

The PHONOGRAPH & TALKING MACHINE

Including Oldest & *Weekly* Best Radio Section

Vol. 23—No. 6

NEW YORK, WEDNESDAY, FEBRUARY 9, 1927

Per Year—\$4.00



DE MIRJIAN, N.Y.

CONSTANCE MERING

This record of piano solos marks the Columbia premiere of an artist whose interpretations have exceptional appeal. She has chosen for her first coupling two very popular numbers.

848-D - 10 in. - 75c

Because I Love You
I'm Tellin' the Birds - Tellin' the Bees
How I Love You

Piano Solos—Constance Mering

Made the new way—Electrically

Viva-tonal Recording



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New York, N.Y. Printed in U.S.A.

Columbia NEW PROCESS Records

COLUMBIA PHONOGRAPH COMPANY

1819 BROADWAY, NEW YORK CITY

"TRADE NEWS RIGHT WHEN IT HAPPENS"

STEWART-WARNER



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

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

The Stewart-Warner Protective Policy

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

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

A Complete Line

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

Distributors' Service to Dealers

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

National, Year-'Round Advertising

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

STEWART-WARNER SPEEDOMETER CORPORATION
1838 DIVERSEY PARKWAY. CHICAGO, U. S. A.

Stewart-Warner

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FILMO CAMERA HEAD DEVELOPS DISC RECORD FOR HOME MOVIES

FIRST RELEASES MADE

J. H. McNabb, Chicago Camera Maker, Stages Beethoven Scenario in Hollywood — Phonograph Accompaniment to Be Available for Use With Moving Pictures at the Fireside.

(Special to THE WEEKLY)

Hollywood, Calif., Thursday.

Musical motion pictures are now available for the home, following a series of successful experiments in the combining of moving pictures with the phonograph, according to an announcement made here today by J. H. McNabb, president of the Bell & Howell Co., well known Chicago motion picture apparatus manufacturer and producer of Filmo home movie products sold in the music-radio field.

This new process synchronizes the established and successful inventions, the motion picture and the phonograph, in a new development called the "filmophone." It is now being produced solely for use with 16 millimeter film, the popular home type of motion picture projector.

In a statement today by Mr. McNabb, whose personal research and activities in the motion picture art are largely responsible for this new development, he says:

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

According to Mr. McNabb, the new device operates as follows—"What appears to be an ordinary motion picture film is placed in the projector which is focused in the regular manner upon a sheet or screen. At the same time a record is placed on the phonograph. The two instruments are started together. The result is that figures on the screen not only move—they talk, sing or actually play musical instru-

UNEXPECTED DELAY IN RADIO LEGISLATION AS SENATOR PITTMAN DEMANDS REVISION OF MEASURE ON IMPORTANT FEATURES

(By Wire to THE WEEKLY)

Washington, D. C., Tuesday.

Senator Pittman's objections to pending radio legislation were refused by the conference today and the bill will likely go before the Senate for passage within a day or two.

(By Wire to THE WEEKLY)

Washington, D. C., Monday.

Another cog clogged the legislative machinery working the radio bill conference report through the Senate Saturday when opposition came unexpectedly from Senator Pittman, of Nevada. His move to send the bill back to conference with the statement that the Senate would not agree to the House amendments precipitated a long debate. It enabled opponents of the bill to prevent a final vote on the conference report.

Almost anything may happen here now at any time because of the jam that has already come in Congress with

ments as the case may be. The sound, of course, comes from the record that is playing in accord with the action on the screen. Yet the realism is so startling that the first impression is uncanny. This new method is a remarkable combination of sound, light and action.

"The first production designed for use with the filmophone is Beethoven's Moonlight Sonata. By placing the filmophone picture reel on the projector and the accompanying filmophone record on the phonograph the action of the picture and music become as one. The thrill experienced by the audience in the home when Beethoven takes his place thoughtfully at the piano and pours out his soul in the immortal Moonlight Sonata, is a startling revelation. The blind girl, in ecstasy, stands near. The whole beautiful story is portrayed on the screen before you and at the same time it is beautifully told—and the music played—by the filmophone record on the phonograph. Movie, music and story blend as one in a marvelous re-creation.

"The practicability of this new means of home entertainment is assured," Mr. McNabb states, "by the fact that I have incorporated an organization for the express purpose of producing 16 millimeter filmophone

final adjournment but a short time off.

Chairman McNary of the Committee on Agriculture who had temporarily laid aside the farm relief bill for debate on radio control, served notice that unless radio could be quickly disposed of he would oppose taking up more time now.

The motion to send the bill back to a conference was made by Senator Pittman and included a provision for the instruction of the Senate conferees to insist upon provisions limiting the life of the legislation to one year from February 15, 1927, and requiring a waiver from each licensee to any claim to or any right in any wave length or the use of the ether in radio transmission, because of a previous license for their use.

Opponents of the bill insisted that these provisions be incorporated in it, declaring that inasmuch as no one knows what the success of this proposed commission will be, it is only fair to limit it to one year of life at the beginning.

films and phonograph records and our studios and laboratories at Hollywood are already in operation with cameramen, directors, actors, property men and location men selected and now working on early releases. This is the first and only 16-millimeter producing company of its kind."

LOUIS STERLING, AFTER BRIEF ILLNESS, SOON TO REACH NEW YORK

Advices reaching the New York headquarters of the Columbia Phonograph Co. from abroad recently are to the effect that Louis Sterling, managing director of the Columbia company in England and chairman of the American company's board, has been ill with pleurisy in London but is now sufficiently recovered to have proceeded to Germany for inspection of the Columbia properties there. Mrs. Sterling also is stated to have been ill, the consequent delays to their journeying abroad causing later arrival for them in America than had been planned when they sailed for England in December. Mr. and Mrs. Sterling are now expected to arrive in New York sometime in March, instead of this month.

