

Muter Co. Building New Home

The Leslie F. Muter Co. is constructing a modern, fireproof factory at Eighty-fifth street and South Chicago avenue, this city. The Muter Co., headed by Leslie F. Muter, president, is one of the pioneers in the radio busi-



Leslie F. Muter Co.'s Plant

ness, having started in October, 1921, and has served an increasing number of manufacturers and jobbers with a complete line of parts and accessories since that time.

The property will front 200 feet on South Chicago avenue by 150 feet on Eighty-fifth street, is adjacent to the New York Central and Pennsylvania railroads, and will be served by a separate switch track for receiving raw materials and shipment of the finished products. The building will be of concrete and pressed brick construction, with the entire manufacturing facilities on the first floor, enabling the most efficient methods of production and assembly. The executive offices, laboratory and broadcasting station will be located on the second floor.

The new building will be occupied on or about June 10, at which time the firm's executives propose to extend an invitation to all dealers, jobbers and manufacturers to inspect the new quarters during the Trade Show.

Mrs. Leon C. Samuels Heads Company

One of the few women engaged in the manufacture and distribution of phonographs is Mrs. Leon C. Samuels, head of the L. C. Samuels Corporation, Chicago. The late Leon C. Samuels, her husband, was a well-known figure for many years in the industry and at one time was one of the large stockholders in the Vitanola Talking Machine Co. He later organized his own firm, conducting that business until his death, April, 1927.

While Mrs. Samuels took no active part in the operation of the firm, she was naturally interested in the phonograph industry, and upon Mr. Samuels' death she wished to continue the company whose operations had been conducted solely by Mr. Samuels. Since the estate was in the hands of the courts it became necessary to incorporate a new company to take over the business. This was done and for the past year Mrs. Samuels has been de-

voting her attention to the firm's activities as president and has carried on successfully. As far as can be determined, Mrs. Samuels is the only woman in the phonograph manufacturing business in the United States. The products of the L. C. Samuels Corp. are known as Mellowtone phonographs and the firm maintains its executive offices in the Republic Building, Chicago, as well as a display space at the American Furniture Mart, in that city.

G. W. Marquis With Bush & Lane

George W. Marquis, formerly vice-president of the Tay Sales Co., Chicago, has been appointed as representative of the Bush & Lane Piano Co. in the Chicago and Milwaukee territories, according to an announcement by W. F. Winstrom, sales manager of the Bush & Lane radio division. Mr. Marquis, who will devote his attention to radio sales, is well known throughout the Middle West trade, and has been active in merchandising of radio for many years.

Unique Methods of Kellogg Dealer

The April issue of the Kelloggram, published by the Kellogg Switchboard & Supply Co., Chicago, in the interests of its dealers, in an

illustrated article sets forth an interesting advertising scheme employed by the West Allis Music Shop, West Allis, Wis. Charles Faetkenheuer, proprietor of the shop, realizing that many of the pieces of advertising literature stuffed into mail boxes and left on doorsteps never reach the persons who would be interested in purchasing a receiving set, does not rely solely on handbills and letters to get his message to the householder. In the belief that unusual methods of advertising would increase his business, he ordered advertising mats from the Kellogg Switchboard & Supply Co. and had doorknob cards made for distribution to the homes in his city. At the top of the card is a die-cut hole which fits over the doorknob and prevents the cards from being blown away. The card carried an attractive illustration of a young lady listening to a Kellogg AC receiver and also shows the Kellogg Italian Renaissance console No. 511.

Tom Brown Music Co. Moves

The Tom Brown Music Co., on May 1, moved its store and studios to 315 South Wabash avenue, where the firm occupies larger and more centrally located quarters in the center of Chicago's "music row." The Tom Brown Music Co., headed by Tom Brown, who is one of the original Six Brown Brothers Saxophone Sextette, has announced that his company will continue to handle Buescher band instruments and saxophones, Leedy drums, Paramount banjos, Vega banjos and other nationally known lines of musical merchandise.

Davis Industries, Inc., Offer Stock

Offering was made on May 2 of 22,000 shares Davis Industries, Inc., no par class "A" preferred and participating stock at \$15.50 a share, yielding over 8 per cent, by Morris Mather & Co., Inc. Application was made to list this stock on the Chicago Stock Exchange. Each certificate carries a detachable warrant entitling the holder to purchase prior to November 1, 1928, one-half share of class "B" stock at \$10 a share for each share of class "A" stock held. The class "A" stock is exempt from Illinois personal property tax and dividends are exempt from normal Federal income tax. The Davis Industries plant and headquarters are in Kokomo, Indiana, and the firm, headed by Myer Davis, president, and A. M. Davis, vice-president, has been active in the phonograph

Manufacturers of the Alto Fibre Needle Cutter



TONE ARM

Accurate! The Alto

**Automatic Stop
For Phonographs**

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.
Canadian Distributor: Universal Supply Co., Toronto, Ont.

manufacturing field for a great many years.

Another plant is maintained by the company in Chicago, and, in addition to phonographs, the firm manufactures novelty household furniture, cabinets, desks and radio products. From an original capital of \$10,000 the company has built up assets of \$3,500,000.

Record Quarter for Stewart-Warner

Net earnings of the Stewart-Warner Speedometer Corp., Chicago, radio set manufacturer, for the three months ending March 31, last, were the best for any first quarter since 1924, the quarterly statement issued recently reveals. The consolidated net income for the period amounted to \$1,387,284 after all charges, including Federal taxes, equivalent to \$2.31 a share on 599,990 shares of no par capital stock.

This compares with a net of \$1,011,421, or \$1.69 a share in the preceding three months, and \$1,062,048, or \$1.77 a share in the first quarter of 1927. The directors of the company, on April 25, declared the regular quarterly dividend of \$1.50 a share. The increased earnings reported for the first quarter were in line with recent reports in market circles in connection with the activity in the stock on the Chicago exchange, for it has been known that Stewart-Warner's business has been rapidly increasing.

Bush & Lane Plans Sales Drive

W. F. Winstrom, sales manager of the radio division, Bush & Lane Piano Co., Holland, Mich., during a recent visit to Chicago reported that his organization was making plans for an intensive sales campaign this year in behalf of its radio receivers. Several new salesmen have been added to the company's staff, including John McNally, who will cover a territory consisting of Missouri, Kansas and Iowa.

The Bush & Lane Piano Co. manufactures a seven-tube AC radio receiver furnished in several different models. The firm is also planning to market an attractive table speaker in a brown mahogany cabinet.

Erla Licensed by Magnavox

Electrical Research Labs., Chicago, prominent manufacturer of radio receivers and parts, recently was granted a license by the Magnavox Co., Oakland, Cal., to manufacture a dynamic cone speaker. The Erla organization plans to be in production on the new dynamic cone by May 15, and it will be used in Erla radio receivers and console cabinets. In addition the firm plans to sell the product to other radio manufacturers and cabinet makers for original installation.

According to advices received from the Erla factory in Chicago the firm is meeting with a heavy demand for its amplifiers and magnetic phonograph pick-ups. For the past eighteen months Electrical Research Labs. have been manufacturing both of these products, and it is said that they will be found in many phonograph-radio combination instruments which will make their appearance this season.

Attractive Karas Display Sign

The Karas Electric Co., Chicago, maker of the Karas AC-Former, is furnishing its dealers throughout the country with a new and attractive display sign, which it has produced in collaboration with the Carter Radio Co., Chicago, manufacturers of an adapter harness. The card measures 16x12½ inches, and is executed in

(Continued on page 99)

Approves Copyright Price Clause Change

House Patents Committee Approves Legislation Repealing the Price Fixing Clause for Mechanical Reproduction

WASHINGTON, D. C., May 10.—Legislation repealing the price-fixing clause for mechanical reproduction now carried in the copyright law is approved by the House Patents Committee in a report submitted by Representative Vestal of Indiana. The purpose of the legislation is to modify the so-called compulsory license provisions of the copyright act of 1909, by securing to the proprietor of a musical copyright an opportunity of bargaining with respect to the use of his musical composition on parts of instruments, such as phonograph records and perforated music rolls, and to extend the remedies of the act for the prevention of and prosecution for infringements to infringements by means of such mechanical devices.

Trade News From the Chicago Territory

(Continued from page 98)

green, red, black and gold, the latter color forming the keynote of the card. It depicts the ease with which one may convert a battery set to AC operation, using the Karas AC-Former and the Carter adapter harness. The Karas company has followed the practice of telling its story in pictures so that owners of battery sets who see the sign will be forcefully impressed with the desirability and ease of converting their receivers.

A. C. Stewart in New Post

A. C. Stewart, who has been actively identified with radio retail, distribution and association activities in Chicago, has been appointed sales manager of the Ultratone Mfg. Co., loud speaker maker of this city. Mr. Stewart was one of the organizers of the Mid-West Radio Trade Association, and for a year and a half



A. C. Stewart

served as president of that organization, later acting as executive secretary. For several years he was manager of the radio department of the L. Fish Furniture Co., of Chicago.

Ultratone loud speakers are made in seven different sizes for cabinet installation, and the company has also placed upon the market a table-type loud speaker finished in walnut. The company is establishing distributors for its products throughout the country, and is making active preparations for an intensive sales campaign during the approaching season. J. Kreutzer is president, and Frank Kreutzer is secretary and treasurer of the Ultratone organization, which maintains its offices at 1046 West Van Buren street, Chicago.

Paul Whiteman Signs to Record Exclusively for the Columbia Co.

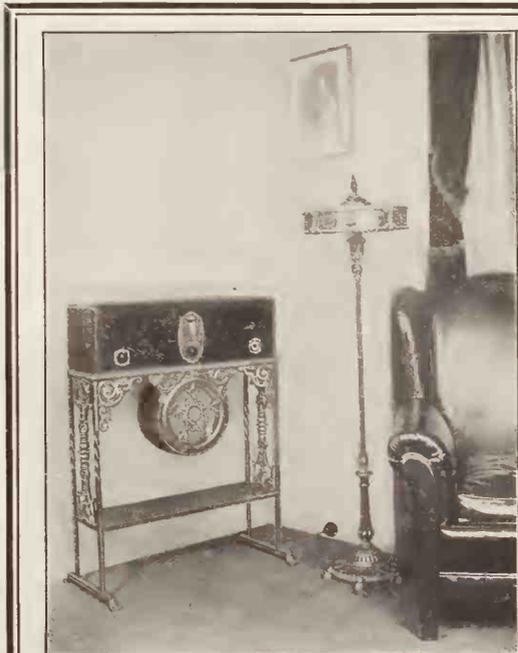
(Continued from page 34d)

The list of distinguished Columbia record artists, in all fields of music and entertainment, to its array of orchestras, which already include Ted Lewis, Leo Reisman, Paul Ash and



Paul Whiteman

is growing by leaps and bounds. In 1927, Columbia gave Moran and Mack, "The Two Black Crows," to the country, and has recently added many other artists known throughout the world, such organizations as those of Ben Selvin and Jan Garber.



Findlay Metal Console Table No. 18/100-A With No. 100-A Speaker Unit (Patented) Weight, 42 lbs. Height, overall, 36 ins.

For the New R.C.A. No. 18 Set

A metal table finished in antique walnut and gold to match the set. An ensemble that will grace any home. The lower shelf can be used for books or other purposes.

List \$55

(Including 100-A Speaker Unit) (West of Mississippi slightly higher)

Sold only through authorized R.C.A. Dealers

Look us up at the Radio Trade Show—Chicago

Also manufacturers of Metal Console Tables for Atwater Kent, Crosley, Kolster and other standard makes.

Place your order with your jobber

ROBERT FINDLAY MFG. CO., Inc. BROOKLYN, N. Y.

Showroom

ALBERT WAHLE CO., Inc. 242 Fifth Ave. - N. Y. City

Radio Corp. of America Reports Substantial Gain in Business

Gross Income for the First Quarter of the Year Totalled \$16,792,547.63—Net Income, After Preferred Dividends, Equal to \$2.40 Per Share of Common Stock

Important gains in earnings were shown by the Radio Corp. of America in its recent report for the first quarter of 1928, as compared with the first quarter of 1927. Gross income from sales, communications, real estate operations and other sources totaled \$16,792,547.63 for the three months, which is \$6,220,057 above the first quarter last year, when gross revenue was \$10,572,490.

General operating and administrative expenses, depreciation, cost of sales, patent amortization, estimated Federal income tax and accrued reserve for year-end adjustments

totalled \$13,669,673.58 for the first quarter this year, leaving surplus profits of \$3,122,874.05, a gain of \$2,996,096 over the same period last year, when profits were \$126,778. Compared with 1926, these profit figures represent an increase of \$1,334,364.

The net income for the first quarter of 1928 is equal, after preferred dividends for the period, to \$2.40 a share earned on 1,155,400 outstanding common shares, and compares with a profit equal to 32 cents a share on the preferred stock outstanding in the first quarter of the year 1927.

New Reproducers as an Aid to the Sale of Modern Instruments

F. A. Sunderhauf, Sales Manager of the Golden Sun Co., Declares That Many New Talking Machines Can Eventually Be Sold to Owners of Old Machines

LOUISVILLE, KY., May 4.—F. A. Sunderhauf, sales manager of the Golden Sun Co., manufacturer of the Sun phonograph reproducer, in a recent interview tells how the new type reproducer can be used to interest owners of the old type phonographs in the new and improved instruments. He says:

"There is no doubt that in every locality there are hundreds of old phonograph users, who still believe their old machine is the finest in the world. The dealer could call on these people and talk for hours without accomplish-

ing a thing. Why? Because this prospect has not been shown the vast improvements recently made in the new electric cut record and new style phonograph. Of course the dealer could invite this prospect to the store for a demonstration, but as this is a rather hard thing to do at times, the real way is to demonstrate these improvements in the prospect's own home. This can be easily accomplished by placing a Sun reproducer on the old machine and leaving a few new electric cut records with the prospect for a few days. You will notice im-

mediate results, because this prospect will begin to realize the great improvement that has been made in the new electric cut record, he will have a new conception of phonograph reproduction, it will be lifelike and real. His friends will call and hear the improvement, they will also be interested in the change if they have an old machine, if not, they will have a new conception of phonograph reproduction and no doubt will be interested in a new talking machine.

"The real profits will come after five or six months when the prospect has played his old machine and has been thoroughly convinced of the many improvements. He will begin to think of new furniture designs and greater results, which can only be obtained in the new style phonograph. A number of phonograph dealers have overlooked this wonderful field of more than ten and one-half million old phonograph users. The real reason for selling a good reproducer is to increase record sales and ultimately sell a machine. Therefore be sure the reproducer you are selling is the finest that can be obtained, otherwise you will not only lose the sale of the reproducer and a lot of new records, but you will fail to create a prospect for a new phonograph. The live dealer is working hard on these old phonograph owners in his locality and this fellow usually is the leader in the community."

The Golden Sun Co., of Louisville, Ky., has prepared some interesting facts on this subject and will be glad to supply them to anyone interested in the sale of reproducers or new phonographs, as the case may be.

Dealers Quota of Sparton Radio Gain

JACKSON, MICH., May 5.—Voluntary increases in the quotas of Sparton Radio dealers amounting to from 100 per cent to 150 per cent in a great majority of cases are reported by E. T. H. Hutchinson, assistant sales manager of the Sparks-Withington Co., following a recent Eastern trip.

Equal optimism is indicated by the orders signed by a great number of distributors and dealers who have been at the factory at Jackson, Mich. Almost every distributor has voluntarily doubled his quota or more, basing his action on the great growth of Sparton sales last season. Production facilities have been tremendously increased to keep pace with this demand.

Prospects on the Pacific Coast are described as exceedingly bright by Wilbur Jackson, of the W. E. & W. H. Jackson Co., of San Francisco, one of the visiting distributors.

Seek to Increase Freshman Capital

A meeting of the stockholders of the Charles Freshman Co., New York City, maker of Freshman radio receivers, will be held on May 18 to increase the capital stock from 225,000 shares of no par value to 675,000 shares, divided into 150,000 shares of class "A" and 575,000 shares of class "B." The present stockholders are to be given the right to subscribe to 112,500 shares of the class "A" stock at \$10 a share to the extent of 50 per cent of their holdings.

To Issue Booklet on Static

A new, revised and improved booklet advising the public how to reduce static troubles will be issued shortly by the Radio Manufacturers' Association. The interference manual, "Better Radio Reception," issued some time ago, has had a sale of more than 60,000 copies to dealers and service men throughout the country.

BE SURE TO SEE OUR EXHIBIT OF RADIO CABINETS

"The Most Comprehensive Line in the United States"

AT

R. M. A. Trade Show

Stevens Hotel—Chicago

June 11th-15th

Booth 142—Room 549

H. T. Griffith and R. D. Morris in Attendance

EXCLUSIVE DESIGNS

HIGHEST QUALITY

BEAUTIFUL FINISH

at

Remarkably Attractive Prices

THE UDELL WORKS

28th St. at Barnes Ave.

Indianapolis, Ind.

Pennsylvania Merchants in Annual Convention in Philadelphia

Carl Wittich Elected President of Pennsylvania Association of Music Merchants — Interesting Addresses Made by Music-Radio Trade Leaders

PHILADELPHIA, PA., May 8:—With a wide range of vitally interesting trade features the Third Annual Convention of the Pennsylvania Association of Music Merchants opened here yesterday at the Adelphia Hotel. Though the music merchants from all parts of Pennsylvania made up the group of 200 attendants at this 1928 gathering and many factors of interest to the music industry as a whole were laid before the visiting members and associates, there were topics that brought the radio and talking machine dealers a message for successful conduct of their business and propounded by eminent authorities of these branches of the industry.

With a brief but warm word of welcome President A. Z. Moore, of the Pennsylvania Association of Music Merchants, greeted the members and other trade associates who came from all parts of the State to attend the event and then turned the session over to C. H. Summerfield, assistant to President Philip H. Gadsden, of the Philadelphia Chamber of Commerce, who in turn spoke in behalf of the Chamber and extended its hospitality to the conventionites. As chairman of the convention committee, a word of hearty cordiality was forthcoming from President G. C. Ramsdell, of the Philadelphia Piano Dealers Association and a responsive cord struck in the welcome given by Louis Buehn, of the Philadelphia Victor Distributors, Inc., in behalf of the Associate Membership Committee of the Convention.

Election of Officers

Following the Monday sessions the following officers were elected to serve during the coming year; president, Carl Wittich, Wittich Music Co., Reading, Pa.; 1st vice-president, G. C. Ramsdell, G. C. Ramsdell & Sons, Philadelphia, Pa.; 2nd vice-president, George P. Sheaffer, Sigler Piano Co., Harrisburg, Pa.; secretary, Charles E. Goodenough, Bethlehem, Pa.; and treasurer, J. H. Troup, Harrisburg, Pa. Directors: George Witney, C. J. Heppel & Son, Philadelphia; A. Z. Moore, Kirk Johnson Co., Lancaster, Pa.; and C. E. Duffield, Chambersburg, Pa.

Important Resolution Adopted

Upon the motion of President A. Z. Moore, the following resolution was adopted and despatched to Senator David A. Reed, of Pennsylvania, at his offices in Washington, D. C., so that his co-operation might be acquired upon the bill which is to be considered this week. The resolution is of vital importance to music merchants who do an extensive installment business and who are obliged to pay double taxes under the present law for installment merchandise.

"The Pennsylvania Association of Music Merchants, in annual convention assembled, today, passed the following resolution, which is respectfully submitted to you;

WHEREAS, in the Income Tax Division of the present Revenue Bill about to be reported to the Senate by the Senate Finance Committee there is the clause headed "Change from accrual to instalment basis," which, if passed as at present drawn will result in double taxation affecting retail merchants selling on the instalment basis, and having changed, or desiring to change from the cash or accrual to the instalment basis of reporting income and

WHEREAS, the passage of this bill in its present form will work a very great hardship upon retail merchants in all lines of business as indicated in the foregoing paragraph, be it therefore

RESOLVED, that the Pennsylvania Association of Music Merchants respectfully urge that the Senate grant to the retail merchants of this country consideration of their request for a change in the clause in the Revenue Bill as above referred to, so that the closing words of the clause shall read "On account of sales made in any prior year shall be excluded", striking out in this last section of the clause the word "not." And be it further

RESOLVED, that the Pennsylvania Association of Music Merchants expresses its appreciation of any assistance which you may give in this important matter."

A. Z. Moore.

Talk on Radio Merchandising

Outstanding among the topics of interest to the phonograph and talking machine trade were those discussed by R. E. Smiley, of the Atwater Kent Co., and his associate on the executive staff of that concern, P. A. Ware. In his treatise on the merchandising of the Atwater Kent radio and others of similar prominence, Assistant General Manager of Sales Smiley reviewed the needs of the music trade to keep radio within the industry and to go after this class of business more earnestly in order to meet the competition of other merchants who were making inroads upon the business by featuring radio as a side issue. He was optimistic over the future of the industry, stressing the confidence which the trade should have in the future of radio and to bend every energy in meeting the competitive bidding for the radio business of 1928. He placed the radio industry on a parity with the auto trade and stressed the importance of meeting sales problems along the same lines as those followed in that commercial field.

With a brief review of the radio industry within recent months, P. A. Ware, of the Atwater Kent Co. staff and its merchandising manager, told of the present stabilized conditions of that branch of the trade. He stressed the importance of window displays as the most profitable and impressive method of keeping radio sales in the music trade. He gave his estimate of the ethics which now ruled the radio industry and how the code had been instrumental in promoting the business of the firm with which he is associated.

Address on Record Merchandising

"Record Merchandising" was the topic which made the address of J. E. Henderson most interesting to the trade. With a well-pointed talk he told how many dealers are not alert to finer possibilities of records as the means for promoting sales of other merchandise and particularly talking machines of the modern type. He urged the dealers to keep their stocks within trade boundaries and not to mix the music business with the sales of soda water and other foreign wares not linked with the music goods. He said the dealer who could carry a well-rounded stock of musical merchandise would enjoy a big business if he would use proper sales service, displays and advertising methods and that it would not be necessary for him to seek other commodities if he followed out these lines in his own specialties of trade wares. As manager of Record Sales with the Brunswick-Balke-Collender Co., he reviewed the excellent possibilities of the record sales as boosters for the trade and profitable merchandise. He stated that the record sales of his firm in 1927 was the largest ever enjoyed in the history of the business and indicated the excellent possibilities which might be had for those who would properly merchandise these accessories.

Selling the Classic Records

One of the inspiring statements and effective sales talks on the classic record sales was that given by Frederick E. Sard, of the Columbia Phonograph Company, and Director of its Schu-

bert Centennial, now being sponsored internationally by the Columbia Phonograph Co. He gave the present growth of interest in the Masterworks records as the most gratifying evidence that the public is open to the classic records if they are properly merchandised. He stressed the importance of reaching the admirers of these art music creations by direct mail contact and to the use of high-class advertising methods "free from bunk" in sales appeal to those who patronize these trade wares, stating that they were too well informed and appreciative of the art of the works to need superficial inducements for their patronage. He gave an outline of the present Schubert Centennial stating that announcement would be made in October of the winner of the \$20,000 prize which has been offered by the Advisory Committee for the completion of the "Unfinished Symphony of Schubert," the award to be made in Vienna, the native home of that famed composer. He told how some merchants were able to make from \$300 to \$500 per day on these Masterworks records by the proper sales program, and gave an account of the growth of the series to the century mark, by the time of the award, as an evidence of the popularity of the better recordings.

Interesting Address by Pierre Boucheron

"Sales Promotion—the Link Between National Advertising and Actual Sales," was the theme of a vital trade talk given by Pierre Boucheron, advertising and publicity manager of the Radio Corp. of America. The importance of the radio industry was brought to the fore in his statement of the recognition of the United States Government in this newly developed industry by appointment of a Radio Commission to supervise the air-entertaining science. He outlined the sales and advertising service which the Corporation had provided for the dealers and how it helped the dealers to follow trade prospects after they had been secured by the system it laid down and then to follow. These were supplemented by dealers' services as demonstrated in short illustrations. He suggested that the dealers follow out these sales and merchandising suggestions in order to get the best possible results from their exploitation efforts.

Roy A. Forbes a Speaker

Roy A. Forbes, of the Victor Co., and its sales manager, took particular interest in laying before the trade the methods which built up the business of the firm he represents. He went over the five cardinal points which were followed for the success of his firm as—1, Open-mindedness; 2, Clean Stocks; 3, Advertising; 4, Hard Work, and 5, Quality of Merchandise. He urged particular study of the markets for the dealers, then the proper advertising with a persistent program of keeping the public informed of offerings of clean stocks and the elimination of obsolete wares in order to have the ready salable stocks in "turnover" merchandising methods, now the important factor of successful business along modern lines.

Paul B. Klugh on Replacement Sales

Replacement sales were the dominating note of the talk given by Vice-President Paul B. Klugh, of the Zenith Radio Corp., Chicago.

(Continued on page 100b)

Pennsylvania Music Merchants Hold Annual Two-Day Convention

(Continued from page 100a)

With the many genial quips which added to the zest of his topic, he reviewed the progress of the radio industry and its enviable program for future replacement sales. He stated that it compared favorably with the auto trade, as its future was based on replacement of old types as the newer developments in radio were made each year as science perfected new devices. This phase of the radio industry, he stated, was the most profitable feature that could be anticipated for the future of those dealers who carried reliable radio models. He gave account of the statistics of radio users, stating that there were 8,000,000 sets in use and that replacement sales amounted to about 5,000,000, the prospects being dissatisfied radio owners who were seeking perfected reception.

Other Addresses

James Francis Cook, of the Presser Foundation, talked on the uplifting elements to society resulting from inspiring musical activities of the higher type.

President Richard W. Lawrence, of the Bankers' Commercial Security Co., gave an interesting financing program for the trade through patronage of financing concerns which offer broader terms for the piano and installment dealers than the ordinary banking channels. His experiences with New York piano and music trade dealers were interesting in the savings that resulted from this form of financing and the proper use of paper securities.

The Afternoon Session

During the afternoon program of Tuesday the presiding member, Homer C. Davis, of the Davis Co., and vice-president of the Philadelphia Victor Dealers' Association, introduced the various speakers in the absence of President J. Ralph Wilson, who was scheduled to preside and who was detained in Atlantic City on business.

Radio as the competitor of the player-piano was the strain of the talk of Corley Gibson, president of the Autopiano Co. of New York. In his comparison of the sales possibilities of both these trade wares he gave a concise and impressive illustration of the distinctiveness of sales relating to radio and to player-piano as modern competitive entertainment devices. The player-piano, he said, filled the need of the lover of music who could not play the ordinary piano and the foot-power piano gave greater opportunity for expression of music to this class of customer than the electrically operated player or reproducer, which could not afford human touch and feeling to the playing. He regretted the negligence of the dealers in not bringing this angle of the player-piano to the customer, stating that most salesmen thought that radio was the only substitute for the old-time popular players and gave more attention to promoting sales of these than to the foot-controlled pianos. He stressed how the foot could control the human emotions needed to produce good music and to substitute the hand manipulation and effectiveness.

Dean Francis Chapman, of Temple University Law School, told of the dangers of the Conditional Sales Contract of the State of Pennsylvania and advised the dealers to stick closely to the Bailment Leases for instalment sales of instruments, but warned against too free usage of these leases without knowing the rights of the landlords to levy on these goods with the broader scope of liens which they enjoy in this State. He advised the dealers to be sure that their contracts were properly filed so that they may enjoy the rights which they were entitled to under such leases without interference of the landlord and his broader rights under the present laws which have been

in force for more than 100 years.

C. M. Tremaine, managing director, National Bureau for the Advancement of Music, New York, told of the work of his organization during the past year and how the Bureau had been instrumental in promoting an interest in music in the educational, fraternal, religious, civic, welfare and social organizations, with the result that 24,102 persons had been brought directly into contact with the work of the Bureau during the year. He told of how 5,000 members of the Music Supervisors' Association had been reached at the recent Chicago convention and how these instructors had been pledged to co-operate with the Bureau in advancing the cause of the organization.

As C. B. Amorous, manager of wholesale sales of the Aeolian Co., took the platform the trade became keenly alive to the possibilities of obtaining live leads on the conduct of business and particularly to the modernizing of advertising. His talk was brimming with interesting data on boosting sales and modernizing advertising data. He urged the trade to abandon tradition that belonged to another era and to awake to the present-day needs of merchandising pianos.

Following the advertising treatise of Manager Amorous, a word along similar lines was given by Edward C. Bykin, director of publicity, National Association of Piano Manufacturers, New York. He stated that the answer to all

Famous Speakers for Convention

John Erskine, S. L. Rothafel (Roxy), Governor Albert C. Ritchie to Address Music Industries Annual Convention

The various committees in charge of the arrangements for the National Music Industries Convention, to be held at the Hotel Commodore, New York, during the week of June 4, are now working to the end of promoting a gathering that will prove of interest and real value to the music industry as a whole. The slogan for the convention will be, in substance: "The Public, Properly Approached, Will Buy Musical Instruments," and the various features of the program will be predicated on the premise that there are music merchants throughout the country who are selling substantial quantities of all types of musical instruments and that the experience of these men offered in the meetings will prove of benefit to those who are having difficulty in building up worth-while sales totals.

Although the general program, as heretofore, will call for group meetings of members of various divisions of the trade, such as musical merchandise, band instrument, radio, talking machine and piano interests, it is believed that the caliber of the speakers who will address the music tradesmen at the luncheon of the Music Industries Chamber of Commerce on Monday of convention week and at the sessions of the National Association of Music Merchants will be such as to make every man in the industry, regardless of his direct affiliation, anxious to attend the meetings and listen.

Arrangements have been made for the holding of a number of exhibits in the Hotel Commodore during convention week, under the rules and regulations set down by the Music Industries Chamber of Commerce and affiliated associations, principal among them being the ruling that all exhibits must be kept closed during the business sessions of the convention.

intricate problems of business was selling and that sales make or break a business. Success, he said, depended upon public opinion, more or less. Bidding for public opinion was the motive of most national advertising and it was up to piano advertisers to cater to public opinion in promoting sales through advertising.

Banquet Closed Conclave

The Banquet on Tuesday night fittingly closed the convention. A. Z. Moore, retiring president of the Association, presided as toastmaster and introduced the speakers of the evening, who included Hermann Irion, president of the Music Industries Chamber of Commerce; C. J. Roberts, president of the National Association of Music Merchants; Richard W. Lawrence, president of the Bankers' Commercial Security Corp., New York, and the Hon. Harry A. Mackey, Mayor of the city of Philadelphia. Interspersed with the addresses was high-class entertainment provided through the courtesy of various manufacturers. Frank Crumit, Victor artist, and whose company is now playing in Philadelphia, appeared through the courtesy of the Victor Talking Machine Co., Camden, N. J., and sang several tenor solos. Through the courtesy of the Atwater Kent Mfg. Co., Philadelphia, Allen McQuhae, popular Irish tenor, who has appeared before the microphone in numerous Atwater Kent Hours, was present, as well as Wilbur Evans, baritone, who was the winner of first prize in the Atwater Kent Foundation Audition last year. Several harmony and solo numbers were rendered by the Imperial Quartet.

On Wednesday morning trips of inspection were made to the Victor plant at Camden, N. J., and the headquarters of other local manufacturers and distributors.

The privilege of exhibiting is limited to those concerns that are members of the Music Industries Chamber of Commerce or affiliated with that body through membership in one of the associations.

Among the notable speakers who will address the convention delegates during the various sessions will be John Erskine, president of the Juilliard School of Music, an accomplished musician, and also widely known as the author of "The Private Life of Helen of Troy" and other similar books; S. L. Rothafel, "Roxy," manager of the famous Roxy Theatre, New York, and well known over the radio; Homer McKee, president of the Homer McKee Co., Inc., Indianapolis, a leading advertising man; F. E. Moskovics, president of the Stutz Motor Car Co., who will talk on "Knowing Your Market," and Governor Albert C. Ritchie, of Maryland, who will be the principal speaker at the annual banquet on Thursday, June 7.

Victor Co. Opens Distributing Branch

Baltimore Victor Distributing Co. Purchases Business of Five Jobbers in Baltimore-Washington-Virginia Area

BALTIMORE, MD., May 1.—The Baltimore Victor Distributing Co., with headquarters at 225 West Saratoga street, this city, was established today for the distribution of Victor products. This new organization will operate as a factory branch of the Victor Talking Machine Co., Camden, N. J., and will be under the management of William Lewis, of the Victor sales department staff.

The new firm has purchased the Victor distribution business of the five Victor jobbers in the territory, two of which had branch offices.

The Victor distributors involved in the deal are Cohen & Hughes and E. F. Droop & Sons, both of Baltimore and Washington; H. R. Eisenbrandt & Sons, Baltimore; Robert C. Rogers Co., Washington, and the Corley Co., Richmond, Va.

Atlantic Fliers Tell Story Via the Radio

Vivid Narrative Told During the Radio Hour Sponsored by Kolster Radio Corp.

The first opportunity to hear the Bremen trans-Atlantic fliers tell via radio the complete story of their epochal flight was afforded the public on May 4, during the Kolster radio



Standing, left to right: Captain Hermann Koehl, Major H. H. Frost and Baron Guenther von Huenefeld. Seated: Major James Fitzmaurice

hour, sponsored by the Kolster Radio Corp., Newark, N. J. A special microphone, connected with the Columbia broadcasting system, was installed in the aviators' suite at the Ritz-Carlton Hotel, New York, and they were introduced over the air by Major Herbert H. Frost, vice-president, Kolster Radio Corp.

Captain Koehl, technical director of the flight, spoke in German and availed himself of the first chance he had had to tell his personal experiences in or out of print. Baron von Huenefeld and Major Fitzmaurice spoke in English. An absorbing first-hand word-picture of the Bremen trip, from start to finish, was presented by the three fliers.

State Merchants Hold Convention

SYRACUSE, N. Y., May 3.—The annual convention of the New York State Music Merchants' Association was held at the Hotel Syracuse, here, yesterday and to-day with a program that proved thoroughly interesting, one of the principal speakers being James M. Kelley, of the Atwater Kent Mfg. Co., whose topic was "Radio Merchandising in the Music Store" and who covered his subject very thoroughly.

Other speakers at the convention sessions and the banquet which brought it to a close were: Hermann Irion, president of the Music Industries Chamber of Commerce; C. J. Roberts, president, and Delbert L. Loomis, executive secretary of the National Association of Music Merchants; Harold Butler, dean of the College of Fine Arts of Syracuse University; Corley Gibson, president of the Autopiano Co.; E. C. Boykin, of New York; Samuel Weinstein, a well-known attorney of New York City, and other prominent trade figures.

Officers elected for the ensuing year were: E. R. Weeks, Binghamton, president; J. J. Glynn, New York, first vice-president; B. E. Neal, Buffalo, second vice-president; Kenneth Marks, Elmira, secretary, and F. W. Bush, Penn Yan, N. Y., treasurer. The new directors are: M. J. Slason, Malone; F. H. Scudder, Albany, and Harry M. Leiter, Syracuse.

Thomas A. Edison will be presented with the Gold Medal for Science of the Society of Arts and Sciences at a dinner at the Hotel Astor on May 24.

House Subcommittee Favors Price Fixing

WASHINGTON, D. C., May 7.—Legislation permitting producers of trade-marked or branded goods to fix the prices at which their commodities may be resold is favored in a report made to the House Committee on Interstate and Foreign Commerce by a subcommittee which has been in charge of this legislation, which is so important to the industry.

The legislation at best is of a negative nature, it is pointed out in the subcommittee's report, and while it may remedy the price-cutting evil to a certain extent it is certain that the public at large cannot be harmed by it. The measure permits the vender to sell trade-marked or branded articles under agreement that the vendee will not resell except at a stipulated price, but there are no specific penalties provided and the only remedies which a seller has are his civil remedies.

Victor Wholesalers Meet May 31-June 1

The annual trade conference of Victor wholesalers will be held May 31 and June 1, it was announced this week by E. E. Shumaker, president of the Victor Talking Machine Co., who pointed out in his report to the board of directors that the early date will give the distributors an opportunity to get a good start on the new line of instruments and insure a splendid Summer and Fall business. He also reported that record sales are unusually good for this time of year, orders for April running 25 per cent ahead of last April.

"Record sales resulting from our connection with the motion picture industry are on the increase," he said, "and from these connections we will not only increase our record business in this field but we also expect to write the scores and do the recording. Sales of Auditorium Victrolas are increasing.