VICTROLA-RADIOLA 1926 SALES AT \$17,000,000 ORTHO'S GREATER STILL

NO COMPETITIVE HURT

E. E. Shumaker Declares Radio Combination and Orthophonic Demonstrations Have Helped Each Other — Urges Dealers Not to Fear Hysteria of 1924.

Camden, N. J., Friday.

The Victor Talking Machine Co.'s sales of Victrola-Radiola combination instruments exceeded \$17,000,000 at retail value during 1926, it was disclosed today in a compilation of sales figures for the year submitted to Edward E. Shumaker, president of the company. As this imposing sales total for the more expensive combination types was shown not to have interfered with coincidental sales of several times that figure for the exclusive Orthophonic Victrola and Victor records, Mr. Shumaker reached conclusions as to the prevailing trade situation which he expressed in a chat with THE PHONOGRAPH & TALKING MACHINE WEEKLY.

"Radio has a definite place in home entertainment today which improvements in receiving sets and broadcast programs are rapidly making even more secure," said Mr. Shumaker. "When I say that radio has made and is still making significant contributions to the talking machine industry, I am only stating facts which are amply supported by evidence.

"In 1924, and the early part of 1925, when the talking machine industry was at a low ebb due to its failure to improve its products, the general impression was that recorded music was being replaced by radio broadcasting. Subsequent developments have demonstrated clearly that such was not the case. The other side of the picture is that radio pointed the way to the development of electrical recording, which made possible, for the first time, the engraving of the complete range of musical sound upon a record. When it was found that these new electrical records contained more music than existing talking machines could reproduce, scientists developed new instruments which immediately revolutionized the industry."

Anything that makes people listen to more music is of direct benefit to the

(Continued on page 7)

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No. 6

PERILS OF IMMODERATION

So eagerly are the uses and merits of a huge variety of articles pressed upon the public that one must wonder whether general business is not over-reaching itself—at least to the extent of great wastes and recurrent sharp disappointments for the individual in pushing production and consumption ever, ever onward. Moderation perforce is a commercial no less than a private virtue and it would probably be beneficial to many an over-extended business and business man to take an interval now and then for catching breath and looking into the past and future.

Witness the yammer in behalf of every imaginable product in current advertisements flashing before the consumer. A canned vegetable is "just the right size for nearly every household use, for salads, omelets, creamed on toast or as a hot vegetable by itself. Easy to serve, too! No more bother than taking a can from your pantry shelf." Presumably this commodity was once so unimproved that it grew in odd sizes and in all likelihood the next new feature will be cans that jump down from the pantry shelf when they are called for dinner. A gown importer says of female sports clothes "Blue crapella lines sweeping round in a graceful movement on a long-sleeved jumper in beige djersakasha, and a few tiny tucks on the left shoulder under a blue bow, develop a perfect line in its poise over a blue crapella skirt with ample flat pleatings set slightly to the left of the center front." How many women know whether beige djersakasha is worth two dollars a foot or two dollars a mile intrinsically and how many would be definitely better or worse in their appearance if the ample flat pleatings were set slightly to the right instead of slightly to the left of the center front?

An automobile maker—greatly successful, by the way, at the present—signs this incredible assertion of manufacturing method, "Our plan of quality standarization differs from, and is superior to, ordinary manufacturing practice and methods, because it demands fixed and inflexible quality standards which enforce the same scrupulously close limits—the same rigid rule of engineering exactness—the same absolute accuracy and precision of alignment and assembling—in the measurement, machining practice and process in our four lines of cars, so that each individual car shall be the Supreme Value in its own class." No sensible buyer would expect the cheapest line of these cars to represent the same manufacturing care as the most expensive.

A good many great industries are over-selling the public and business life in them becomes increasingly precarious, a thing of worry and repeated shock even should outright failure be avoided. What may be a boardwalk for a few turns

out to be a treadmill for the many. When factories are not shouting for more sales, sales offices are bellowing for more production. Jobbers and dealers are forever doing a Salvation Army—often down but never out!

Isn't it infinitely easier, and wiser, to decide what one can make or sell best, what it will do for the buyer and how to present the facts about it in orderly sequence, conducting all procedure toward the establishment of long permanence? Isn't it better, and pleasanter, to earn a dollar a day for a year than to earn \$365 a year in a day?

A man living in Evanston, Ill., last week returned a radio set that he had just bought because he heard Chicago, all the stations at once.

So far as is known, Mr. Edison is the only man in the phonograph business who has reached the age of eighty although many others feel like it.

Some radio makers get receiverships almost as quickly as they get reception.

Jack Griffin, the unterrified merchant prince of home entertainment, is starting a boat department at the uptown store. Roddy Wanamaker and Grover Whelan have already said, "Millions for motor cruisers but not one cent more for pianos."

Three wideawake young men in the talking machine supply business in Philadelphia have turned radio broadcasting to business purpose although they do not sell so much as a short circuit or carrier wave. The Fingruid boys and Phil Grabuski would have found a way to sell travelers' checks in the panic of 1893.

One of Pittsburgh's leading speakeasies has had a uniformed policeman on fixed post in it for some time, on suspicion of a racing handbook's being in operation there.

A Broadway lawyer has been appointed censor of the lyrics for new pop songs. There would not be all of this trouble if the Government would stop putting poisonous words into the dictionary.

"Sterling Appointed Minister to Dublin," New York "Times" headline, February 4. No doubt a crafty move to increase the Columbia company's sale of Irish records.

Believe it or not, a gentleman inquired at a recent dinner whether "Harry McDonough was still with the Victor company." This is thought to be the same man who keeps a bound file of the monthly talking machine papers.