Announcing

An entirely new and exclusive line of creations by McMillan Engineers and Cabinet Makers

See them at the

R. M. A. SHOW

Demonstration Room 507A

or at Booth B79

McMILLAN RADIO CORPORATION

1421 So. Michigan Ave.

Chicago

Fansteel Introduces Balkite AC Receivers at Sales Convention

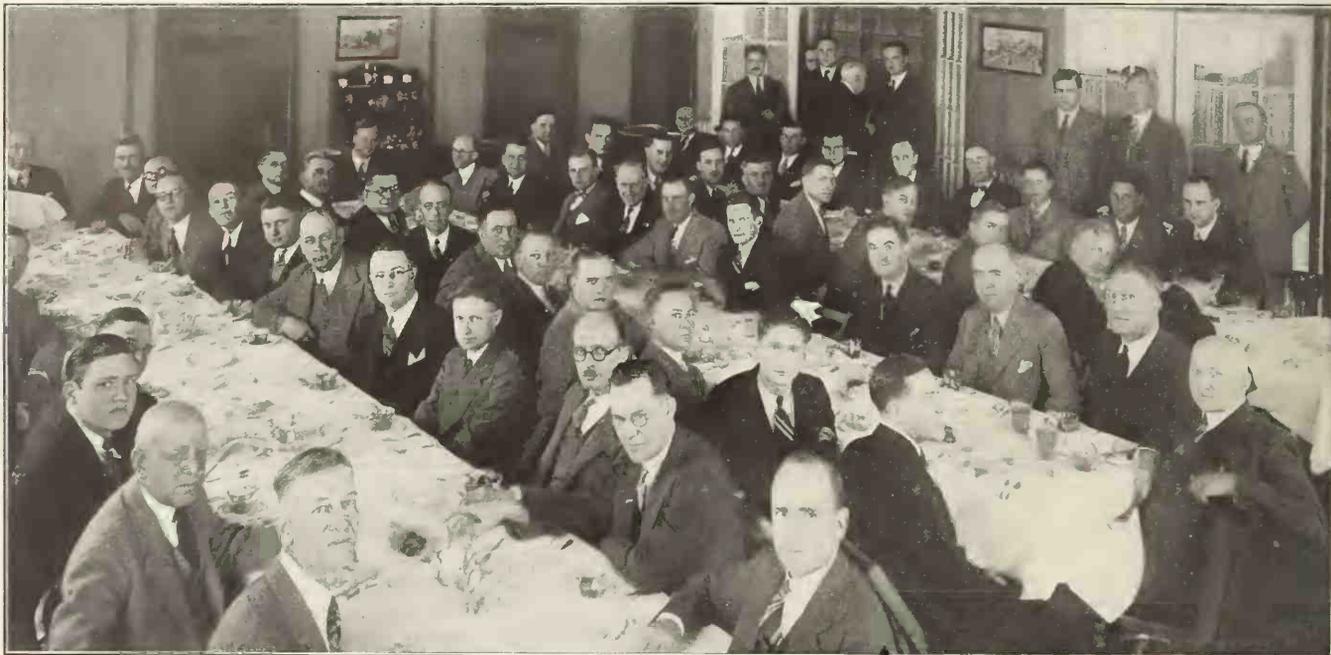
(Continued from page 34a)

Coultrip, head of the Fansteel Co.'s service department.

At the close of the afternoon session the guests, numbering about sixty, were conveyed in motor coaches to the Bonnie Brook Country Club, near Waukegan, Ill., where the banquet was held, after which a demonstration of the new Balkite radio receiving sets took place.

welcome to the sales representatives and to thank them for the whole-hearted support which they had given to the Balkite organization in the past. He stated that the Fansteel laboratories were keeping well abreast of radio developments and would continue to supply the trade with a product thoroughly modern, of quality construction, as has been the case

lications will be used to bring the new products forcibly to the attention of the trade and public, and in addition the firm has arranged a co-operative advertising plan for the retailer, as well as a number of sales helps in the form of signs, display cards, etc. Mr. Dunham stated that the Fansteel Products Co., Inc., had definitely set forth to build the finest possible radio receiver, from the standpoint of appearance, construction and performance, and to market that receiver in a price range in keeping with its merit. In one of the sessions of the two-day meeting one of the Fansteel executives stated that the Balkite laboratories had received orders nine months ago to de-



Guests at the Banquet Sponsored by the Fansteel Products Co. to Introduce the New Balkite Line

The Saturday morning session was opened with an address by B. S. Warren, secretary of the Berkey & Gay Furniture Co., Grand Rapids, Mich. The Berkey & Gay Furniture Co. will manufacture the radio furniture in which the new Balkite radio receiver will be housed, and Mr. Warren illustrated his talk with lantern slides showing the care and precision with which the Berkey & Gay furniture products are built in their factories. W. O. Seelye, of George Harris & Phelps, Inc., Detroit, Mich., advertising counsel of the Berkey & Gay organization, outlined for the representatives the manner in which advertising, coupled with quality furniture, over a period of many years in the industry, had built up prestige and standing for the Berkey & Gay Furniture Co. He exhibited a number of advertisements sponsored by Berkey & Gay during the past few years and also the first advertisement for the company, which appeared in 1889. Mr. Seelye stressed the point that "eye appeal" was one of the biggest factors in the selling of radio furniture.

Profits in radio cabinets, in radio furniture's best year thus far, according to advance predictions, were stressed by H. T. Roberts, head of the H. T. Roberts Co., Chicago. Mr. Roberts' organization functions as the radio furniture sales division of the Berkey & Gay Furniture Co. The rise in importance of the music-radio dealer as an outlet for high-grade radio products was described by Lee Robinson, business manager of The Talking Machine World, who stated that the improvements which had come about in radio receivers themselves, coupled with the refinements in cabinet design and construction, had placed the music-radio dealer in an enviable position as a merchandiser and logical outlet for those products.

J. M. Troxel, chairman of the board of the Fansteel Products Co., Inc., returned from a business trip to the Pacific Coast to deliver a

in the power unit field, where the Balkite products have occupied a prominent position.

John H. Dunham, head of the advertising organization in Chicago which bears his name and which served the Fansteel Products Co. for many years as advertising and merchandising counsel, outlined the advertising campaign which will be sponsored to promote the sale of the new Balkite radio receivers. Leading national magazines, newspapers and trade pub-

velop a radio receiver of the highest standard, with no thought of price in mind, and that the engineering staff had complied with this demand in producing the present Balkite receiver.

The new line of Balkite seven-tube receivers, which will be furnished in metal table cabinet, walnut table model, console cabinet style, and in a radio-phonograph combination instrument, will be fully described and illustrated in the June issue of this publication.

Landis Co. Appointed Carryola Ad. Agency

O. L. Prime, President of Carryola Co., Announces Appointment of Reed G. Landis Co. to Handle Advertising

O. L. Prime, president of the Carryola Co. of America, Milwaukee, Wis., has just announced the appointment of the Reed G. Landis Co., of Chicago, to handle the advertising for Carryola portable phonographs, electric pickups and the rest of the Carryola products. This announcement, following so closely on the selection of Ray Reilly as sales manager, promises a forceful, effective advertising and sales program for Carryola which will not only cover the United States completely, but will extend into the world's export markets, where Carryola already enjoys a strong sale.

Major Reed G. Landis, the owner of the advertising company bearing his name, is not a stranger to the phonograph business. He was advertising manager of Brunswick when he entered the World War in which he shot down thirteen enemy aircraft as a pursuit aviator, and rose from the rank of private to major, commanding one of the crack American squadrons.

In addition to the Carryola business, the Reed G. Landis Co. handles advertising for over

thirty important concerns, among which are the Chicago and North Western Railway, Automotive Equipment Association, National Air Transport, Inc., and Campbell-Smith-Ritchie Co., builders of Boone kitchen cabinets.

Major Landis has stated after a careful survey of the Carryola line that he is delighted with the Carryola merchandise. "Carryola dealers and distributors are bound to show a fine profitable volume in the Carryola line," he concluded, "if they will match the fine support Carryola is giving them, with a sensible amount of effort on their own part."

Collins to Open Branch

W. T. Collins, music dealer of Columbus, O., will open another branch of the Collins Music Stores, Inc., to be known as the Grandview Music Shop, at 1281 Grandview avenue. In addition to various musical instruments Mr. Collins will handle radio parts and accessories, records and sheet music. He also will have a circulating library.

Incorporation

The Miami Music Co., Dayton, O., has been incorporated with a capital stock of 100 shares at par, \$100. Nancy E. Weaver, Davis Lorbach and Leonard Garver, Jr., are the proprietors.

E. E. Shumaker, Victor President, Anticipates Banner Sales for 1928

(Continued from page 34a)

crease, and we have recently made connections with motion picture producers, which will not only increase our record business in that field, but in addition we expect to write the scores and do the recording. We expect a rapid growth in this branch of our business. We are doing a nice business in the field of Auditorium Victrolas, and more and more hotels, parks and other large establishments are realizing the advantage of having an Auditorium instrument. Prospects are good in this field.

"Our new factory in Buenos Aires, Argentine, is progressing rapidly toward completion. In the meantime we are working night and day with our present facilities, and we are very much encouraged with the prospects in the Argentine. We have recently appropriated funds to provide record manufacturing facilities in Chile and Brazil. These fields are largely undeveloped. Heretofore records have been shipped to these countries from the United States or from the Argentine, the high duties making the cost almost prohibitive. This will be overcome when we get our factories working. Our new plant in Japan began the production of records in January, and is rapidly approaching present capacity. Japan we believe presents a very fertile field for development, after which we will consider China.

"The Victor Talking Machine Co. of Canada is continuing to have a most satisfactory business. We own at present 80 per cent of the total outstanding capital stock of 10,000 shares, and will acquire the balance of these shares during 1928. The business of our associate in Europe—the Gramophone Co., Ltd., of England—is in splendid shape and it is certain to have by a considerable margin the best year

in its history. All in all, I think, we can feel well pleased with our prospects."

Since Mr. Shumaker's announcement was received the Victor Co.'s statement for the first quarter was released.

The financial statement of the Victor Talking Machine Co. for the first quarter of 1928 shows a net income for the three months of \$1,568,201.31, as compared with \$1,001,985.87 for the first quarter of 1927, or an increase of \$566,215.44. Net income of the company for the quarter ended March 31, 1928, is equivalent, after deduction of dividend requirements on the three classes of preferred stocks, to \$1.54 a share on 714,731.45 shares of common stock outstanding March 31, 1928; and after further deduction of the quarterly prior preference stock sinking fund appropriation, to \$1.32 a share on the common. For the first quarter of 1927, net income was equivalent, after preferred dividend requirements, to 72 cents a share on the common stock on the present share basis, and after further deduction of the sinking fund appropriation, to 50 cents a share.

During the three months ended March 31, 1928, 71,822 shares of \$6 convertible preferred stock were converted, at the rate of two shares of common for one share of preferred, thus effecting an increase of 143,644 shares of common stock outstanding. The report shows net sales, less returns and allowances, for the first three months of this year totaling \$10,346,744.84, compared with net sales of \$10,213,019.17 for the same period of 1927.

Dolores Del Rio, motion picture star, featured in "Ramona," has recorded the song of the same name for the Victor catalog.

Irving F. Shalek Now With the Carryola Co.

Joins Sales Organization of Prominent Milwaukee Portable Manufacturer

Irving F. Shalek recently joined the sales organization of the Carryola Co. of America, Milwaukee, maker of portable phonographs, ac-



Irving F. Shalek

ording to an announcement by Ray Reilly, sales manager of the company. Mr. Shalek is well known in the music trade, having operated two music stores in Chicago on the northwest and west sides of the city for eight years, the stores being known as the Brunswick Music Shops. For the past ten months Mr. Shalek has been Wisconsin manager of the TAY Sales Co. with offices in Milwaukee. In his new post he will contact Carryola distributors.



509

For high grade cabinet phonographs



"HELYCON"

Stands for All That Is Best in

PHONOGRAPH EQUIPMENT

If you are a manufacturer or a dealer in phonographs or phonograph equipment, you should investigate the "Helycon."



308

For small phonographs and portables

POLLOCK-WELKER, Limited

Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener

Code: A.B.C., 5th Edition, Bentley's

Columbia Statement for Fiscal Year Shows Profits of \$760,139.89

(Continued from page 34a)

Co., Inc.: Operations of your company and its subsidiary for the fiscal year ended February 29, 1928, show a net profit of \$760,139.89 as compared with \$270,214.81 the previous year.

"The company has made substantial progress during the past year, evidenced not only in the increased net profits, but also by a substantial increase in sales of over 40 per cent. This increase in sales reflects an improvement in both domestic and export business.

"In September, 1927, the company introduced its first electrical amplifying phonograph. This product has been most favorably received and commented upon with the result that the demand has up to this time exceeded our output.

"The products of your company generally are enjoying greater public appreciation and trade confidence to-day than ever before. The liberal merchandising policy pursued by the company is likewise reflected in increased good will throughout the trade.

"As a practical means of centering public attention on music your company last year sponsored the Beethoven Centennial, which was celebrated from March 20 to 26, 1927, in over five hundred American cities and towns. In further advancement of this cause the company is now sponsoring the Schubert Centennial and is offering \$20,000 in cash prizes in an International Prize Contest for original orchestral

compositions of symphonic works of which the winning work will be presented to the public through all available means. Twenty-six nations will participate in the Schubert Centennial, which will be celebrated in November, 1928.

"In accordance with the approval voted by the stockholders at the special meeting held on October 25, 1927, the stated value of the 85,000 outstanding no par shares of your company has been reduced from \$6,000,000 to \$5,000,000. This change is reflected in the accompanying balance sheet.

"Of special interest to stockholders is the fact that the company has recently declared and paid an initial dividend of \$4.00 per share on its outstanding capital.

"The stockholders, at the annual meeting in May, 1925, authorized the sale of the No. 14 Building of the West Plant at Bridgeport, Conn. This building has been vacant since that time and is not needed in operations. This property was sold for cash in April, 1928, at a price which will show a profit over the value at which it was carried on the books. The sale of this property will result in a substantial reduction in the property and plant account with a corresponding increase in the cash position, not reflected in the present statement. The company is in excellent financial position. The outlook is most encouraging."

enjoys the distinction of being the sole agency of its kind in New York City which operates a Brooklyn office to take care of its extensive clientele there.

Sell Interest in Wurlitzer's

CINCINNATI, O., May 7.—The interests of Howard E. Wurlitzer, former president of the Rudolph Wurlitzer Co., and his family have been purchased by Rudolph H. Wurlitzer, present president, and Fanny Wurlitzer, younger brothers of Howard E. Wurlitzer.

Walter Donaldson, composer, Walter Douglas, executive, and Mose Gumbel, professional manager, have formed the firm of Donaldson, Douglas & Gumbel, Inc., with offices at 1595 Broadway, New York City, and will start operations on or about June 1.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

TWO LIVE SALESMEN

Exceptional opportunity for two live salesmen who have established radio jobber and dealer following to connect with maker of high-grade, all-electric radio receiver now in third year of successful business. Manufacturer now ready for increased representation. Liberal commission with opportunity of general or sales managership. Confidential. Please apply by letter to Box 1641, Talking Machine World, 420 Lexington Ave., New York.

WANTED

Manufacturer's Representative

On commission basis in key cities, such as Boston, Chicago, St. Paul, Denver and Pacific Coast. Oriole Phonograph Co., Inc., 414-424 East Pratt St., Baltimore, Md.

SALES MANAGER with thirty years covering the tropics and Latin America is about to open up, handling exclusive musical merchandise, such as portable phonographs, records and repairs, etc. Will cover Cuba this coming season, taking orders for reliable manufacturers in the U. S. on a commission basis. My crew consists of five wholesale agents expert in Latin American canvassing. Also six house-to-house agents covering retail trade. Firms in the U. S. desiring to cover this new field in above class of merchandise get in touch with the manager of this crew. For further details address Volney L. Held, Bayate, Oriente, Cuba.

RESPONSIBLE salesman calling on trade vicinity of Cincinnati, interested in representing manufacturers. P. O. Box 34, Station D, Cincinnati, O.

THOROUGHLY experienced radio man desires position. Buying, selling, service department. What opening have you? Any part of the country. Best references. Address reply to Box No. 1642, Talking Machine World, 420 Lexington Ave., New York.

POSITION WANTED—Talking Machine and Radio Buyer and Manager. Have had 18 years successful retail and wholesale experience—eight years in present position—large department store. Conversant with importance turnover—clean stock—capable taking full charge—know how to make a profit in nice mark-up and willing to work on salary and commission with a bonus of net profits. Prefer locating in Ohio, Illinois or Pacific Coast. Am well known in trade and can supply references—Victor, Brunswick, Columbia, Sonora. Apply Box No. 1643, Talking Machine World, 420 Lexington Ave., New York City.

AVAILABLE—Salesman with car—several years' phonograph and radio experience—prefer New England—salary and commission basis—best references. Address Box No. 1644, Talking Machine World, 420 Lexington Ave., New York.

POSITION WANTED—Expert Phonograph Repairman, 20 years' experience on all makes of American and foreign motors, also some experience in selling phonographs, radios. Can manage the entire music store. Address Box 1645, Talking Machine World, 420 Lexington Ave., New York.

S. Karpen & Bros. Enter the Radio Field

S. Karpen & Bros., well-known furniture manufacturers, with factories in New York, Chicago, Los Angeles and Michigan City, have entered the radio cabinet field. Studner Bros., Inc., New York and Chicago, have been appointed national sales agents for the Karpen line, and the initial showing of the new models will be made at the RMA Trade Show.

Caleb S. Spencer Dead

Harry L. Spencer and Platt R. Spencer, of the Sonora Phonograph Co., are receiving the condolences of their friends in the trade on the death of their father Caleb S. Spencer, who died in the Peter Bent Brigham Hospital, Boston, Mass., on May 8. The deceased was a partner in the firm of Kraft, Bates & Spencer, which discontinued business some years ago.

In New Home

The Madden-Schenkel Co., Inc., manufacturers' representatives, New York, has moved to new quarters at 20 West Forty-fifth street, where 1,500 square feet will be devoted to the display of its lines for the coming season.

H. D. Mitchell has opened a new music store at 2121 Fillmore street, San Francisco, Cal.

Books for the Record Owner

The first two volumes of a series of handbooks for the owners of talking machines, just issued by the Gramophone (Publications), Ltd., 58 Frith street, London, W. I., are entitled "Operatic Translations." They have been prepared by H. F. V. Little, who has been contributing translations of operatic arias and German lieder to "The Gramophone" for the past few years. The book will be found invaluable to those record lovers who desire correct translations from French, Italian and German of leading operas and lieder. In most cases the original text is cited and the translation printed immediately below it, line for line, in italics. The third volume of the series, entitled "Novice Corner," will be published in about a month. The price is two shillings per volume, and indications point to a wide sale.

Peck Agency in New Branch

The Peck Advertising Agency, which has handled the advertising of a number of talking machine and radio houses, has announced the occupation of new branch offices in Brooklyn. An entire five-story building has been purchased at 503 Atlantic avenue and will be entirely occupied by this agency. Harry Peck, president, points out that the Peck Agency

Wonderful Bargain

We have a surplus of new phonographs with the paper cone that can be bought cheap for cash. Reply Box No. 70, Syracuse, New York.

IN THE MUSICAL MERCHANDISE FIELD

Musical Merchandise Dealer Must Know the Product He Features

David L. Day, President of the Bacon Banjo Co., Presents Some Thoughts on Selling Small Goods That Are the Result of Many Years' Experience

IT is quite necessary that the dealer today, to sell fine goods, is able to talk banjoistically.

In other words if he is not fully acquainted with the details and fine points that go into the latest productions of the best makers, how is he to impress these on his customer who, if given the proper presentation, might become interested? We know by the many sales of our latest products, the B & D Silver Bell—silver, gold and gold engraved styles of banjos—which have been constantly increasing from year to year, that there is a greater future for dealers who are educated in the higher grade lines. There never has been a time like the present when such beautiful and artistic creations in banjocraft have been produced. Music is making itself a necessity in many of the present-day activities and it can truthfully be said that the luxuries of yesterday are the necessities of the present time.

The present standards in all lines have advanced rapidly and this applies to the banjo as well as any others. Not only has the instrument advanced in its regal beauty and artistic construction, but also in a most important way—in its tonal quality.

You will find in the hands of almost every leading artist today, beautiful gold and gold engraved banjos with necks and resonator parts of rare woods. The fingerboards and pegheads, also resonators, in varied enameled colors of original designs are an additional beauty that makes the banjo of the present day a wonderful creation, a real work of art. With the present luxury standards in all lines, there has been devised a sales system of payments so that whatever they may wish to buy in the way of luxury or pleasure is within reach. In this way many of the higher-priced instruments are sold. A serious mistake can be easily made if one does not investigate thoroughly or does not have the proper information as to the quality of the particular instrument desired. It may be found that outside of a flashy looking instrument you have not obtained the real value that you had in mind.

Those who have given a lifetime of study to the advancement of the banjo fully realize their responsibility in keeping up its prestige and standing. They are the ones who can talk and produce tone, construction, durability and all other intricate details of banjocraft that can only be learned by years of experience. There is no question about the future of the banjo. Throughout the country today there are players from 12 to 15 years old who have made wonderful progress, and have appeared before the public in concert and also before that invisible audience over the radio. Banjo clubs are being formed and drilled by competent teachers and directors also throughout the country, and one of the largest clubs of 125 is giving a concert in Schenectady in the near future. At the present time the banjo is heard in stage presentation orchestras in the larger moving picture houses. Besides all these activities, the banjo for a number of years has been an indispensable instrument in all dance orchestras. Many small clubs are formed for entertainment with the banjo doing its share of the work,

In the Symphony Concert Orchestra at the opening of the new Stanley Theatre in Pittsburgh, a short time ago, there were included in this wonderful organization, two celebrated

banjo artists. One of the larger Broadway movie houses also has a banjoist as a permanent member of the orchestra and we understand at this writing that the large symphony orchestra at Roxy's has taken on the banjo, which will add its bit of tone color to the instrumentation when desired. With this review of the many opportunities which the banjo has won through its merits, there is no question but that it has entered the threshold of a greater future.

Two harmonica contests for rural schools were held at Ringsted, Ia., May 7 and 8.



He That Works Without Tools Is Twice Tired

SELLING is hard work at the best. You need help if you are to do a successful job.

King Instruments do a manly job of helping out. Self-demonstrating merit is built into every horn. You can say "here it is, try it," confident that your prospect will arrive at a favorable decision.

And we don't stop at building a good, honest instrument. We give our representatives an abundance of selling cooperation. National advertising is backed by an intelligent dealer-help service. (Have you seen copies of the King Dealer News and The White Way?)

If sales aren't coming as they should, perhaps it is the merchandise, and not yourself, that is to blame. We will welcome a chance to tell you how King Instruments will lessen sales resistance.

THE H. N. WHITE CO., 5215-99 Superior Ave., Cleveland, Ohio

Makers of **"KING"**
BAND INSTRUMENTS

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 103)

Hohner Exhibit at Supervisors' Meet

Hohner Harmonica Literature Shown at Annual Music Supervisors' Conference in Chicago—Development Explained

M. Hohner, Inc., New York City, maker of the Hohner harmonica, exhibited at the recent Music Supervisors' National Conference at Chicago. Several thousand supervisors attended the biennial conference at the Hotel Stevens and it is reported over 3,000 people passed through the doors of the Hohner exhibit rooms during the week. Of this number 400 supervisors left their names and addresses for further material to be sent to them.

Sidney Winfield, sales representative of M. Hohner, Inc., and Charles Hohmann were in charge of the exhibit, and explained to the many interested listeners the Hohner program of harmonica development work. The exhibit displayed Hohner literature, window and counter displays, including a piano and Victor Orthophonic talking machine for demonstration purposes. James Hartley and James McClain, Hohner field agents, were also on hand for the various demonstrations. More than 1,700 diners at the banquet were presented with a souvenir—Little Lady Harmonicas—as a memento of the occasion.

Many Band Contests Featured This Year

Wide Interest in National School Band Contest Indicated by Increase in the Number of State Contests to Be Held

The number of States in which school band contests will be held prior to the National School Band Contest to be held at Joliet, Ill., on May 24 to 26, shows a remarkable increase over last year. The National Bureau for the Advancement of Music recently announced that band contests have been scheduled in thirty-four contest units, compris-

ing individual states, sections of states and groups of states. In 1927 twenty-two units held these band contests. The newcomers this year are: Florida, Maine, Mississippi, Missouri, New Jersey, New Mexico, New York, Oregon, Utah, Eastern and Western Washington and probably West Virginia.

An indication of the wholehearted manner in which the new entrants have joined the movement is provided by the number of entries thus far listed for their respective contests. They are: Maine, twelve bands and twelve orchestras; Mississippi, six bands; Missouri, eight bands; ten orchestras; New Jersey, twenty-one bands, eight orchestras; New Mexico, six bands, six orchestras; New York, fifteen bands; Oregon, ten bands; Utah, nineteen bands; Washington, twelve bands. The total for Washington is for the two sections: eastern Washington, seven, and western Washington, five.

As the time for the National contest in Joliet, Ill., approaches, arrangements are rapidly being completed. The Bureau for the Advancement of Music is co-operating with the Committee on Instrumental Affairs of the Music Supervisors National Conference in promoting both the state and national contests, and the advices received from the various communities indicate that the interest in the contests is greater than ever, arguing for the national tournament a participation that will be larger and more representative than in any year since the first national meeting was held.

For the most part the competitions for the state trophy offered by the National Bureau to the winning band will be held under the auspices of the public education departments or state universities, and in many cases the school band contests will form a feature of the annual music festivals in the respective states.

King Saxophone Prices Are Revised

CLEVELAND, O., May 3.—The H. N. White Co., manufacturer of King band instruments, recently revised prices on all King soprano saxophones in order that King dealers might meet competitive prices without any lowering

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, Levitow's Commodore
 Hotel Grill Orchestra

SLEEPY HALL
 With His Orchestra at
 Castilian Royal Felham Parkway

New 1927-28 Illustrated 48 Page
 Combined Catalog and Sheet
 News—Free.

THE BACON BANJO CO., Inc.
 Groton, Connecticut

of King quality. The revised prices, which went into effect on April 15, are as follows:

Model No.	Fin. I	Fin. II	Fin. III	Fin. IV	Ar. Sp.	De Luxe
Hb Saxello 1000	\$90.00	\$120.00	\$135.00	\$165.00	\$190.00	\$320.00
	94.50	126.00	141.75	173.25	199.50	336.00
C Soprano 1001	90.00	120.00	135.00	165.00	190.00	320.00
	94.50	126.00	141.75	173.25	199.50	336.00
Bb Straight 1002	90.00	120.00	135.00	165.00	190.00	320.00
	94.50	126.00	141.75	173.25	199.50	336.00
Bb Curved 1003	90.00	120.00	135.00	165.00	190.00	320.00
	94.50	126.00	141.75	173.25	199.50	336.00

Gummed slips containing the above information have been sent to all King dealers for inclusion in pocket catalogs and saxophone folders.

New Hohner Booklet on the Harmonica

Entitled "The Harmonica as an Important Factor in Modern Education of Girls and Boys"

M. Hohner, Inc., New York City, has just published a very interesting twenty-eight-page booklet entitled "The Harmonica as an Important Factor in the Modern Education of Girls and Boys." The purposes of this brochure are stated as follows: First, to make clear the noteworthy position which the harmonica has achieved in the modern educational and recreational world. Secondly, to indicate specific ways and means by which the advantage of the harmonica can be utilized in group activities, in the formation of harmonica orchestras and in the development of harmonica contests.

On succeeding pages the following subjects are presented: Outstanding Social and Educational Values of the Harmonica; Character Building Through Harmonica Group Instruction; Practical Helps for Individual and Group Instruction on the Harmonica; The Philadelphia Harmonica Orchestra as a Conspicuous Example; Reports on Harmonica Activities in Educational Institutions; Harmonica Contests as a School and Community Asset; Bibliography of Harmonica Publications, and The Value of the Harmonica as Expressed by Leaders of the Nation's Thought.

Ralph Eliazer, formerly proprietor of the Modern Music Store, San Francisco, Cal., has opened a new music establishment on the site occupied by the Lubbe Music Co. on Market street.

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

Berlin to Publish Sousa Marches in Banjo, Guitar, etc., Arrangements

Secures Exclusive Publication Rights of Sousa Marches Controlled by John Church Co. for Tenor Banjo, Mandolin, Guitar and Saxophone as Solos

A transaction has just been closed between the Irving Berlin Standard Music Corp. and the John Church Co. whereby the Berlin organization has taken over the exclusive publishing rights of the famous John Philip Sousa marches



John Philip Sousa

controlled by the John Church Co. for publication for tenor banjo with piano accompaniment, mandolin, guitar and saxophone with piano accompaniment. This is one of the most important transactions in recent years whereby one publisher has been successful in taking over one of the most valuable catalogs in the industry. This is the first time in the history of the John Church Co.'s business that they have permitted any of their valuable copyrights to be published by another concern.

Mr. Coghill, acting for the John Church Co., became interested in effecting this agreement because of the remarkable headway the Irving Berlin Standard Music Corp. has made in the publishing of solos for these various instruments. The popularity of all the John Philip Sousa marches, coupled with the fact that the tenor banjo, guitar, mandolin and saxophone are amongst the most popular instruments used,

will make these series a very valuable asset which will be benefited mutually by the two organizations.

Amongst the marches included in the deal are "Stars and Stripes," "El Capitan," "Manhattan Beach," "Free Lance March," "Invisible Eagle," "King Cotton," "Bride Elect" and many others of equal prominence. These marches will be arranged by Roy Smeck and Ralph Colicchio, two of America's foremost artist composers for fretted instruments.

Harry Engel, acting for the Irving Berlin Standard Music Corp., has already formulated a publicity campaign whereby these famous marches, arranged in these forms, will be brought to the attention of every teacher of these instruments as well as the trade in general. A most elaborate advertising campaign will be under way shortly and will cover every branch of the consumer. The consensus of opinion is that these famous marches are most

Sam Fox Takes Over the Pallma Catalog

The Sam Fox Publishing Co., Cleveland and New York City, announces that it has closed negotiations whereby it has taken over the catalog of Pallma, Inc., of Chicago. It was originally arranged that the Fox organization would purchase the two outstanding songs in the Pallma catalog for which it was ready to pay \$10,000.00. A later deal was completed, however, whereby all the Pallma publications were transferred together with the Pallma business to the Fox organization.

The two outstanding songs involved in this sale are "When Twilight Comes" and "Just for Today," both of which were originally introduced by John McCormack, and later, were taken up by many other noted concert and popular artists. Other important songs included in the Pallma catalog, which will now carry the Fox imprint, include "Dawn," "Land of Drowsy Waters," "Lost in London Town," "The Gift Supreme," "Valse Primrose" and the sacred song, "He Went Forth Rejoicing."

With the above announcement the Fox organization plans a widespread and energetic

campaign to add further importance to "When Twilight Comes" and "Just for Today," and other selected numbers in this collection through the medium of the concert field and other channels. These plans will not lessen the activities of the Fox organization on its present catalog, the whole organization being enlarged to care for the added activities.

The Irving Berlin Standard Music Corp., while only inaugurated about one year, has developed one of the finest catalogs of standard music in the industry. Its Motion Picture Library alone consists of over 200 individual compositions by America's foremost composers who are under exclusive contract, such as Maurice Baron, Leo A. Kempinski, Joseph Pasternack, Gerard Carbonara and H. Maurice Jacquet, etc. Among the other valuable compositions published by the Irving Berlin Standard Music Corp., that are enjoying a very substantial sale, are the series of twelve Piano Recreations in folio form, also a collection of Screen Dramatics published in loose-leaf form as well as Theatre Organ Series for motion picture use. Arrangements are now under way whereby other copyrights of other publishers will be contracted over, for arrangements of a similar nature which will give the Irving Berlin Standard Music Corp. one of the finest editions of modern solos for the fretted instruments.

campaign to add further importance to "When Twilight Comes" and "Just for Today," and other selected numbers in this collection through the medium of the concert field and other channels. These plans will not lessen the activities of the Fox organization on its present catalog, the whole organization being enlarged to care for the added activities.

The new Chicago office of the Sam Fox Publishing Co. is located at 64 East Jackson boulevard, and Leonard Greenberger, of the Cleveland Sam Fox organization, has been appointed manager there. Stanley Warner, who has been associated with the Chicago office in the past, will continue in his former work.

New Feist Numbers

Leo Feist, Inc., New York City, recently announced three new publications, which until May 31 are listed as Class "A," or 20 cents a copy. They are: "Dixie Dawn," fox-trot song by Jo' Trent and Peter De Rose; "Say 'Yes' To-day," by Walter Donaldson, and "Last Night I Dreamed You Kissed Me," ballad by Gus Kahn and Carmen Lombardo. On and after June 1 these songs will be listed as Class "B," or 22 cents a copy.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

Sam Fox Publishes Film's Theme Songs

"Rosemary" and "Little Irish Rose" Are Themes of "Abie's Irish Rose," Published by Sam Fox Publishing Co.—

As a general thing there is one theme song published from the specially composed scores for the feature motion pictures. "Abie's Irish Rose," which opened at the Forty-fourth Street Theatre, New York City, the latter part of last month, has the unusual in that the two important themes "Rosemary" and "Little Irish Rose" have been issued in sheet music form by the Sam Fox Publishing Co., Cleveland and New York City. The music for the score of the film is written by J. S. Zamecnik, and the lyrics are by Anne Nichols. Both songs are appealing waltzes and have already made an impression on both dealers and the public. They will shortly be released on records.

TRIANGLE HITS

"Joe Davis" Publications

RECORDS — ROLLS
SHEET MUSIC and
ORCHESTRATIONS

ALL DAY LONG

YOU'D RATHER FORGET
THAN FORGIVE

MY BLUE RIDGE MOUNTAIN
HOME

I AIN'T GOT NOBODY
(and Nobody Cares for Me)

SHOULD I BE SORRY?

RED HEAD

A GOOD MAN IS HARD TO
FIND

RIGHT OR WRONG

IN MY SWEETHEART'S ARMS

WHEN THE SUN GOES DOWN
AGAIN

LITTLE MARION PARKER

FIDGETS

SERENATA

NOW I WON'T BE BLUE

MY BLUE RIDGE MOUNTAIN
QUEEN

MY CAROLINA HOME

TALKIN' 'BOUT HOME

SHAKE IT DOWN

FIREWORKS



Complete Score for New White "Scandals"

Announcement has been made that Buddy De Sylva, Lew Brown and Ray Henderson have completed the score of the new George White "Scandals," which will open some time in June. In addition to preparing the musical score, the firm, of which the above-mentioned writers are the name members, will publish the music of the show.

The musical numbers in the new "Scandals" will be eagerly awaited, for in last year's production, written by the same trio, such sensational hits as "Black Bottom," "The Birth of the Blues," "Lucky Day" and "The Girl Is You and the Boy Is Me" were given to the world. This year De Sylva, Brown & Henderson scored heavily with the score of "Good News," which has for its "hit" numbers the favorite "Varsity Drag," "Lucky in Love," "Good News" and "The Best Things in Life Are Free."

Add New Numbers to Berlin Catalog

Irving Berlin, Inc., New York City, has released a new song by Gene Austin, entitled "Old Pals Are the Best Pals After All." The firm contemplates a big campaign on this song with the profession, orchestras, radio, etc. It will be one of the outstanding feature songs in the catalog.

They also announce a big feature song for this Summer, entitled "Get Out and Get Under the Moon." This will be exploited in a very big way. It shows every indication of becoming one of the outstanding hits. The firm enjoys one of the strongest selling catalogs in years. At present they have six outstanding song hits that are enjoying a very large sale throughout the country, namely: "Mary Ann," "Back in Your Own Backyard," "Sunshine," "I Can't Do Without You," "Beloved" and "Moth of Mine, I Still Have You."

Shapiro, Bernstein Add New Numbers

Shapiro, Bernstein & Co., New York City, report that business is most satisfactory with the firm's "ace" numbers continuing in good demand. The present catalog is a well-rounded one with the new Chicago number "Sweet Sue, Just You" and Jimmy Hanley's new ballad "In the Evening" taking their places with the proved favorites: "After My Laughter Came Tears" and "Way Down South in Heaven." An intensive campaign of exploitation is being put behind these numbers.

"Dreaming Away" in Favor

S. A. Matter, New York City, publisher of the waltz ballad, "Dreaming Away" (To Find a Way), reports that this number is forging ahead and is showing a most satisfactory progress. Harry Cooper, well-known artist, was recently placed in charge of local sales exploitation and under his able direction sales are expected to increase. Mr. Cooper will shortly record the number for the Gennett catalog.

"Dreaming Away" has also found favor with radio entertainers and is being played regularly by outstanding radio favorites, including the Perfection Boys and the Marionettes.

Spencer Williams, writer of the famous "I Ain't Got Nobody and Nobody Cares for Me," has just placed with the Triangle Music Co. two new songs entitled "Talkin' 'Bout Home" and "Shake It Down," also a great hot dance tune entitled "Fireworks."

"Ramona" Featured in Lyon & Healy Display

CHICAGO, ILL., May 7.—One of the most attractive window displays devoted to a single song ever seen in this city was that featuring "Ramona," which appeared in the Wabash ave-



Lyon & Healy "Ramona" Window

ue lobby of Lyon & Healy's last month during the annual convention of Music Supervisors.

Simplicity is the keynote of the display. A cut-out occupies the center position with a dozen title pages of the selection grouped attractively about the window. Dark drapes in the rear helped accentuate the display material. Credit for this display is accorded Robert Stanton, of the sheet music department of Lyon & Healy, and J. A. Rasely, of the display department of the same firm. Sales of "Ramona" reached a record-breaking total.