A radio dealer has been running a "dollar sale," pay a

dollar more and you get two sets. This works out all right with some kinds of sets but when applied to tubes, batteries and so on there is often difficulty in making a profit at it.

Advertising may properly be considered as still in its infancy when signs in Times Square cost as much as \$5,000 a month while no one has yet learned how to put a selling message on a mouse in a woman's bedroom.

BIGGEST SHOWING IN HISTORY OF VICTOR FOREIGN SUBSIDIARY

GRAMOPHONE CO. GROWING

World-wide Plant Extensions Under Way, W. J. Staats Reports at Camden—Earnings for Last Fiscal Year Set Record.

(By Wire to THE WEEKLY)

Camden, N. J., Tuesday.

Business of the Victor Talking Machine Co.'s European affiliation, the Gramophone Co., Ltd., for the last six months, was almost as large in volume as that for the entire fiscal year ending June 30, 1926, according to a statement today by Walter J. Staats, vice-president of the Victor company in charge of foreign business. This statement was made in connection with an announcement by Mr. Staats of new plants nearing completion or authorized for construction by the Gramophone company in several countries to take care of rapidly increasing demands.

The main plant of the Gramophone Co., at Hayes, Middlesex, England, is now operating at full capacity, night and day, to take care of a heavy increase in business, Mr. Staats says. Despite the additional plant facilities acquired at Hayes last summer, it has been necessary to authorize for immediate construction a new cabinet factory which with equipment will cost about \$750,000.

Erection of an additional plant at Calcutta has also been authorized by the Gramophone company.

The new plant at Barcelona, construction on which was started last summer, will be opened in March. It was made necessary by a greatly increased Spanish business, and it will be the most perfect unit of its size in Europe, it is stated.

Production in the Berlin plant is at full capacity. Business of this plant leads the German talking machine industry, it is stated.

The French plant, at Nogent Sur Seine, which was greatly enlarged in 1926, is working to capacity, while branch plants in both Australia and New Zealand are enjoying the largest business in the history of the Gramophone company.

Exclusive of the foreign business of the Gramophone company, Mr. Staats states that exports from the Victor company's American plant in 1926 showed an increase of 78 per cent. over the largest previous year in the company's history. The South American plant of the Victor company, in Buenos Aires, Argentine, has been oversold for some time, and construction of a new

PHILLY JOBBERS PLAN AGGRESSIVE SALES CAMPAIGNS

TO EXTEND SALES SEASON

Atwater Kent Dealers to Convene This Month—Brunswick Sales Staff Augmented—Paul Klugh Visits Penn Phonograph Co. Offices.

Philadelphia, Pa., Thursday.

With the end of the normal selling period in sight the radio organizations are beginning to increase their activities to lengthen the selling season and increase their representation.

The Penn Phonograph Company called in all its sales representatives last Saturday and held an all day conference which ended at eight o'clock in the evening. Luncheon was served at the Hotel Hanover and the men left for their territories full of ideas and enthusiasm for the Penn lines.

T. W. Barnhill, president of the Penn company, announced that there has been a considerable addition to the number of distributing outlets as the result of the issuance of new franchises on the Zenith and Fada lines.

Local business is off but there is still a steady demand for sets and accessories from up the state.

A convention of dealers selling Atwater Kent products will be held about the middle of the month under the auspices of the Louis Buehn Co. and the Motor Parts Co. Dealers will be given all the data about models and selling plans for the year, and will be entertained.

District Manager George A. Lyons, of the Brunswick office here, in strengthening his sales staff for the present year, announces three additions to his staff. Harold J. Berry will cover the coal regions, Willard S. Wilson will visit the trade in the middle section of the state and Jack Harkins will be responsible for Wilmington and vicinity.

Paul Hartenstein recently demonstrated some new Victor records to 350 students of the University of Pennsylvania and they immediately cleaned out the Houston Hall store of all its stock of those numbers.

Paul Klugh, vice-president and gen-

eral manager of the Zenith Radio Corp., spent Thursday at the Penn Phonograph Co. offices conferring with the executives.

William F. Lamb, of Pottstown, brought his concert orchestra to Philadelphia last week and broadcast over WIP and WGBS. William Lamb, Jr., seven years old, played a cornet solo.

Harold Cregar, of the Philadelphia Victor Distributors, is the father of a son, William George Cregar. So is Samuel Freeberg, of 1408 South street, Victor dealer, who named his boy Owen. We regret to record the death of William Boyd, manager of the F. A. Worth stores, whose headquarters were at the Chestnut street location. He was only thirty-five years old and was a victim of pneumonia.

I. P. RODMAN NAMED RECEIVER IN GAROD BANKRUPTCY ACTION

Judge Runyon of the Federal District Court of New Jersey on Monday of this week appointed I. P. Rodman, former president of the Garod Corp., Belleville, N. J., receiver for this corporation to protect the assets and carry on the business in the interest of the creditors.

A creditors committee to act in conjunction with the present directors has been formed and consists of Mr. Hubley, American Transformer Corp.; Mr. Bannister, Bannister & Pollack, and Mr. Rossiter of Rossiter & Co.

The business of the corporation will continue as usual guided by Mr. Rodman and the creditors committee, pending negotiations for the purchase of the company by various large interests. Merchandise is being moved at regular prices, it is reported, with the full co-operation of Garod distributors and dealers.

TRIANGLE PRESIDENT SPENDING VACATION IN SUNNY FLORIDA

Herman A. Linde, president of the Triangle Radio Supply Co., New York, left last Wednesday for Florida to take a much needed rest after a hectic seasonal rush on the Fada and other nationally known lines that his company distributes. While in Florida Mr. Linde will undoubtedly inspect some of his properties which he purchased several years ago while down Florida way. It has been Mr. Linde's plan to purchase property only in the cities proper thus reducing the danger of water damage. Mrs. Linde is again back on the job after a fortnight's rest and will take over her husband's duties during his absence.