New Feist Chicago Offices

The Chicago headquarters of Leo Feist, Inc., are now located at 75 West Randolph street, which is the same location as Lindy's restaurant, the popular rendezvous for performers and orchestra leaders in Chicago. The new offices occupy the entire second floor over the restaurant.

HOT TUNES FOR THE MODERN DANCE ORCHESTRA

By Leading Writers and Arrangers
Retail Price, 50c Each
DEEP HOLLOW

By Micky Guy and Ken Macomber
Plenty Hot. Featured Everywhere.
THE JUNKMAN'S DREAM

By Harry Ford
(Harmony Records)
BAY STATE STOMP

By Julian Webster
MEMPHIS SPRAWLER

By Joe Tarto
(Columbia Records)
STRUTTIN' JERRY

By Harry Ford
(Harmony, Banner Records, Etc.)
HANGOVER

By Red Nichols and Miff Mole
(Perfect Records)
WOP STOMP

By Pete Gentile and Geo. Crozier
STOMPIN' FOOL

By Harry Ford
("Red" Nichols Harmony Record, Cameo, Etc.)
RUSSIAN STOMP

By Mannie Klein
NERVOUS CHARLIE STOMP

By Red Nichols
(Pathe, Banner Harmony, Etc.)
INDIANA MUD

By Harry Ford
(Cameo, Gennett, Harmony, Etc.)

Order from Your Jobber or Direct from
Alfred & Company
Music Publishers
1658 Broadway, New York

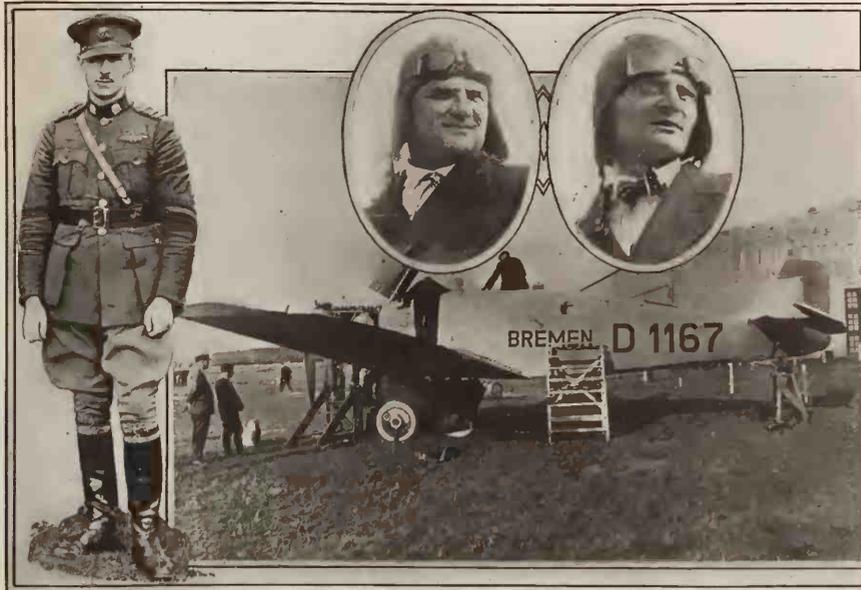
Send for Complete Catalog of Instrumental Music, Solos, Etc.

Shapiro, Bernstein Numbers Pay Tribute to German-Irish Flyers

"They Landed Over Here From Over There" and "Well! the Irish and the Germans Got Together" Honoring Flyers Proved Big Sellers on Music, Records and Rolls

It is a little late to tell of the wondrous welcome which was accorded the German-Irish trans-Atlantic flyers for the newspapers for

gether" have sold in a most satisfactory manner and with practically a 100 per cent "break" on mechanicals the sales from these songs have



German-Irish Flyers and Their Plane "Bremen"

weeks have carried pages upon pages telling of the stirring tribute paid them. Prior to the city's welcome, however, tribute was paid in the form of songs in their honor, and these marks of honor are still doing yeoman duty in extolling the bravery of the flyers in sheet music form, on talking machine records and player-piano rolls.

Shapiro, Bernstein & Co., Inc., New York City, report that the sale of their two numbers, "They Landed Over Here From Over There" and "Well! the Irish and the Germans Got To-

gether" added materially to the total volume of business for the month.

"They Landed Over Here From Over There" was written by Tom Kennedy and J. O. Donovan, both of the United Booking Offices, and "Well! the Irish and the Germans Got Together" is the work of Fred Turk and Fred E. Ahlert.

The title pages of both songs carried pictures of Baron E. G. Von Huenefeld, Captain Hermann Koehl and Colonel James Fitzmaurice with a photograph of the Bremen.

Big Campaign on "My Angel" Planned

De Sylva, Brown & Henderson, Inc., New York City, recently acquired what promises to be a tremendous hit in "My Angel" (Angela Mia) the latest composition by Erno Rapee and Lew Pollack, writers of two of the outstanding hits of the past season "Charmaine" and "Diane." The song is written in four-four tempo with a construction that lends itself both to smooth fox-trot rendition and tango. The dance orchestration promises to be a revelation in harmonica manipulation.

"My Angel" is the theme song of the Fox super-feature film, "Street Angel," now showing on Broadway and starring Janet Gaynor and Charles Farrell. De Sylva, Brown & Henderson, Inc., are planning a big campaign for the song in connection with the film tie-up, and from all indications the song should prove one of the best sellers in short order.

Skidmore Music Co. Has New Comedy Song

The Skidmore Music Co., New York City, of which Shapiro, Bernstein & Co., are the sole selling agents, recently published a new college comedy song: "She's the Sweetest of Six Other Guys," by Howard Johnson and Robert King, writers of a great number of successes, includ-

ing the recent comedy hit, "Ice Cream." The Skidmore Music Co. has had unusual success with comedy numbers, being the original copyright owner of "Yes, We Have No Bananas" and "Last Night on the Back Porch"

J. W. Green One of "Coquette" Authors

It has been called to the attention of Leo Feist, Inc., New York City, that several of the records of "Coquette" now on the market give credit for the authorship of the song to Gus Kahn and Guy Lombardo. In addition to Mr. Kahn and Mr. Lombardo, John W. Green is one of the writers of this song, and the omission of his name from the phonograph record labels was due to the fact that on the advance manuscript copies released by the Feist organization his name was inadvertently left off by the music engravers. It is the desire of the publisher that Mr. Green be given full credit for his participation in the writing of "Coquette" and future pressings of the record labels will bear his name.

Records Triangle Number

A new song has just been published by the Triangle Music Co., New York City, entitled "The Death of Floyd Bennett," written by Carson J. Robison. The number has been recorded for a number of record companies by Vernon Dalhart.

A New Hit By The Writer Of "MY BLUE HEAVEN"
There Must Be
"A SILVER LINING"
 (THAT'S SHINING FOR ME)
 by WALTER DONALDSON and DOLLY MORSE
 "YOU CANT GO WRONG"
 London's Newest Dance Craze!
"YALE BLUES"
 COLLIE KNOX & VIVIAN ELLIS
 WITH THESE 'FEIST' SONGS!
 Snappy Fox Trot Ballad Great Dance Rhythm
"WHEN YOU'RE WITH SOMEBODY ELSE"
 by Abel Baer, L. Wolfe Gilbert, & Ruth Etting

NEW! DIFFERENT! A REAL NOVELTY FOX TROT!
"Coquette"
 by Gus Kahn, Carmen Lombardo & John W. Green
 "YOU CANT GO WRONG"
 A New Waltz Hit by the writers of "IN A LITTLE SPANISH TOWN"
"ROMONA"
 Theme Song of "ROMONA" starring Dolores Del Rio
 by L. WOLFE GILBERT and MABEL WAYNE
 WITH ANY 'FEIST' SONG!
"A SHADY TREE"
 DONALDSON'S EXQUISITE WALTZ SONG!
 by WALTER DONALDSON

LEO FEIST INC.
 231 W. 40TH ST., New York.

YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG!

- "MY OHIO HOME"
- THERE MUST BE
- "A SILVER LINING"
- "RAMONA"
- "A SHADY TREE"
- "BABY YOUR MOTHER"
- "CHANGES"
- "IF I CAN'T HAVE YOU"
- "FELL HEAD OVER HEELS ^{IN} LOVE"
- "KISS AND MAKE UP"
- "MY BLUE HEAVEN"
- "THAT MELODY OF LOVE"
- "THE SUNRISE"
- "WHAT ARE YOU WAITING FOR—MARY?"
- "WHAT'LL YOU DO?"
- "WHEN YOU'RE WITH SOMEBODY ELSE"
- "COQUETTE"
- "INDIAN CRADLE SONG"
- "YALE BLUES"
- "WHEN YOU PLAYED THE ORGAN"
- "DOLORES"
- "THERE OUGHT TO BE A LAW AGAINST THAT!"
- "THAT'S MY MAMMY"
- "WAITIN' FOR KATY"

LEO. FEIST, INC.,
231 W. 40TH ST.,
NEW YORK, N.Y.

Fred K. Steele, Inc. Announces New Song

Fred K. Steele, Inc., New York City, recently placed on the market a new song entitled "I Can't Believe It's True," which is meeting an exceptionally satisfactory demand. This number has been featured over the air for some time by Billy Day, radio star, and the requests for the sheet music for the song from cities all over the country led the publisher to print the selection before he had intended to. This demand has given Mr. Steele the greatest confidence in the song and he states that orders from dealers have exceeded his expectations.

Another number in the Steele catalog which has shown great strength is "Blue Idol," the work of Jane Fraser Fish, who, although a newcomer to the popular field, has won a wide reputation as a composer of several operettas. Practically all the mechanical companies have made arrangements to include this song in their catalogs.

De S. B. & H. Secure "Constantinople"

De Sylva, Brown & Henderson, Inc., New York City, has secured the American publishing and selling rights for a novelty song, "Constantinople," which is at present a sensation in London and all over England.

The Lawrence Wright Music Co., London, is the original publisher of the song. Lawrence Wright, it will be remembered, composed the music for the sensational "Among My Souvenirs."

Robert Crawford, president of De Sylva, Brown & Henderson, Inc., paid the Wright Co. one of the biggest advances ever paid in a transaction of this nature for the rights for "Constantinople." Although the exact amount is a secret, Mr. Crawford has announced that it exceeds the amount paid for "Among My Souvenirs."

"Constantinople," coming, as it does, on the heels of novelty fads in this country, should prove a decided success, and the publishers defy anyone to spell the word correctly in strict rhythm with the melody the first time.

Robbins Publishing Book by Ferde Grofe

The Robbins Music Corp., New York City, announces the publication of a book entitled "Ferde Grofe's Modern American School of Music," which will undoubtedly prove a wide market.

Mr. Grofe is acknowledged to be a leader in his field of endeavor. His latest work, "Metropolis," an American fantasy in blue, has been the subject of great praise, and on April 25, one hour after midnight, Paul Whiteman and His Orchestra featured the composition over the radio in a coast-to-coast hook-up.

The famous "Rhapsody in Blue," by George Gershwin, is wholly a Grofe arrangement, as are practically all of Paul Whiteman's Victor recordings. Mr. Grofe's activities are not confined to orchestral arrangements of other's works, however, as he enjoys a reputation as a composer, having written "Mississippi Suite," "Three Shades of Blue" and the more recent "Musette."

Mr. Grofe's book on arranging is designed for the widest appeal, both to amateurs and professionals. It is replete with considerable practical advice and contains many interesting anecdotes.

"N' You," the popular waltz, issued by the Marks Music Co., is proving a big seller.



SONGS

THAT HIT THE MARK!

TOGETHER (New)
LILA (New)
AMONG MY SOUVENIRS
SORRY FOR ME (New)
WITHOUT YOU SWEETHEART
TIN PAN PARADE
MY ANGEL (New)
CHURCH BELLS ARE RINGING FOR MARY
THERE AIN'T NO SWEET MAN
WORTH THE SALT OF MY TEARS
FORGETTING YOU (New)
C-O-N-S-T-A-N-T-I-N-O-P-L-E (New)
I'M RIDING TO GLORY
F'RINGANCE (New)
WAS LAST NIGHT THE LAST NIGHT WITH YOU

Song Hits from the Collegiate Musical Comedy

"GOOD NEWS"

GOOD NEWS—THE VARSITY DRAG
LUCKY IN LOVE—BEST THINGS IN LIFE

Big Sellers in Folios

EACH CONTAINING "AMONG MY SOUVENIRS"

SUPREME DANCE FOLIO (New)
SAXOPHOLIO (No. 2)
TENOR HANJO FOLIO (3rd Edition)
(Each containing fifteen great songs)

DE SYLVA, BROWN AND HENDERSON, INC.

Music Publishers
DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE NEW YORK

Smalle-Robertson a Busy Harmony Team

One of the most important factors in exploiting a popular song is to have the selection included in the routine of an artist or artists



Ed Smalle and Dick Robertson who are constantly before the public and who through their work have built up a personal following. For this reason Ed Smalle and Dick Robertson are constantly sought after to introduce and exploit new songs, for this team is one of the busiest of the present day.

Smalle and Robertson record for Victor, Columbia and Brunswick, and, in addition, are regular features over station WEA and WJZ. They are a great harmony team, and, in addition, are well known for unique arrangements. This team was selected as one of those participating in the all-American broadcast heard over station WJZ on Saturday, May 5.

"Ladron," a new Argentine tango, has been issued in attractive sheet music form by the Edward B. Marks Music Co. "Ladron" was written by Carlos Cobian, an Argentine composer and orchestra director. The record and roll companies have seen the possibilities of the new tango and are listing it for early release.

Studner Bros. Represent Many Lines

Have Completed Lines for Coming Season, Adding Gordon Co. Motors and Stewart Warner Speakers

Studner Brothers, Inc., manufacturers' representatives, New York and Chicago, have completed their lines for the coming radio season over a month in advance of their showing at the RMA trade show in Chicago.

While as heretofore they will represent



Myron Studner

prominent cabinet manufacturing firms as national sales agents, they will also nationally distribute motors of the L. S. Gordon Co. and the speaker line of the Stewart-Warner Speedometer Corp., both of Chicago.

Studner Bros. will nationally distribute the production of three great cabinet manufacturers during the forthcoming season, S. Karpen & Bros., New York, Chicago, Michigan City, Los



Jack Studner

Angeles and San Francisco; Superior Cabinet Co., Muskegon, and Buckeye Mfg. Co., Springfield, O. With the products of the two latter cabinet houses, Studner Bros. have just concluded an exceptionally successful season. While S. Karpen & Bros. are making their initial bow to the radio field, this long established house with its five large factories has long been a prominent factor in the field of fine furniture and their contribution to the trade is eagerly awaited.

From the early days of radio merchandising the Studners, both Myron and Jack, have been actively identified with its advancement. In the last two years the growth of the organization has been phenomenal, until at the present time Studner Bros. maintain twenty-eight men on the road covering the trade and rendering serv-

ice to customers. In both New York and Chicago offices and display rooms are maintained. In New York 1,500 square feet are given over to an attractive display of the lines handled, and in Chicago the display space is 800 square feet. In addition branch display rooms are also located in Los Angeles and Detroit.

In commenting on the growth of the organization, Myron Studner stated in part: "Our growth has been rapid but fundamentally sound. In our business dealings we have maintained a high standard that has not only favorably affected the manufacturers we represent, but our own organization as well. We have not only sold merchandise but assisted in designing a number of cabinets as well, drawn from our intimate knowledge of the preferences of the trade. We are completely lined up for the new season and expect to surpass all previous accomplishments."

Metal Console Tables for Radio Receivers

Although only introduced to the trade last January, metal console tables for radio receiving sets have already become an accepted factor in radio merchandising, according to the Robert Findley Mfg. Co., Inc., Brooklyn, N. Y., which reports a heavy demand for its product.

This line, which is on display at the showrooms of an associated company, Albert Wahle Co., Inc., 242 Fifth Avenue, New York City, includes tables for the RCA, Atwater Kent, Kolster and Crosley sets. This modern innovation in radio cabinets was made possible through the introduction of the AC set. Although in metal, the console is finished in every instance to match the set whether the set is cabineted in metal or wood.

The Robert Findley Mfg. Co., Inc., is a member of the Radio Manufacturers' Association and will exhibit the new console tables for the new sets at the Chicago Trade Show.

First Issue of Plaza House Organ Is Out

The first issue of the house organ to be published monthly hereafter by the Plaza Music Co., New York City, appeared this month. What the new magazine is to be called is being left to the trade. The first issue appeared titleless and the Plaza Music Co. will pay \$25 for the best name suggested.

Leo B. Bernstein, advertising manager of the Plaza Music Co., has added the editorship of this publication to his shoulders and has inaugurated as a feature of the first page the monthly presentation of the strongest merchandising article in the Plaza line for the following month. The center spread has been devoted to a reproduction of the double-page spread of the Pal portable ad that appeared in the March issue of The Talking Machine World. Merchandising hints and suggestions make this magazine not only of great interest, but valuable to the Plaza dealer wherever situated.

Another interesting piece of literature emanating from Plaza headquarters is a novelty folder, entitled "And Now Our Famous Performer Pal," which through a succession of cartoons and brief sentences present the Pal story. This folder is for dealer distribution and there is space for dealer imprint.

New Peerless Speaker Line

The new line of Peerless speakers, made by the United Radio Corp., Rochester, N. Y., recently licensed to manufacture radio speakers under the Lektophone patents and improvements, will be confined to controlled-edge cone speakers made under these patents.

Pre-Amplifier Is Placed on Market

New Product of Sterling Manufacturing Co. Said to Secure Distance, Better Tone and Give Selectivity

CLEVELAND, O., May 7.—The Screen-Grid Pre-Amplifier, for use with all six-volt DC radio receiving sets, recently placed on the market by the Sterling Mfg. Co., of this city, has had an enthusiastic reception from dealers and from the public. This unit serves a number of purposes, chief of which are its amplification qualities, its elimination of static, as an aid in securing selectivity and its betterment of tone.

The Pre-Amplifier is especially welcome to the trade at the present time because of its appeal during the Summer months. Dealers are featuring the unit in their windows, de-



Using the Pre-Amplifier

picting scenes in which the Pre-Amplifier is used on motor and camping trips so that radio reception can be enjoyed under all circumstances. The Pre-Amplifier is connected in ahead of any six-volt or four-volt DC receiver, without rebuilding or rewiring, without changing any tubes and without new batteries or socket power.

Atlas Plywood and Empire Mfg. to Merge

Recommendation of Directors Approved at Stockholders' Meeting

Boston, Mass., May 10.—Special stockholders' meetings of both the Atlas Plywood Corp., of this city, and the Empire Mfg. Co., of Goldsboro, N. C., were held the early part of May, and the recommendation of the directors of both companies for a merger and unification under which the Empire assets will be acquired by Atlas were approved.

This merger will put the Atlas Plywood Corp., according to Ralph M. Buck, president, in a strategic position to expand its business in the fast-growing manufacturing centers of the South and will furnish additional plant capacity to meet the Middle West demands.

The Empire Mfg. Co., manufacturer of plywood packing cases, was organized in 1910. Its gross business approximates one-third that of Atlas. Messrs. A. H. Edgerton, Herman Weil and G. S. Daniels, who have so successfully developed this business for the past seventeen years, will actively manage the Empire Mfg. Co. division of the Atlas Plywood Corp.

New Federal Distributor

BUFFALO, N. Y., May 7.—The Federal Radio Corp., manufacturer of the Federal Orthosonic radio receiver, has announced the appointment of the Washington Automobile Supply Co., Washington, Ill., as distributor for the central section of Illinois, with warehouses in Peoria, Springfield and Decatur.

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR MAY 4

- 21308 Laugh! Clown, Laugh!—Waltz, Waring's Pennsylvanians 10
The Dance of the Blue Danube—Fox-trot, Waring's Pennsylvanians 10
21315 Ma Belle—Fox-trot, Paul Whiteman and His Orch. 10
March of the Musketeers—Fox-trot, Paul Whiteman and His Orch. 10
21323 Oh, Look at That Baby—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
What Do You Say?—Fox-trot, Waring's Pennsylvanians 10
21309 She's a Great, Great Girl—Fox-trot, California Humming Birds 10
I Just Roll Along (Havin' My Ups and Downs)—California Humming Birds 10
21324 Silver-Haired Sweetheart—Lewis James 10
Sweet Elaine—Shannon Quartet 10
- LIST FOR MAY 11
- 21334 Ramona (Theme Song of the Motion Picture Production "Ramona")—Gene Austin 10
Girl of My Dreams—Gene Austin 10
21332 He Ain't Never Been to College—The Happiness Boys 10
She's the Sweetheart of Six Other Guys, The Happiness Boys 10
21325 Little Log Cabin of Dreams—Fox-trot, Paul Whiteman and His Orch. 10
When You're in Love—Waltz, Paul Whiteman and His Orch. 10
21326 She's a Great, Great Girl—Fox-trot, Roger Wolfe Kahn and His Orch. 10
I Must Be Dreaming—Fox-trot, All Star Orch. 10
21327 I Can't Do Without You—Waltz, Waring's Pennsylvanians 10
Moments With You—Waltz, The Troubadours 10
- LIST FOR MAY 18
- 21329 Tomorrow—Gene Austin 10
So Tired—Gene Austin 10
21338 When—Fox-trot, Ted Weems and His Orch. 10
Just a Little Way Away From Home—Fox-trot, Nat Shilkret and the Victor Orch. 10
21333 Lila—Fox-trot, Waring's Pennsylvanians 10
Hello Montreal!—Fox-trot, Waring's Pennsylvanians 10
21339 Beloved—Waltz, The Troubadours 10
Dream River—Waltz, Ted Weems and His Orch. 10
21346 Persian Rug—Fox-trot, Louisiana Sugar Babes 10
Thou Swell—Fox-trot, Louisiana Sugar Babes 10
- LIST FOR MAY 25
- 21365 I'm Winging Home—Fox-trot, Paul Whiteman and His Orch. 10
When You're With Somebody Else—Fox-trot, Paul Whiteman and His Orch. 10
21366 Just Across the Street From Heaven—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10
Happy Go Lucky Lane—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10
21364 Nothin' on My Mind—Fox-trot, Ted Weems and His Orch. 10
He's Tall and Dark—Fox-trot, Ted Weems and His Orch. 10
21367 Well, the Irish and the Germans Got Together, Harry Jans-Harold Whalen 10
Let's Give Three Cheers (For the Three Volunteers)—Jim Miller-Charlie Farrell 10
1327 Variations on Themes from Carman (Bizet-Horowitz)—Vladimir Horowitz 10
Mazurka in C Sharp Minor (Chopin)—Vladimir Horowitz 10

Columbia Phono. Co. Inc.

CELEBRITY SERIES

- 4040-M A Brown Bird Singing (Wood-Barrie)—Tenor Solo, Charles Hackett 10
Duna (McGill-Pickthall)—Tenor Solo, Charles Hackett 10
7151-M Poissons D'Or (The Gold Fish) (Debussy)—Piano Solo, Myra Hess 12
(a) La Fille Aux Cheveux De Lin (The Maiden with Flaxen Hair); (b) Menestrels (Minstrels)—Piano Solo, Myra Hess 12
9036-M La Traviata: Di Provenza il mar il suol (From Your Home in Provence) (Verdi)—Baritone Solo, Ricardo Stracciari 12
Rigoletto: Pari siamo (We Are Equal) (Verdi)—Baritone Solo, Ricardo Stracciari 12
7152-M Menuet (Debussy-Dushkin)—Violin Solo, Joseph Szigeti 12
Minuet and Dance of the Auvergne (Exaudet-Nachez)—Violin Solo, Joseph Szigeti 12
144-M Lassic O' Mine (Walt-Bowles)—Bari-tone Solo, Fraser Gange 10
Achal by the Sea (Lawrence-McKellar)—Bari-tone Solo, Fraser Gange 10
5076-M Jota De Pablo (Sarasate)—Violin Solo, Duci De Kerekjarto 12
Hungarian Csarda, Scene No. 2 (Hubay)—Violin Solo, Duci De Kerekjarto 12
2065-M Gavotte (Mehul)—Violoncello Solo, W. H. Squire 10
Rigaudon (Handel-Harty)—Violoncello Solo, W. H. Squire 10
7155-M Homage March—Part 1 (Wagner), Sir Dan Godfrey and Symphony Orch. 12
Homage March—Part 2 (Wagner), Sir Dan Godfrey and Symphony Orch. 12
7153-M Rienzi: Overture—Part 1 (Wagner), Bruno Walter and Royal Philharmonic Orch. 12
Rienzi: Overture—Part 2 (Wagner), Bruno Walter and Royal Philharmonic Orch. 12
7154-M Rienzi: Overture—Part 3 (Wagner), Bruno Walter and Royal Philharmonic Orch. 12
Rienzi: Overture—Part 4 (Wagner), Bruno Walter and Royal Philharmonic Orch. 12

SACRED MUSIC

- 1332-D The Old Rugged Cross—Tenor Solo, William McEwan 10
I'm Going Through, Jesus—Tenor Solo, William McEwan 10

STANDARD AND INSTRUMENTAL MUSIC

- 50063-D Merry Vienna (C. M. Ziehrer; Op. 419)—Waltz, Edith Lorand and Her Orch. 12
Dear Old Munich (Karl Komzak; Op. 286)—Waltz, Edith Lorand and Her Orch. 12
50064-D The Gypsy Baron: Selection—Part 1 (J. Strauss), Johann Strauss and Symphony Orch. 12
The Gypsy Baron: Selection—Part 2 (J. Strauss), Johann Strauss and Symphony Orch. 12
50065-D The Thistle: Selection of Scotch Melodies—Part 1 (Arr. Myddleton-Winterbottom), Band of H. M. Grenadier Guards 12
The Thistle: Selection of Scotch Melodies—Part 2 (Arr. Myddleton-Winterbottom), Band of H. M. Grenadier Guards 12
1318-D Londonderry Air—Piano Solo, Constance Mering 10
Blue Bells of Scotland—Piano Solo, Constance Mering 10
1325-D The Minnesota March—Columbia Band 10
On Wisconsin! (Vocal Chorus), Columbia Band 10

POPULAR INSTRUMENTAL

- 1338-D Ramona—Pipe Organ, Milton Charles 10
Tell Me You're Sorry—Pipe Organ, with Vocal Chorus by Mirth Mack, Milton Charles 10

DANCE MUSIC

- 1346-D Laugh! Clown! Laugh!—Waltz, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10
Hello Montreal!—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10
1337-D Ramona—Waltz, with Vocal Refrain by James Melton, Ben Selvin and His Orch. 10
In My Bouquet of Memories—Fox-trot, with Vocal Refrain by James Melton, Ben Selvin and His Orch. 10
1349-D Dolores—Fox-trot, with Vocal Chorus by Paul Ash and Paul Small and Gang, Paul Ash and His Orch. 10
My Pet—Fox-trot, with Vocal Chorus by Paul Small, Paul Ash and His Orch. 10
1351-D Ma Belle (From "The Three Musketeers")—Fox-trot, with Vocal Chorus, Leo Reisman and His Orch. 10
March of the Musketeers (From "The Three Musketeers")—Fox-trot, with Vocal Quartet, Leo Reisman and His Orch. 10
1345-D Coquette—Fox-trot, with Vocal Chorus by Carmen Lombardo, Guy Lombardo and His Royal Canadians 10
Beloved—Fox-trot, with Vocal Chorus by Carmen Lombardo, Guy Lombardo and His Royal Canadians 10
1341-D Speedy Boy—Fox-trot, with Vocal Chorus by Frank Harris, Ben Selvin and His Orch. 10
The Sunrise (Will Bring Another Day for You)—Fox-trot, with Vocal Chorus by Frank Harris, Mal Hallett and His Orch. 10
1334-D Back in Your Own Back Yard—Fox-trot, with Vocal Chorus by Vincent Van Tuyl, Jan Garber and His Orch. 10
Golden Gate—Fox-trot, with Vocal Chorus by Frank Harris, Cass Hagan and His Orch. 10
1333-D One More Night—Fox-trot, with Vocal Chorus by Johnny Morris, Paul Specht and His Orch. 10
Not Too Good—Not Too Bad—Fox-trot, with Vocal Trio, Paul Specht and His Orch. 10
1344-D Beautiful—Fox-trot, with Vocal Trio, Tracy-Brown's Orch. 10
Chloe (Song of the Swamp)—Fox-trot, with Vocal Chorus by Sam Coslow, Tracy-Brown's Orch. 10
1343-D Together—Waltz, with Vocal Chorus by Wm. Fletcher, Gerald Marks and His Orch. 10
Without You, Sweetheart—Fox-trot, with Vocal Trio, Gerald Marks and His Orch. 10
1331-D Auf Wiederseh'n (We'll Meet Again)—Waltz, with Vocal Chorus by Cyril Hittis, The Cavaliers (Waltz Artists) 10
My Stormy Weather Pal—Waltz, with Vocal Chorus by Oscar Grogan, The Cavaliers (Waltz Artists) 10
1335-D Mississippi Mud—Fox-trot, with Vocal Chorus, Charleston Chasers (Dir. "Red" Nichols) 10
My Melancholy Baby—Fox-trot, with Vocal Chorus, Charleston Chasers (Dir. "Red" Nichols) 10
1355-D The Yale Blues—Fox-trot, with Vocal Chorus by Pinkey Hunter, Emerson Gill and His Bamboo Garden Orch. 10
The Dance of the Blue Danube—Fox-trot, with Vocal Chorus by Pinkey Hunter, Emerson Gill and His Bamboo Garden Orch. 10
- VOCAL NUMBERS
- 1350-D Two Black Crows—Part 7—Comedy Sketch, Moran-Mack 10
Two Black Crows—Part 8—Comedy Sketch, Moran-Mack 10
1352-D Ramona—Vocal, Ruth Etting 10
Say "Yes" To-day—Vocal, Ruth Etting 10
1353-D The Hours I Spent With You—Vocal, The Whispering Pianist (Art Gillham) 10
I Found You Out When I Found You in (Somebody Else's Arms)—Vocal, The Whispering Pianist (Art Gillham) 10
1328-D Poor Butterfly Waits for Me—Vocal, Lee Morse 10
After We Kiss—Vocal, Lee Morse 10
1329-D I Can't Do Without You—Vocal, James Melton 10

- My Heart Is in the Roses—Vocal, James Melton 10
1342 D I'll Wear a White Flower for You, Another Dear—Vocal Duet, Ford-Glenn 10
A Boy's Best Friend Is His Mother—Vocal Duet, Ford-Glenn 10
1330-D Just Across the Street From Heaven—Vocal, Oscar Grogan 10
When You Come to the End and Need One True Friend Send for Me—Vocal, Oscar Grogan 10
1348-D In the Evening—Vocal, Kate Smith 10
A Little Smile, a Little Kiss—Vocal, Kate Smith 10
1340-D The Book on Etiquette—Vocal Duet, Mona Motor Oil Twins 10
I'm Saving Saturday Night for You—Vocal Duet, Mona Motor Oil Twins 10
1327-D Little Mother—Tenor and Baritone Duet, Lewis James-Elliott Shaw 10
Little Log Cabin of Dreams—Tenor Solo, Lewis James 10
- FAMILIAR TUNES—OLD AND NEW
- 15244-D You Look Awful Good to Me—Vocal, Chris Bouchillon 10
Waltz Me Around Again Willie—Vocal, Chris Bouchillon 10
15243-D Kentucky Wedding Chimes—Banjo Solo, Len and Joe Higgins 10
Medley of Old Southern Melodies—Banjo Solo, Len and Joe Higgins 10
15246-D Walking in the Parlor—Jew's-harp Solo, Obed Pickard, Station WSM, Nashville, Tenn. 10
The Old Gray Horse—Jew's-harp Solo, Obed Pickard, Station WSM, Nashville, Tenn. 10
15240-D Ramblin' Reckless Hobo—Vocal, Burnett-Rutherford 10
Curley-Headed Woman—Vocal, Burnett-Rutherford 10
15239-D There's Glory on the Winning Side, Rev. M. L. Thrasher and His Gospel Singers 10
Wonderful Grace, Rev. M. L. Thrasher and His Gospel Singers 10
15247-D When You and I Were Young, Maggie, McMichen's Melody Men 10
Silver Threads Among the Gold, McMichen's Melody Men 10
15241-D Home Brew Rag, Low Stokes and His North Georgians 10
Unexplained Blues, Low Stokes and His North Georgians 10
15242-D In the City Where There Is No Night—Gospel Singing, The Stamps Quartet (Owens Brothers and Ellis) 10
I Am Going Over There—Gospel Singing, The Stamps Quartet (Owens Brothers and Ellis) 10
15245-D Tenting 'To-night on the Old Camp Ground, Mount Vernon Quartet 10
The New Jerusalem Way, Mount Vernon Quartet 10
- IRISH RECORDS
- 33247-F Roscommon Reel—Flute and Tambourine, Tom Morrison-John Reynolds 10
The London Clog—Hornpipe, Flute and Tambourine, Tom Morrison-John Reynolds 10
33248-F Toss the Feather—Reel; Violin Solo, John A. Leahy 10
Leahy's Barn Dance—Violin Solo, John A. Leahy 10
33249-F The Banty Legged Mule—Song, Flanagan Brothers 10
Sarsfield Lilt—Jig, Flanagan Brothers 10
33250-F The Bowery Grenadiers—Vocal, Fitzpatrick Brothers 10
The Land League Band—Vocal, Fitzpatrick Brothers 10
33251-F The Blind Fiddlers—Reel; Accordion Duet, Hyde Brothers 10
Back of the Haggart—Jig; Accordion Duet, Hyde Brothers 10
33252-F The Stutterin' Lovers—Tenor Solo, Seamus O'Doherty 10
The Pride of Tipperary—Tenor Solo, Seamus O'Doherty 10

Edison Disc Records

DANCE RECORDS

- 52244 Speedy Boy—Fox-trot, Al Friedman and His Orch. 10
Louisiana Bo Bo—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
52255 Say Sol (From "Rosalie")—Fox-trot, Winegar's Penn. Boys 10
There's Something About a Rose (That Reminds Me of You)—Fox-trot, Winegar's Penn. Boys 10
52256 In the Sweet Bye and Bye—Fox-trot, with Vocal Chorus by Theo. Alban, Duke Yellman and His Orch. 10
Little Log Cabin of Dreams—Fox-trot, with Vocal Chorus by Theo. Alban, Duke Yellman and His Orch. 10
52258 Little Mother—Waltz, with Vocal Chorus by Happy Jack, Jack Stillman's Orch. 10
That Wonderful Night and You—Waltz, with Vocal Chorus by Happy Jack, Jack Stillman's Orch. 10
52261 Together—Waltz, with Vocal Chorus, B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
What'll I Do If the Mississippi Goes Dry?—B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
52264 Hello Montreal—Fox-trot, Arthur Fields and His Assassinator 10
She's a Great, Great Girl—Fox-trot, Arthur Fields and His Assassinator 10
52266 Red Hot—Fox-trot, with Vocal Chorus, Lee Morse 10
Rhapsody in Rhythm—Fox-trot, The McAlpineers 10

AN EXQUISITE
DANCE NUMBER—

DREAMING AWAY

A WONDERFUL
BALLAD

ON THE AIR

(TO FIND A WAY) Waltz

EVERYWHERE

S. A. MATTER, 1658 Broadway, New York City

THE LATEST RECORD BULLETINS—(Continued from page 112)

52268 Rag Doll—Fox-trot.
B. A. Rolfe (Trumpet/Virtuoso) and His Palais D'Or Orch.
Hiding in the Corner of Your Smile—Fox-trot,
with Incidental Singing.
B. A. Rolfe (Trumpet/Virtuoso) and His Palais D'Or Orch.