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The series of humorous blotters advertising the merits of Honest Quaker main springs is making a hit with the trade and reminding dealers that the parts service is of the first rank. Miss Pearl Bader, of the Everybody's stenographic staff, announces her engagement to "Chickie" Passon, star of the Quaker quintet. Everybody's seems to be a lucky place for the girls. Of the eight in the office six are wearing engagement rings received since they came to the Arch street establishment.

BOSTON TRADE HAS NORMAL JANUARY RECORDS MOVING LIVELY

Atwater Kent Demand Holding Up Splendidly — Dewey Radio Co. Moves to Larger Quarters — Brunswick Panatrope Entertains Radio Audience.

Boston, Mass., Friday.

Boston radio and phonograph dealers have no complaint to make with regard to the amount of business done during the past week.

L. K. Scott, manager of the Henderson Stores at 22 Boylston street, states business has been fine on the Atwater Kent line, also the record business, both old and new selections, selling well.

Due to the elaborate interior decorations being made at MacNeill's Electric Service Co.'s new store at 50 High street, the place has not opened as yet, but Mr. MacNeill, manager, hopes to be ready for business in a few weeks.

The J. H. Burke Co., of Boston, made a change recently in their Connecticut representation. Ray Burke, who has had the Connecticut district, is coming back to Boston and the Connecticut territory will be handled by Robert Stewart, who will make his headquarters in New Haven.

The United Music Co., of Brockton, is celebrating its 17th anniversary in quarters that are fifteen times as large as those which it occupied when it started in business.

The United Music Co. now operates stores in Rockland, Plymouth and Webster, Mass., Westerly, R. I., and New London, Willimantic and Stafford Springs, Conn.

The Dewey Radio Co., whose headquarters have been at 102 Summer street for the past five years, has moved to a larger place at 148 Summer street.

The Listen-In Co., 115 Federal street, reports good business the past week on its radio Talking Book. Mr. Pitts has just made a big shipment to South America of these radio sets.

The Hub Cycle & Auto Supply Co., of 17 Portland street, report a big demand on the Polleroyal line which they recently took on.

A week ago when Bob Emery, of station WEEI, here, was out of town, the Brunswick Panatrope for which he has made records, was put on in his place at the studio. The reproduction of his voice was so perfect that a great many radio listeners doubted his absence from the studio.

At John & Arthur's, 167 Massachusetts avenue, daily demonstrations have been going on displaying the qualities of the new Federal Ortho-sonic.

Ben Wolf, manager of the Tremont Electric Supply Co., is doing a fine business. Ben makes it a point to always have a complete stock of sets, loud speakers and accessories on hand.

The Jordan-Marsh Co. department store reports the Stromberg-Carlson line to be going over big. The section has also sold over 500 Atwater Kent sets the past month. This store certainly knows how to get radio business. It has been carrying radio for a little over a year and already ranks as one of the leaders here in Boston.

PERSONALS

..Archie Altman, head of the purchasing department of Davega, Inc., was confined to his home last week because of illness.

..L. J. Chatten, general sales manager of F. A. D. Andrea, Inc., is making a tour of the Middle Western states in the interests of his firm.

..Ben R. Stauffer, sales manager of the Pooley Co., Philadelphia, was a visitor to the Chicago trade last week in behalf of the Pooley product.

..J. Haber, of the publicity department of the Radio Corporation of America, New York, is back from a short trip to Atlanta, Ga.

..Edward B. Marks, head of the music publishing concern that bears his name, returned recently from a mid-winter vacation in Havana, Cuba.

..Frank Evans, sales representative of the Sandar Corp., spent the greater part of the past week in the Philadelphia district pushing the firm's cone speaker product.

..Ray Hoefler, of the radio department of E. A. Wildermuth, is again back on the job boosting Atwater Kent apparatus after being confined to his home with a severe cold.

..William C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York, is in the Southwest on a tour of several of the principal cities in that region.

..J. L. Bernard, of the publicity department of the Radio Corporation of America, who spent a few days in Boston, Mass., last week in the interest of the RCA, is back at headquarters.

..George H. Kiley, sales manager of the Farrand Manufacturing Co., is expected back at the Long Island City headquarters of the company this week after a short sales trip through the West.

..Mrs. H. A. Linde, of the Triangle Radio Supply Co., has returned to active duty at the New York offices of the company after a short respite in which she was acclaimed victor over a bad cold.

..Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, spent several days in New York last week and kept in close touch with the progress of Crosley interests in the metropolitan district.

..Jack Kapp, in charge of race recordings for the Brunswick-Balke-Collender Co., Chicago, Ill., who was a visitor last week to the New York office of the company, has returned to headquarters.

..E. A. Wildermuth, head of the Brooklyn Atwater Kent wholesale organization bearing his name, spent several days in Chicago last week in the interests of his extensive radio and automotive business.

..Ben Abrams, president of the Emerson Phonograph & Radio Corporation, is back in New York after a honeymoon trip to Cuba, having surprised his many friends in the metropolis by presenting to them Mrs. Abrams.

..Allan W. Fritzsche, vice-president and sales manager of the Okeh Phonograph Corporation, New York, left Sunday night for a month's trip through some of the principal Okeh markets, as far west as Dallas.

..Samuel Gleason, of the Maryland

Record Co., Hagerstown, Md., was a visitor to New York last week in the interest of his firm's new record and returned to the Maryland offices of the company on Thursday of last week.

..Pierre Boucheron, advertising and publicity manager of the Radio Corporation of America, New York, returned on Monday with E. A. Nicholas, Eastern sales manager of the RCA, from a fortnight's trip through the Southern territory.

..Mrs. A. W. Landay, wife of the president of the Progressive Musical Instrument Corporation, New York musical merchandise and radio distributor, arrived in New York a few days ago on the Cunarder "Aquitania" after a visit abroad.

..Leo Freed, of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., postcards "The Trade's Only Weekly" from Pittsburgh that Joseph C. "Freed-Eisemann" Roush and Wallace "Neutrodyne" Russell, of the Standard Talking Machine Co., are prosperous and well.

..Milne Eckhardt, son of Walter L. Eckhardt, the prominent Philadelphia radio maker, was in New York last week, taking in the show "Chicago" Wednesday evening with Myron Studner, who with his brother, Jack, represents the Eckharmonic set in this district.

..Russell Huntting, of the Pooley Co., and John Delph, district manager of the Atwater Kent Manufacturing Co., conferred with members of the E. A. Wildermuth Brooklyn wholesale organization last week regarding plans for their respective products in the metropolitan area.

..Dr. F. A. Kolster has arrived in New York from his laboratory in Palo Alto, Cal., to attend conferences of engineers at the Kolster-Brandes factories in Newark. Dr. Kolster is the chief research engineer of Federal-Brandes, Inc. He will spend about five weeks in the East.

..The many friends of Emanuel Blout, former Victor wholesaler in New York City who has been in poor health for the past two years, will learn with pleasure that he has lately regained so much of his former health and spirits as to be able to pay occasional visits by automobile to various associates.

Crosley Radio Corp. Adds Power Receiver To Present Set Line

Cincinnati, O., Thursday.

A new six tube set operating directly from the electric light socket has just been announced by the Crosley Radio Corp., of this city. The new apparatus, which is called the "A-C-7," is manufactured in two models, table cabinet to retail at \$70 and console with built-in speaker at \$85. The power supply unit which accompanies this new set replaces "A," "B" and "C" batteries and lists at \$50.

All of the present Crosley models will continue to be manufactured, the net set being merely an addition to the line. With one exception, prices of the older models will remain the same. The exception is the "R. F. L. 90," a six tube set, incorporating the Radio Frequency Laboratories circuit, which increases in price. This formerly listed at \$90 and will now sell for \$98.

THE PHONOGRAPH & TALKING MACHINE WEEKLY

RADIO WHOLESALER'S SON SETS NEW MARK IN WOOLWORTH CLIMB

Considerable public interest was aroused last week when the daily papers published front page stories on the establishment of a new time record for climbing the stairs to the tower of the Woolworth building at 233 Broadway, New York, by two youngsters. The previous record for scurrying up the heights of over fifty floors was set at twelve minutes. However,



LEON AVAZIAN

it took the son of a prominent radio wholesaler to smash this mark by three minutes.

Leo Avazian, son of John H. Avazian, president of the Victory Electrical Supply Co., 1207 Bedford avenue, Brooklyn, N. Y., set the new world's record and his companion who accompanied him in the climb also reached the top of the building one minute better than the previous mark. Leo is a member of the Alexander Hamilton High School track and football teams and is regarded as one of the most promising athletes in the Brooklyn high schools. He is pictured herewith 'on his mark' on the P. S. A. L. Field in Brooklyn. Many congratulatory messages are being received by both father and son on the achievement.

GROSS-BRENNAN OPEN 'SALESTRUCTOR' FOR DEALERS' SERVICE

The Salestructor, a bulletin for dealer service and sales promotion, has been established as a new service arm of Gross-Brennan, Inc., the Stromberg-Carlson radio sales agents in New York and New England and with Ben Gross and Herbert A. Brennan wielding potent pens in its direction, has just made its initial appearance. The brochure is to be distributed to the Gross-Brennan retail clientele, as well as to prospective retailers, from time to time and is regarded by its sponsors as being in consonance with the company plan of making Stromberg-Carlson a separate and individual interest for the dealer.

It is intended to make the bulletin a vehicle for ready reference and interchange of sales ideas among the Stromberg-Carlson Eastern adherents. Included in the initial contents is an editorial reference to Gross-Brennan, Inc., as "Stable Factors in the Field" from THE PHONOGRAPH & TALKING MACHINE WEEKLY. Explaining how and why various Stromberg merchants have found specific plans to pay and inviting the co-operation of the dealer in propelling new suggestions, it is expected that helpful benefits will be rendered to the entire line by the Salestructor.

W. K. BADGER MADE STROMBERG AGENT IN CLEVELAND ZONE

Cleveland, O., Friday.

Walter K. Badger was this week appointed factory sales agent at Cleveland, including the Toledo-Akron district, for the Stromberg-Carlson Tel. Mfg. Co. of Rochester, N. Y., in its radio division, according to a statement issued by George A. Scoville, vice-president and general sales manager of the company. Mr. Badger has resigned the sales management of the WorkRite Mfg. Co., well-known Cleveland maker of Neutrodyne radio product, to assume his new duties.

The appointment of Mr. Badger is understood to represent a policy of expanded service for the Northern Ohio trade in Stromberg-Carlson product and he has been instructed to report at factory headquarters for a week, after which he will spend a few days with Gross-Brennan, Inc., New York and Boston sales agents for the concern who have been phenomenally successful in their operations.

The new Stromberg-Carlson Cleveland representative has been identified in radio merchandising for the past three years. He was previously in the music field with the Brunswick-Balke-Collender Co. and before that with the old Unit Construction Co., which sold store equipment installations nationally to talking machine dealers. Mr. Badger held the rank of lieutenant in the United States Army during the World War, directing cantonment activities over a wide territory. He is a graduate of Harvard University Law School.

A. ATWATER KENT ON ANNUAL FLORIDA VISIT

Philadelphia, Pa., Thursday.