INSTRUMENTAL RECORDS

80889 Prayer (Handel-Flesch)—Violin Solo... Carl Flesch
March (Handel-Flesch)—Violin Solo... Carl Flesch
52249 Underneath the Blue Hawaiian Skies,
South Sea Serenaders (Dir. A. Franchini)
My Hawaiian,
South Sea Serenaders (Dir. A. Franchini)
52252 The Glow-worm (Paul Lincke),
Murray Kellner's Dinner Music Ensemble
Dolly Dimples (Louis Alter)
Murray Kellner's Dinner Music Ensemble
52257 Wedding of the Winds Waltzes (John T. Hall)
Joe Green and His Novelty Marimba Band
Southern Roses Waltz (J. Strauss),
Joe Green and His Novelty Marimba Band
52260 Twilight Echoes (Smeeck-Robison)—With Octa-
Chorda and Guitar.
Roy Smeeck and Carson Robison
Tough Pickin' (Smeeck-Robison)—With Octa-
Chorda and Guitar.
Roy Smeeck and Carson Robison
52267 Japansy (Bryan-Klemer)—Piano Solo,
Muriel Pollock (The Piano Girl)
Lip-Stick (Rosoff-Murray)—Piano Solo,
Muriel Pollock (The Piano Girl)
52269 Lolly Pops (Harry Reser)—Banjo Solo,
Harry Reser—Paul Rickenbach at the Piano
Heebie Jeebies—A Whole Tone Novelty (Harry
Reser)—Banjo Solo,
Harry Reser—Paul Rickenbach at the Piano

VOCAL RECORDS

52243 A Red-Headed Widow Was the Cause of It All,
The Girl That Lived on Polecat Creek.
Willard Hodgkin
52245 She Didn't Say "Yes," She Didn't Say "No,"
She Didn't Say "Maybe."
Jack Parker and Will Donaldson
You're the First Thing I Think of in the Morn-
ing... Jack Parker and Will Donaldson
52246 Oh Miss Hannah... The Rollickers
You're What I Need (From "She's My Baby").
The Rollickers
52247 Phil and "Jerry"—Act 3,
The Ventriloquist and His Dummy
Phil and "Jerry"—Act 4,
The Ventriloquist and His Dummy
52248 You Can't Blame Me for That,
Vernon Dalhart and Company
That Good Old Country Town—Vocal and In-
strumental... Vernon Dalhart and Carson Robison
52251 No One (No One But You).
Walter Scanlan and Male Chorus
Back in Your Own Back Yard... Walter Scanlan
52253 Send for Me... Victor Hall, with the Variety Players
Sweetheart Lane,
Victor Hall, with the Variety Players
52254 Shall I Crucify Him? (Mrs. Frank A. Breck-
Grant Colfax Tullar).
The Criterion Male Quartet
Light of Life (H. Bonar-Geo. C. Stehbins),
The Criterion Male Quartet
52259 The Ranger's Song (From "Rio Rita"),
Lon McAdams and Male Chorus
Roustabouts' Song (From "Rain or Shine"),
Lon McAdams and Male Chorus
52262 Mother Machree (Young-Ball)... Charles Harrison
Macushla (Rowe-Macmurrough)... Charles Harrison
52263 Mother (Who Can Be Sweeter Than You?),
Charles Harrison
Silver-Haired Sweetheart,
Charles Harrison and Male Voices

Okeh Records

LIST FOR MAY 5

DANCE MUSIC

41019 Lila (Gottler-Tobias-Pinkard)—Fox-trot, with
Vocal Refrain... Frankie Trumhauer and His Orch.
Our Bungalow of Dreams (Malie-Newman-
Verges)—Fox-trot, with Vocal Refrain,
Frankie Trumhauer and His Orch.
41020 Auf Wiederseh'n (Wohl Meet Again) (Green-
berg)—Waltz, with Vocal Refrain by Seger
Ellis... The Royal Music Makers
I Can't Do Without You (Berlioz)—Waltz, with
Vocal Refrain by Seger Ellis,
The Royal Music Makers
41021 She's a Great, Great Girl (Woods)—Fox-trot,
with Vocal Refrain... The Jazz Pilots
Hello Montreal (Rose-Dixon-Warren)—Fox-
trot, with Vocal Refrain... The Jazz Pilots

VOCAL RECORDS

41022 Little Mother (Rapee-Pollack)—Vocal, with
Piano... Noel Taylor
Silver-Haired Sweetheart (Van Hook-Herscher)
—Vocal, with Piano... Noel Taylor
41024 Coquette (Kahn-Lomhardo-Green)—Vocal, with
Okeh Novelty Orch... Seger Ellis
I Must Be Dreaming (Dubin-Flaherty-Sherman)
—Vocal, with Okeh Novelty Orch... Seger Ellis

INSTRUMENTAL

41023 Tu-Tu-c, Tu-Tu-Hoi—Hula Singing, with
Hawaiian Guitars... Kalamas's Quartet
He Manao Healoha—Singing, with Vocal by
Mike Hanapi, and Accomp. by Hawaiian
Guitars... Kalamas's Quartet

OLD TIME TUNES

45209 Red Hot Breakdown—Instrumental, with Singing,
Earl Johnson and His Clodhoppers
Leather Breaches—Instrumental,
Earl Johnson and His Clodhoppers
45210 Oh! Beautiful City—Vocal Quartet,
Amory Male Quartet
Hold to God's Unchanging Hand—Vocal Quartet,
Amory Male Quartet
45211 Rye Waltz—Instrumental,
Bob Skiles' Four Old Tuners
Medley-Schottische—Instrumental,
Bob Skiles' Four Old Tuners

RACE RECORDS

8564 Southern Man Blues—Vocal, with Guitars,
Walter Beasley
Sore Feet Blues—Vocal, with Guitars,
Walter Beasley
8565 A Good Man Is Hard to Find (Green)—Vocal,
with Piano and Guitar Accomp... Victoria Spivey
Your Wories Ain't Like Mine (Raza)—Vocal,
with Piano and Guitar Accomp... Victoria Spivey
8566 Struttin' With Some Barbecue (Hardin)—Fox-
trot... Louis Armstrong and His Hot Five

Once in a While (Butler)—Fox-trot,
Louis Armstrong and His Hot Five
LIST FOR MAY 15

DANCE MUSIC

41025 Dinah (Akst)—Fox-trot... Joe Venuti's Blue Four
The Wild Dog (Venuti-Lang)—Fox-trot,
Joe Venuti's Blue Four
41026 She's the Sweetheart of Six Other Guys (John-
son-King)—Fox-trot, with Vocal Refrain,
Fred "Sugar" Hall and His Sugar Babies
Waitin' for Katy (Kahn-Shapiro)—Fox-trot,
with Vocal Refrain,
Fred "Sugar" Hall and His Sugar Babies
41027 You'd Rather Forget Than Grieve (John-
son-Davis)—Waltz, with Vocal Refrain,
Justin Ring's Okeh Orch.
All Day Long (Cross-Preston-Stanley)—Waltz,
with Vocal Refrain... Justin Ring's Okeh Orch.

VOCAL RECORDS

41028 Well, the Irish and the Germans Got Together
(Turk-Ahlert)—Vocal, with Piano, Jack Richards
Let's Give Three Cheers (For the Three Volun-
teers) (Palmer-Mills)—Vocal, with Piano,
Jack Richards
41029 Dream River (Brown)—Vocal, with Justin
Ring's Trio... William Dutton
One Night of Love (Turk-Handman)—Vocal,
with Justin Ring's Trio... William Dutton
45212 Gambler's Lament—Vocal, with Guitar,
Zack Hurt of Zack and Glenn
Carry Me Back to Old Virginia (Bland)—
Vocal, with Violin and Guitar... Zack-Glenn
45213 Don't Grieve Your Mother—Vocal Duet, with
Instrumental Accomp... Children-White
Jesus Is All to Me (Lynn)—Vocal Duet, with
Instrumental Accomp... Children-White
45214 Run Along Home, Sandy—Instrumental, with
Vocal Refrain,
Fiddlin' John Carson and His Virginia Reelers
Going Down to Cripple Creek—Instrumental,
with Vocal Refrain,
Fiddlin' John Carson and His Virginia Reelers

RACE RECORDS

8567 Lieutenant Julian (Manning)—Vocal, with Jack
Celestian and Caribbean Serenaders... Sam Manning
Sweetie Charlie (Manning)—Vocal, with Jack
Celestian and Caribbean Serenaders... Sam Manning
8568 Lita (Manning)—Vocal, with Jack Celestian and
Caribbean Serenaders... Sam Manning
You Can't Get Anything Out of Me (Manning)
Vocal, with Jack Celestian and Caribbean
Serenaders... Sam Manning
8569 Just One Surrowing Heart (McDaniel)—Vocal
with Piano... Hattie McDaniel
I Thought I'd Do It (McDaniel)—Vocal with
Piano... Hattie McDaniel
8570 Worry Blues—Vocal with Guitar... Tom Dickson
Lahor Blues—Vocal with Guitar... Tom Dickson
8571 Shadowland Blues (Part 1)—Fox-trot, with
Vocal Refrain,
Troy Floyd and His Plaza Hotel Orch.
Shadowland Blues (Part 1)—Fox-trot with Vo-
cal Refrain,
Troy Floyd and His Plaza Hotel Orch.

Regal Records

DANCE RECORDS

8531 In My Bouquet of Memories—Fox-trot,
Imperial Dance Orch.
Happy Go Lucky Lane—Fox-trot,
Sam Lanin's Dance Orch.
8532 Sweet Sue—Just You—Fox-trot,
Sam Lanin's Dance Orch.
After My Laughter Came Tears—Fox-trot,
Nathan Glantz and His Orch.
8533 I Can't Do Without You—Waltz,
Adrian Schubert's Salon Orch.
Southern Roses—Waltz,
Adrian Schubert's Concert Orch.
8534 There's Something About a Rose—Fox-trot,
Pelham Inn Society Orch.
Just Across the Street From Heaven—Fox-trot,
Sam Lanin's Dance Orch.
8535 I'm Riding to Glory—Fox-trot,
Pelham Inn Society Orch.
In a Little Two by Four For Two—Fox-trot,
Pelham Inn Society Orch.
8536 Beloved—Waltz... Dixie Marimba Players
Remember Me to Mary—Waltz,
Hollywood Dance Orch.
8537 Waitin' for Katy—Fox-trot,
Nathan Glantz and His Orch.
Two Little Rooms—Fox-trot... Imperial Dance Orch.
8538 Little Mother (Mutterchen)—Waltz,
Adrian Schubert's Salon Orch.
Thee You Threw Me Down—Waltz,
Adrian Schubert's Salon Orch.

VOCAL RECORDS

8539 Sunshine—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
Laugh, Clown, Laugh—Tenor Solo, with Orch.
Accomp... Irving Kaufman
8540 Back in Your Own Back Yard—Male Duet with
Nov. Accomp... Rodman Lewis and Radio Ed
I Still Love You—Tenor Solo, with Orch.
Accomp... Irving Kaufman
8541 Sweetheart I'm Sorry—Baritone Solo, with
Orch. Accomp... Rodman Lewis
Wag It a Dream—Baritone Solo, with Orch.
Accomp... Rodman Lewis
8542 She's the Sweetheart of Six Other Guys—Male
Duet, with Piano Accomp.,
Billy Jones and Ernest Hare
Down by the Old Front Gate—Male Duet, with
Piano Accomp... Billy Jones and Ernest Hare
They Landed Here From Over There—Tenor
Solo, with Nov. Accomp... Irving Kaufman
Let's Give Three Cheers—Tenor Solo, with Nov.
Accomp... Irving Kaufman

NOVELTY RECORDS

8543 In the Hills of Old Kentucky—Trio, with Nov.
Accomp... Dalhart, Robison and Hood
Drifting Down the Trail of Dreams—Trio, with
Nov. Accomp... Dalhart, Robison and Hood
8544 Song of the Failure—Tenor Solo, with Nov.
Accomp... Vernon Dalhart
A Memory That Time Cannot Erase—Male Duet,
with Piano Accomp... Dalhart and Robison
8545 Our Bungalow of Dreams—Octo-Chorda Solo,
with Piano Accomp... Roy Smeeck

Home Again (Hawaiian Home Song)—Hawaiian
Guitars... Frank Ferera's Hawaiians
8546 Together—Hawaiian Guitars, with Vocal Refrain,
Frank Ferera's Hawaiians
Dream River—Hawaiian Guitars, with Vocal Re-
frain... Frank Ferera's Hawaiians
8547 Ramona—Octo-Chorda Solo, with Piano Accomp.,
Roy Smeeck
Laughing Rag—Octo-Chorda Solo, with Piano
Accomp... Roy Smeeck

STANDARD RECORDS

8548 I'm Falling in Love with Someone—Waltz,
Dixie Marimba Players
When You're Away—Waltz... Dixie Marimba Players
8549 Sweetheart Waltz—Waltz,
Adrian Schubert's Concert Orch.
Skaters Waltz (Les Patineurs)—Waltz,
Adrian Schubert's Concert Orch.

Vocalion Records

OLD SOUTHERN TUNES

5155 Picaninny Lullaby Song—Singing, with Old-
time Orchestra,
Uncle Dave Macon, with His Fruit-Jar Drinkers
Sail Away, Ladies—Singing, with Oldtime
Orchestra,
Uncle Dave Macon, with His Fruit-Jar Drinkers
5187 Three Leaves of Shamrock—Voice, with Har-
monica, Mandolin and Guitar,
Lester McFarland-Robert Gardner
Gentle Anna—Voice, with Guitar and Mandolin,
Lester McFarland-Robert Gardner
5195 In the Gloaming (Orred-Harrison)—Vocal Duet,
with Piano, Violins and Cello,
Frank and James McCravy
Love's Old Sweet Song (Bingham-Molloy)—
Vocal Duet, with Orchestra,
Frank and James McCravy
5208 I am a Mau of Constant Sorrow—Tenor, with
Banjo and Guitar... Emory Arthur
Down in Tennessee Valley—Tenor, with Banjo
and Guitar... Emory Arthur
5215 Silas Green Visits the School House (Bernard)
—Monolog, with Banjo... Al Bernard
Silas Green at the Huskin-Bee (Bernard)
—Monolog, with Banjo... Al Bernard

RACE RECORDS

1146 He's in the Jailhouse Now (Jackson)—Voice, with
Guitar... Jim Jackson
Old Dog Blue (Jackson)—Voice, with Guitar,
Jim Johnson
1163 A Letter From Father,
Edward W. Clayborn (The Guitar Evangelist)
Men Don't Forget Your Wives for Your Sweet
heart, Edward W. Clayborn (The Guitar Evangelist)
1179 Lookin' for the Blues (Dawson)—Vocal, with
Piano, Trumpet and Clarinet... Rosa Holley
Dark and Cloudy Blues (Brooks)—Vocal, with
Piano, Trumpet and Clarinet... Rosa Holley
1177 Get It Fixed (Williams)—Comedians with
Piano, Banjo and Cornet... Rosa Henderson
Popular Bluff Blues (McKeever-Dowell)—Come-
dienne, with Piano and Trombone. Rosa Henderson
1180 My Baby (Slaughter-Robinson-Blythe)—Fox-trot,
with Vocal Chorus,
Jimmy Blythe's Washboard Wizards
Oriental Man (Blythe-Robinson)—Fox-trot, with
Vocal Chorus. Jimmy Blythe's Washboard Wizards
1178 The Angels Rolled the Stone Away (Rice)—Ser-
mon and Singing, with Piano, Guitar and
Mandolin... Rev. D. C. Rice and Congregation
A Sure Foundation (Rice)—Sermon and Sing-
ing, with Piano, Guitar and Mandolin,
Rev. D. C. Rice and Congregation

MEXICAN SERIES

8128 Estrellita (My Little Star) (Ponce-Ludlow)—
Violinista, Piano por Lolita Gainsborg,
Godfrey Ludlow
Mi Viejo Amor (An Old Love) (Oteo-Ludlow)—
Violinista, Piano por Lolita Gainsborg,
Godfrey Ludlow
8131 Rio de Luna (Moon River) (David)—Vals,
Vocalion Orquesta
Ese Valse Malvado (That Naughty Waltz)
(Stanley-Levy)—Vals... Vocalion Orquesta
8132 Mi Novio De Ensuenos (Girl of My Dreams)
(Clapp)—Vals... Miami Marimba Band
Nuestra Casita de Ensuenos (Our Bungalow of
Dreams) (Malie-Newman-Verges),
Miami Marimba Band
8130 Hawaiian Hula (Huehue),
Sam Ku West y su Real Hawaiianos
Dulces Suenos Hawaiianos (Sweet Hawaiian
Dreams) (Wilens),
Sam Ku West y su Real Hawaiianos

POPULAR SERIES

15662 Three o'Clock in the Morning (Reiss-Robledo)
—Waltz, with Vocal Chorus by Eddy Thomas,
Vocalion Orch.
Moon River (David)—Waltz... Vocalion Orch.
15666 Collegiana (Fields-McHugh)—Fox-trot, with
Vocal Chorus by Al Shayne,
Milt Shaw and His Detroiters
Borneo (Donaldson)—Fox-trot, with Vocal Chorus
by Al Shayne... Milt Shaw and His Detroiters
15670 Our Bungalow of Dreams (Malie-Newman-
Verges)—Fox-trot, with Vocal Chorus by Frank
Munn... Miami Marimba Band
Girl of My Dreams (Clapp)—Waltz, with Vocal
Chorus by Scrapy Lambert. Miami Marimba Band
15671 Marcheta (Scherzinger)—Piano Solo... Lew Cobey
Sometime (Kahn-Fiorito)—Piano Solo... Lew Cobey
15672 Sleep, Baby, Sleep—Yodeler, with Piano,
Frank Kamplain
Snyder Does Your Mother Know You're Out?
—Yodeler, with Piano... Frank Kamplain
15674 Beloved (Kahn-Sanders)—Tenor, with Orch.,
Dick Powell
Mary Ann (Davis-Silver)—Tenor, with Piano,
Dick Powell
15675 Together (DeSylva-Brown-Henderson)—Tenor,
with Orch... Dick Powell
Coquette (Kahn-Lombardo-Green)—Tenor with
Orch... Dick Powell

Gennett Records

(ELECTROBEAM BLACK LABEL)

LIST FOR APRIL 15

POPULAR DANCE

6395 Golden Gate—Fox-trot, with Specialty Chorus,
Gordon Howard and the Multnomah Chieftains
What Do You Say?—Fox-trot, with Vocal
Chorus... The New Yorkers
(Continued on page 114)

THE LATEST RECORD BULLETINS—(Continued from page 113)

6396 Sh-h! Here Comes My Sugar—Fox-trot, with Vocal Chorus. The Cotton Pickers (Dir. Andy Mansfield) After Awhile—Fox-trot, with Vocal Chorus. The Cotton Pickers (Dir. Andy Mansfield) 6397 Rainy Day Pal—Fox-trot, with Vocal Chorus. Van and the Half Moon Hotel Orch. There's Something About a Rose (That Reminds Me of You)—Fox-trot, with Vocal Chorus. Van and the Half Moon Hotel Orch. 6398 You Gotta Be Good to Me—Fox-trot, with Specialty Vocal Chorus. California Vagabonds Sunshine—Fox-trot, with Vocal Chorus. California Vagabonds

POPULAR VOCAL 6399 Strolling in the Moonlight.....Les Backer Together.....Les Backer 6400 Let a Smile Be Your Umbrella—Duet. Monoff-Gifford There's Something About a Rose—Duet. Monoff-Gifford 6401 Sweet Elaine.....Maple City Four of WLS Just a Kiss From a Little Miss.....Maple City Four of WLS

SACRED VOCAL 6407 Throw Out the Life Line—Duet. Pohlman-Hathaway What a Friend We Have in Jesus—Duet. Pohlman-Hathaway