From A. Atwater Kent himself to the numerous members of his official staff, these are traveling days at the big Philadelphia radio manufacturing concern. Mr. Kent has left for Florida with his family, in accordance with his usual plan of a mid-winter vacation at Palm Beach and Miami. Vernon W. Collamore, the general sales manager, spent last week in Chicago attending the Automobile Show, to which numerous Atwater Kent distributors from the Central West always come. R. E. Smiley was at Chicago with Mr. Collamore. Augustus Dilkes, of the sales department, is in Saskatchewan, Canada and P. A. Ware, merchandising manager, has been in Boston and is on his way to Pittsburgh for a regional dealers' meeting there.

M. F. FLANAGAN NEW EXECUTIVE IN R. M. A.

Chicago, Ill., Friday.

The resignation of B. W. Ruark as executive secretary was made public today at the headquarters of the Radio Manufacturers' Association, 32 West Randolph street, here. Mr. Ruark came to the R. M. A. from automotive trade association work less than a year ago.

Martin F. Flanagan, who has been identified with R. M. A. activities for some time and who has made many friends among the membership, has been elected to succeed the retiring official. Mr. Flanagan has assumed his new duties.

Kellogg Radio Retailers Meet Factory Heads At Chicago Dinner, January 26th



VICTROLA-RADIOLA 1926 SALES AT \$17,000,000

(Continued from page 3)

entire musical industry, Mr. Shumaker contends.

"Newspapers and books may be used as an analogy for the radio and recorded music," he stated. "Radio furnishes a vehicle for something that is happening at the moment. The talking machine, on the other hand, provides a library of the world's best music, and makes possible the hearing of the desired artist or entertainer, and the desired musical selection at any time. It was upon this theory that we decided to produce combination instruments embodying radio receiving sets and talking machine reproduction. The fact that we sold \$17,000,000 worth of such instruments last year, at retail value, seems to indicate that our theory is sound.

"It is also a fact that thousands of new talking machines which are not equipped with radio receiving sets are being sold annually in homes which also contain radio sets. I have stated that we did a business in so-called radio combination instruments equivalent to \$17,000,000 at retail selling value. It is well to note, however, that this sum represents only a part of our business—in fact only approximately one-sixth of the total. The remaining five-sixths represents our sales in talking machine products.

"The question as to who is to pay for radio broadcasting appears to have been temporarily solved. The bills are being met by those who benefit directly from it. While I do not believe that the broadcasting of radio entertainment can be made to take the place of other established forms of advertising, it is an additional medium for creating demands for some products, and a good-will builder when properly used. We have found that the broadcasting of

Victor recording artists results in an immediate and traceable demand for their records. We are convinced, also, that anything we may do to raise the standards of radio programs will be reflected in a healthier condition in our business and in other branches of the music industry.

"Radio and the talking machine may at times appear to overlap somewhat. In actual practice they do not overlap. Each has its own place as an instrument for home entertainment. This is borne out by the experience of more than 6,000 Victor dealers in the United States."

Mr. Shumaker believes that those who contend that radio interest is waning are thinking back to 1924, when there was a condition bordering upon radio hysteria. Today, he says, interest in radio has become something substantial, from a commercial standpoint. Cheap, unsatisfactory homemade sets are becoming fewer, and the public is insisting upon radio receivers which provide good tone quality, just as they have insisted upon improved talking machines and records.

R. M. A. TO CONSIDER STANDARDS IN PARTS AT FEB. 16 MEETING

Chicago, Ill., Saturday.

A meeting of radio manufacturers to be held February 16th and 17th at the Congress Hotel, Chicago, has been called by A. J. Carter, chairman of the standards committee of the Radio Manufacturers' Association. The meeting will be open to all manufacturers and a large attendance is expected.

At this meeting the standardization of a number of important subjects will be discussed, such as, by-pass condensers, eliminators, plugs and jacks, transformers, and variable control devices, etc. The subject of standardization in radio is most important and the active interest of all manufacturers is cordially invited by the Radio Manufacturers' Association.

NEW SPEAKER AND SALES BOOSTER ADDED BY VICTORY COMPANY

A new salesman has been added to the force representing the Victory Electrical Supply Co., radio wholesaler with headquarters at 1207 Bedford avenue, Brooklyn, in the person of H. Kline. The Victory company is the local distributor for the Howard neodyne, Philco socket power, Cunningham tube and numerous other nationally advertised radio products. Mr. Kline is well known in the Brooklyn trade as he has been associated with the sale of Philco products for several years past. Another item has also been added to the line by John H. Avazian, president of the company, who secured the distributing rights for the O'Neil cone speaker, which is said to be finding a good demand among the cheaper speaker products.

80TH BIRTHDAY OF T. A. EDISON FRIDAY

Thomas A. Edison, "the father of the phonograph," will celebrate his eightieth birthday on Friday, February 11. A dinner of the Edison Pioneers that evening in Newark will have the celebrated inventor as its guest of honor. In recent years Mr. Edison has usually been in Florida at his anniversary but this year he and his family have remained in Orange, N. J.

OPERADIO CORP. ALLEGED BANKRUPT

Chicago, Ill., Thursday.

The Operadio Corp., maker of portable radio sets, has been made defendant in bankruptcy proceedings here, among the creditors being the Belden Mfg. Co. with a claim of \$1,000. J. McW. Stone and W. B. Ricketts are respectively president and secretary of the Operadio company.