OLD TIME SINGIN' AND PLAYIN' 6403 The Preacher and the Bear—Guitar and Harp. Accomp.....John McGhee I Got Mine—Guitar and Harp. Accomp.....John McGhee 6404 You're a Little Too Small—Banjo and Guitar. Accomp.....Thomas C. Ashley Four Nights' Experiences—Banjo and Guitar. Accomp.....Thomas C. Ashley 6405 Bury Me on the Lone Prairie—Sung by Fred Wilson.....Otto Gray's Oklahoma Cowboy Band Drunkard's Lone Child—Sung by Mrs. Otto Gray.....Otto Gray's Oklahoma Cowboy Band

OLD TIME PLAYIN' 6406 On Wisconsin; Hail, Hail, the Gang's All Here; Big Night To-night—Old Time Harmonica Playin'.....Walter Peterson Marching Through Georgia—Old Time Harmonica Playin'.....Walter Peterson

PIANO NOVELTY 6402 Willow Tree (From "Keep Shufflin'"). Wm. Reinhart and Al Goodheart at The Starr Glissando Grand Got Myself Another Jockey Now (From "Keep Shufflin'"). Wm. Reinhart and Al Goodheart at The Starr Glissando Grand

RACE RECORD 6408 Ease Away Blues—Vocal Blues. Lizzie Washington Lord Have Mercy Blues—Vocal Blues. Lizzie Washington 6409 In My Heart—Spiritual.....Pace Jubilee Singers Fight On, Your Time Ain't Long—Spiritual.....Pace Jubilee Singers

LIST FOR MAY 1 POPULAR DANCE 6410 Rain or Shine (From "Rain or Shine")—Fox-trot, with Vocal Chorus.....The New Yorkers Forever and Ever (From "Rain or Shine")—Fox-trot, with Vocal Chorus.....The New Yorker

6411 Nethin' on My Mind (But the Moonlight, the Starlight and You)—Fox-trot, with Vocal Chorus.....Vic Price and His Orch. When—Fox-trot, with Vocal Chorus. Vic Price and His Orch. 6412 Indian Cradle Song—Fox-trot, with Vocal Chorus.....Jardin Royal Orch. When You Played the Organ and I Sang the Rosary—Waltz.....Jardin Royal Orch. 6413 So Long—Fox-trot, with Vocal Chorus. Hogan Hancock and His Orch. Isabella—Fox-trot, with Vocal Chorus. The Newtown Pippins

OLD TIME SACRED SINGING 6420 Beautiful Isle of Somewhere—Organ Accomp.....Woodlawn Quartet Nearer My God to Thee—Organ Accomp.....Eva Quartet

BANJO NOVELTY 6421 Lip-Stick.....Lou Calabrese and His Hot Sketches Let's Misbehave (From "Paris").....Lou Calabrese and His Hot Sketches

HAWAIIAN 6422 Maui Girl—Duet.....The Okola Serenaders Just Once Again—Duet.....The Okola Serenaders

POPULAR VOCAL 6414 Wouldn't That Be Too Bad—Trios, with Banjo Accomp.....The Recorders Who's Blue Now—Trios, with Banjo Accomp.....The Recorders

6415 Waitin' for Katy—Duet.....The Recorders Down by the Old Front Gate—Duet.....Carol Grady 6416 So Long.....Les Backer My Baby Came Home.....Les Backer

OLD TIME SINGIN' AND PLAYIN' 6417 Methodist Pie—Guitar Accomp.....Bradley Kincaid of WLS Sourwood Mountain—Guitar Accomp.....Bradley Kincaid of WLS 6418 Red or Green—Fiddle and Guitar Accomp.....Henry Whitter Sweet Rosie O'Grady—Fiddle and Guitar Accomp.....Henry Whitter

6419 Breaking of the St. Francis Dam—Guitar and Harp Accomp.....John McGhee Aged Mother—Guitar and Harp Accomp.....John McGhee

RACE RECORD 6423 Why Should I Grieve After You've Gone—Vocal Blues.....George Jefferson It's Hot—Let It Alone—Piano and Guitar Duet. Duke Owens-Bud Wilson 6424 Papa, You're Too Slow—Vocal Blues. Louise Anderson Dying Blues—Vocal Blues.....Alberta Jones

POPULAR VOCAL 6403 The Preacher and the Bear—Guitar and Harp. Accomp.....John McGhee I Got Mine—Guitar and Harp. Accomp.....John McGhee 6404 You're a Little Too Small—Banjo and Guitar. Accomp.....Thomas C. Ashley Four Nights' Experiences—Banjo and Guitar. Accomp.....Thomas C. Ashley 6405 Bury Me on the Lone Prairie—Sung by Fred Wilson.....Otto Gray's Oklahoma Cowboy Band Drunkard's Lone Child—Sung by Mrs. Otto Gray.....Otto Gray's Oklahoma Cowboy Band

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Two Little Rooms—Fox-trot. Hollywood Dance Orch. 7079 Happy Go Lucky Lane—Fox-trot. Sam Lanin's Dance Orch. There Is No Tomorrow—Fox-trot. Missouri Jazz Band 7080 There's Something About a Rose—Fox-trot. Lou Kramel and His Orch. Old Shoes—Fox-trot.....Gotham Society Orch. 7081 I Can't Do Without You—Waltz. Majestic Dance Orch. I'll See You in June, Dear—Fox-trot. Hollywood Dance Orch. 7082 I'm Riding to Glory—Fox-trot. Lou Kramel and His Orch. Open Up Your Arms California—Fox-trot. Missouri Jazz Band

7083 Just Across the Street From Heaven—Fox-trot. Sam Lanin's Dance Orch. In a Little Two by Four for Two—Fox-trot. Kaderman and His Orch. 7084 Waitin' for Katy—Fox-trot. Nathan Glantz and His Orch. Moten Stomp—Fox-trot. The Original Indiana Five 7085 Little Mother (Mutterchen)—Waltz. Imperial Dance Orch. For Every Rose That Blossoms—Waltz. Imperial Dance Orch. 7086 In My Bouquet of Memories—Fox-trot. Hollywood Dance Orch. It's Time to Make Love—Fox-trot. Hollywood Dance Orch. 7087 After My Laughter Came Tears—Fox-trot. Majestic Dance Orch. Let Me Dream of You Forever—Fox-trot. Majestic Dance Orch. 7088 Beloved—Waltz.....Royal Marimba Band Moonlight Reminds Me of You—Waltz. Hollywood Dance Orch.

POPULAR VOCAL RECORDS 7089 Sweetheart I'm Sorry—Baritone Solo, with Orch. Accomp.....Ralph Haines Stayin' Home Nights—Baritone Solo, with Orch. Accomp.....Ralph Haines 7090 I Still Love You—Tenor Solo, with Orch. Accomp.....George Beaver Any Way—Tenor Solo, with Orch. Accomp.....George Harrison 7091 Was It a Dream?—Baritone Solo, with Orch. Accomp.....Ralph Haines I Wonder If You Miss Me To-night—Tenor Solo, with Orch. Accomp.....George Beaver 7092 Sunshine—Tenor Solo, with Orch. Accomp.....George Beaver The Rose You Gave to Me—Baritone Solo, with Orch. Accomp.....Glenn Roberts 7093 Back in Your Own Back Yard—Male Duet, with Nov. Accomp.....Ralph Haines and Radio Eddie Oh! How Happy We Will Be—Tenor Solo, with Orch. Accomp.....Frank Hollis 7094 Down by the Old Front Gate—Male Duet, with Piano Accomp.....Billy Jones and Ernest Hare We're Just a Bunch of Slaves—Tenor Solo, with Orch. Accomp.....George Beaver 7101 They Landed Over Here From Over There—Tenor Solo, with Nov. Accomp.....George Beaver When Birds of a Feather Get Together—Tenor Solo, with Nov. Accomp.....George Beaver

NOVELTY RECORDS 7095 Ramona—Octo-Chorda Solo, with Piano Accomp.....Roy Smeck Pinin' Hawaii For You—Duet Guitars, with Vocal Refrain.....Frank Ferera's Hawaiians 7096 Our Bungalow of Dreams—Octo-Chorda Solo, with Piano Accomp.....Roy Smeck Dream River—Duet Guitars, with Vocal Refrain.....Frank Ferera's Hawaiians 7097 My Ohio Home—Octo-Chorda Solo, with Piano Accomp.....Roy Smeck Itching Fingers—Guitar and Piano Duet. Roy Smeck and Art Kahn 7098 Song of the Failure—Tenor Solo, with Nov. Accomp.....Vernon Dalhart Six Feet of Earth—Male Duet, with Nov. Accomp.....Dalhart, Robison and Hood 7099 In the Hills of Old Kentucky—Trio, Nov. Accomp.....Dalhart, Robison and Hood A Memory That Time Cannot Erase—Male Duet, with Nov. Accomp.....Dalhart and Robison

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DANCE RECORDS 4127 I Can't Do Without You—Waltz. Adrian Schubert's Salon Orch. Southern Roses—Waltz. Adrian Schubert's Concert Orch. 4128 In My Bouquet of Memories—Fox-trot. Imperial Dance Orch. Happy Go Lucky Lane—Fox-trot. Sam Lanin's Dance Orch. 4129 Waitin' for Katy—Fox-trot. Nathan Glantz and His Orch. Two Little Rooms—Fox-trot. Imperial Dance Orch. 4130 Beloved—Waltz.....Dixie Marimba Players Remember Me to Mary—Waltz. Hollywood Dance Orch. 4131 Sweet Sue—Just You—Fox-trot. Sam Lanin's Dance Orch. After My Laughter Came Tears—Fox-trot. Nathan Glantz and His Orch. 4132 Little Mother (Mutterchen)—Waltz. Adrian Schubert's Salon Orch. Tho' You Threw Me Down—Waltz. Adrian Schubert's Salon Orch. 4133 There's Something About a Rose—Fox-trot. Pelham Inn Society Orch. Just Across the Street From Heaven—Fox-trot. Sam Lanin's Dance Orch. 4134 I'm Riding to Glory—Fox-trot. Pelham Inn Society Orch. In a Little Two by Four for Two—Fox-trot. Pelham Inn Society Orch.

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 595 In the Sing Song Sycamore Tree—Fox-trot, Terry's Ramblers
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 600 Just a Waltzing Melody—Popular Vocal, James Anderson
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 1183 I'm on My Way to a Great City—Race Record—Sermon, with Singin'..... Rev. J. F. Forest
 A Witness for Jesus—Race Record—Sermon, with Singing..... Rev. J. F. Forest

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Columbia Wholesalers Open Kolster Accounts

Officials of Baltimore Distributing Firm Report Many Applications for Kolster Franchise—Combination in Demand

BALTIMORE, MD., May 8.—Columbia Wholesalers, Inc., report business as very gratifying. "Among the features of the Spring sales campaign," said Wm. H. Swartz, vice-president, "that are bringing remarkable results may be included our extensive broadcasting of Columbia records and Columbia-Kolster reproduction over a number of broadcasting stations throughout the territory. Unquestionably this is a very fertile form of sales promotion and dealers universally appreciate what we are doing to help their sales. Use of the wonderful Columbia-Kolster combination in the playing of records at the store door is not only stimulating the sales of records very materially, but evidently creating a desire of ownership for this machine, as sales of the model 900 are showing remarkable results.

"These forms of sales promotion, as well as a fortunate combination of real hits on Columbia records, with, of course, the tremendous interest in the new series of Two Black Crows as a leader, have made our business for the Spring months look very promising indeed."

L. L. Andrews, president of Columbia Wholesalers, reports that the addition of Kolster radio has greatly strengthened the radio department. A surprising number of strong accounts have applied for the Kolster franchise, as it is evident that practically all Columbia dealers will specialize on Kolster radio for the coming season. During the past several weeks the following Kolster dealers have been appointed: Boggs Rice, Inc., Bristol, Va.; Augusta Furniture Co., Staunton, Va.; Hobbie Bros., Roanoke, Va.; Fulwiler Hill Co., Roanoke, Va.; Seagle Bros., Pulaski, Va.; Wilson's, East Radford, Va.; Miller's Music Store, Harrisonburg, Va.; St. Charles Supply Co., St. Charles, Va.; Pennington Hardware & Furniture Co., Pennington Gap, Va.; Scott & Carmichael, Fredericksburg, Va., and the Iroquois Electric Co., Washington, D. C. Consistent Kolster advertising and fine weekly broadcasting by Kolster is making sales of Kolster sets easy in this territory.

CORRESPONDENCE FROM LEADING CITIES

Kansas City, 37—Milwaukee, 56—Cincinnati, 58—Pittsburgh, 67—Boston, 72—St. Louis, 74—Philadelphia, 76-82—Minneapolis and St. Paul, 83—Richmond, 83—Buffalo, 84—Los Angeles, 86—Baltimore, 88—Cleveland, 96—Detroit, 96—Chicago, 97-99.

Brunswick Salon Has Anniversary

Brunswick Recording Artists Give Recital in Warerooms of Fifth Avenue Establishment on Third Anniversary

The third anniversary of the Brunswick Salon, Fifth avenue and Fifty-third street, New York City, of which Chester Abelowitz is proprietor, was fittingly observed on April 26 with a recital of Brunswick artists which was attended by approximately 250 patrons of the establishment. Edward R. Strauss and H. Emerson Yorke, of the New York headquarters of the Brunswick Co., were present, the latter acting as master of ceremonies. Chester Abelowitz and his staff welcomed the guests and Mr. Abelowitz made a short address of welcome.

Among the artists who entertained were Marie Morrisey, contralto, well-known concert artist; Frederick Fradkin, violinist; the Ritz Quartet from "Funny Face," the record-breaking musical show; Zelma O'Neal, comedy star of "Good News," and Vincent Lopez and His Orchestra, who concluded their share of the entertainment with a semi-classical arrangement of "Alexander's Ragtime Band."

Refreshments were served during an intermission in the program and at the conclusion of the recital a Brunswick recording made by one of the artists participating in the recital was presented to each guest.

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Interesting Booklet

A handy manual entitled "The Gateway to Better Radio," has been issued by the American Mechanical Laboratories, Inc., Brooklyn, N. Y., manufacturer of the Clarostat and other radio products. There are thirty-two pages of practical radio information, profusely illustrated.

RMA Directors Nominate Officers

Board Nominates Major Herbert H. Frost for Presidency — Other Nominees — Adopt Important Patent Plans

At a meeting of the board of directors of the Radio Manufacturers' Association at Buffalo, on May 3, Major Herbert H. Frost, of New York, the first president of the RMA, was nominated by the board for another term, to succeed President C. C. Colby for the ensuing year, there being a one-year tenure in the presidency. Other nominations for the roster of officers to be elected in June were: First vice-president, V. W. Collamore, of Philadelphia; second vice-president, Morris Metcalf, of Springfield, Mass.; third vice-president, L. E. Noble, of Buffalo, and John C. Tully, of Chicago, treasurer.

Among the actions taken by the RMA board at this meeting were the adoption of a plan for interchange of patents by manufacturers, adoption of a proposed new constitution and by-laws for the Association, and final plans for the Fourth Annual RMA Convention and Trade Show. The patent interchange plan and the new constitution and by-laws will be presented to the RMA membership in June.

Plans for closer affiliation between the music and radio industries were also considered with a view to developing the common interests of the music-radio dealers and co-ordinating the annual conventions in 1929 of the RMA and Music Industries.

Incorporation

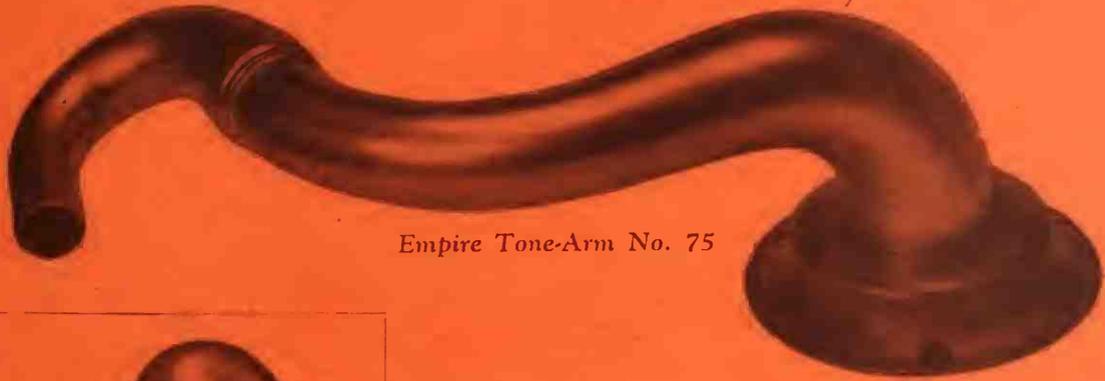
Scientific Laboratories, Inc., has been incorporated in Wilmington, Del., with a capital of \$100,000, for the purpose of dealing in musical, radio, phonographic and other instruments.

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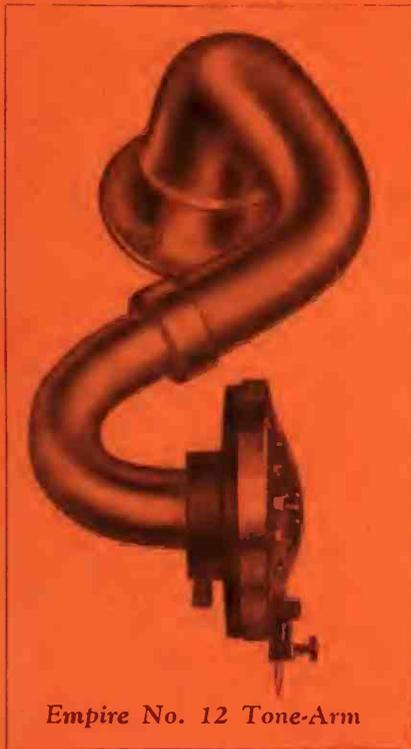
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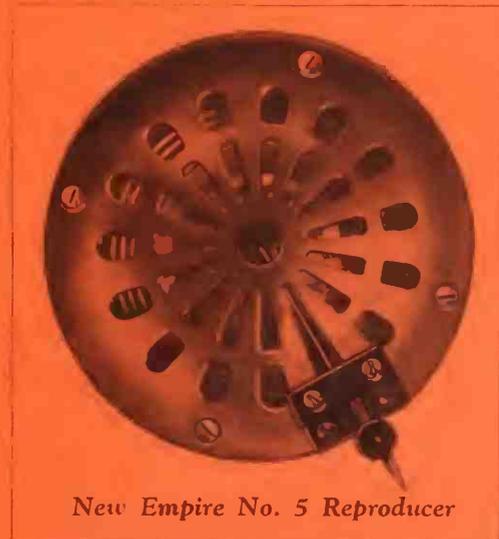
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