E. R. STRAUSSSES MOVE TO GREAT NECK, WITH POLICE DOG GUARD

West Fifty-fifth street's loss became Great Neck's gain last week when Edward R. ("Red") Strauss, New York branch manager of the Brunswick-Balke-Collender Co. and for the past twenty-two years a popular Brunswick official, sold Mrs. Strauss on the merits of Long Island residence and removed to the exclusive North Shore suburb between sunrise and sunset. Mr. Strauss asserts that he and his wife concluded to go to the country to help out Joseph P. Day, who is understood to have any number of country estates, factories and unimproved tracts on his hands along the North Shore. The Strauss police dog, Sergeant O'Connell, has not been left behind in Fifty-fifth street, as many might believe, but is one more burden besides Ring Lardner, Joe Santley and the conductor on the 5:24 train for the people who live in Great Neck.

BOSCH RADIO OFFICIAL GOES TO WEST COAST

Springfield, Mass., Friday.

Albert H. Bartsch, general sales manager of the American Bosch Magneto Corp., maker of radio and automotive electrical apparatus, left this week for the Pacific coast to survey the entire territory from Canada to the Mexican border. Bosch sales on the West Slope are reported to have shown a gain of 200 per cent. in 1926 over 1925, so that Mr. Bartsch expects to find much of interest in the trade there and will remain away until the middle of March. Any of his friends around the country who desire to reach him meanwhile may write to him at the San Francisco Bosch branch, 1262 Post street.

Jack Smith, Baritone Whisperer, Headlines Mirador Club Show

Jack Smith, the whispering baritone singer and exclusive Victor record artist whose first successes were had in radio broadcasting, last Wednesday evening opened an engagement at the Mirador night club in New York City. The Mirador is probably the smartest after-theatre resort in the Broadway district and rejoices in patronage much more exclusive than some of the dance places so aptly denominated by a Times Square wit as upholstered sewers.

The whisperer is the feature attraction of the current Mirador program and at his premiere was recalled for four encores, encouraging the audience to join him in the choruses of request numbers. As an overture, a Tuscan Victrola-Electrola plays a Smith record, at the ending of which the singer himself appears and Victor records by him are on sale in the Mirador lobby as a convenience to guests. The success of the act surpassed even the expectations of the management and Smith looks good for a long run entertaining Broadway pleasure crowds. A vast amount of attention for the Victrola and Victor records is engendered among thousands of people of prominence patronizing the Mirador.

In the Smith first-night audience were to be seen the Marquis de la Falaise de la Coudray and his wife, celebrated on the screen as Gloria Swanson. Mr. and Mrs. Walter Seligman also had a table, Mr. Seligman being a partner in one of the banking houses recently buying the Victor

W. J. Tures, Phonoparts Official, in New York

W. J. Tures, of the Jewel Phonoparts Co., Chicago manufacturer of record-reproducing apparatus, has been spending a week in New York at the Hotel Roosevelt, visiting some of the friends of his firm in this territory. Mr. Tures brought with him the Jewel sound-box as well as the instrument-taper tone-arm and reproducer which the company has been selling successfully for several months to the industry. The Chicago visitor has spent thirty years in phonograph acoustical work and the Jewel company is regarded as one of the conservative and well-established operators in the parts field.

According to Mr. Tures, the band-instrument taper in the Jewel tone-arm supplies definite qualitative values in reproduction. "If the continuous flare in the taper, rather than the straight-line taper familiar in ordinary conical bore, did not have essential musical value," he asserted, "it is reasonable to suppose that the making of band instruments, in both brasses and reeds, would not have followed the principle for so many centuries past. We have a special method of producing the band-instrument taper in the Jewel arm and while it is somewhat more expensive to make, the result in our opinion justifies the means."

Talking Machine Co. for \$40,000,000. Charles B. Mason, president of the New York Talking Machine Co., and Mrs. Mason entertained a party. Mr. Mason's acquaintance with the management of the Mirador led to the engagement of the whispering baritone singer.

THE PHONOGRAPH & TALKING MACHINE WEEKLY

VIENNESE WALTZES IN VICTOR FOREIGN RECORD CAMPAIGN

H. S. Maraniss, special sales representative in the Eastern territory for the foreign-record department of the Victor Talking Machine Co. under Harold Smith, has been putting on a special campaign in New York for the Viennese-waltz recordings in the Victor foreign catalog. Mr. Maraniss returned to the Victor headquarters at Camden last Wednesday for additional ammunition.

He asserted that the Victor recording of "The Skaters' Waltz" by the International Concert Orchestra has been a phenomenal seller in the Eastern trade and that a variety of similar numbers are meeting with excellent results wherever featured by distributors and dealers. As evidence of the effectiveness of the work which the department is doing, said Mr. Maraniss, a single order for 1,200 records of a featured number had just been received from Charles H. Ditson & Co., New York Victor distributor at Fifth avenue and Thirty-fourth street.

LYON & HEALY CO. LOSE \$15,000 IN CHICAGO HOLD-UP

Chicago, Ill., Friday.

The skyscraper office building at Washburn avenue and Jackson boulevard, this city, which houses the Lyon & Healy Music Co., was in the hands of six bandits for several hours early today while the safe of this well known

Dealer's Service Costs Reduced to Minimum, Declares S. I. Marks

Chicago, Ill., Thursday.

S. I. Marks, vice-president and treasurer of the M. & M. Radio Service, Inc., this city, in an interview with THE PHONOGRAPH & TALKING MACHINE WEEKLY, gives his opinion of the service problem of today.

"Radio service today," he said, "is less than 5 per cent. of the dealer's cost of sales as compared to two years ago when percentages ran as high as 15 and sometimes 20 per cent. In fact the actual service figures for dealers come closer to 3 per cent. than they do 5 per cent."

"In helping to reduce dealers' service costs, I point out the following as the eight high light helps: Improvement in construction, public familiarity with radio, simplicity of operation, reduction in, and elimination of indiscriminate manufacturers, dealers and public buying confined to limited number of makes, elimination of overselling talk by dealers, standardization of models and increased distribution."

music house was blown and rifled of \$15,000.

One of the bandits captured the watchman and led him on his rounds for hours while still another made prisoners of a music teacher and two other people who were in their studios. While this was going on the remaining four bandits opened the Lyon & Healy safe, ignored \$10,000 in checks and other negotiable securities and made their escape with the \$15,000 in cash.

Direct from the socket

Music merchants are sharing in the big business that is being done on the Majestic. "B" Battery eliminators are today the most talked-of item in the Radio field—and Majestic "B" leads. More Majestic "B" units have been made and are in satisfactory use than any other "B" power unit on the market. The reason is unequalled power control and efficiency.

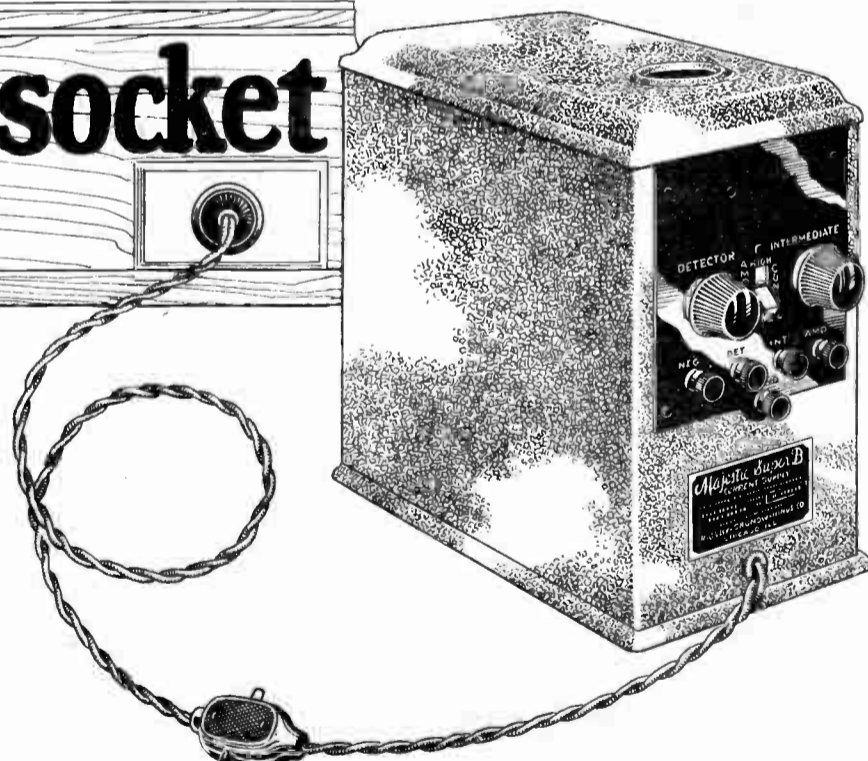
Majestic "B" Current Supply

delivers pure direct current from your light socket.

5 Points of Superiority

- | | | | | | | |
|--|--|--------------------------|--|---|--------------------------------|--|
| 1—Better Reception
No hum. Superior to any source of power. | 2—Economy
Low first cost. Cheapest and best form of "B" power. Costs only a frac- | tion of a cent per hour. | 3—Dependability
Maximum and unvarying power always available. | 4—Durability
No acid or liquids. Uses Raytheon | Tube; no filament to burn out. | 5—Flexibility
Voltage can be accurately adjusted to meet varying conditions in every city — and on any set. |
|--|--|--------------------------|--|---|--------------------------------|--|

Give your customers a demonstration on THEIR sets. It will sell more units. A fine margin enables you to sell on deferred payments. Fully guaranteed. Ask your jobber or write us.



MAJESTIC
Standard-B
\$26.50

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

MAJESTIC
SUPER-B

(as illustrated) \$29.00
West of Rocky Mts. \$31.50
Raytheon Tube \$6.00 extra

MAJESTIC
Master-B
\$31.50

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

GRIGSBY-GRUNOW-HINDS CO. 4544 Armitage Avenue
Chicago

SALESTRUCTOR

Dedicated to
Constructive-Instructive Selling
by Gross-Brennan, Inc.

Why---the salestructor?

THE title and dedication of this publication represents as nearly as words permit the spirit in which Gross-Brennan, Inc., was founded and in which spirit we wish to continue to function and grow with our dealers.

The term, "permanent value," now a by-word in radio selling, first appeared in Stromberg-Carlson advertising. In connection with Stromberg-Carlson products, it means exactly what it says, that straight along the line from factory to ultimate owner, no depreciation of value can result from Stromberg-Carlson policy.

That is what we mean by *constructiveness* in radio, that is what is meant by all you read about stabilization in radio.

The constructive Stromberg-Carlson policy we were called on to establish at the outset, was at first termed everything from impractical to visionary—even idealistic—a terrible word. Our dealers' success, and incidentally Stromberg-Carlson and Gross-Brennan success quickly proved the efficacy of the policy.

And followers, with the vision to see that idealism tempered by common sense is often more practical than opportunism, have proved it by *their* success.

The bad examples of radio's early days have not yet been erased from the minds of many who survived those days, or who, entering the field when the worst was over, still believe that methods which prevailed then can again prove profitable.

To dissipate such false hopes and false be-

liefs is what we mean by *instructiveness* in radio selling.

Radio is now an accepted, established industry. To place the taking of immediate profits ahead of the building of a business has been proven unconstructive throughout all radio's past. How can it ever prove constructive in the future?

Many manufacturers, now memories in radio, set demoralizing examples till they succumbed to inevitable results. Many distributors, now memories in radio, tried to outdo manufacturers at the same game. The great wonder is that so many retailers who suffered under such untrustworthy sources of supply have survived and have kept their visions of a lasting future in radio unimpaired.

To help enlarge such vision was one of the reasons why Gross-Brennan, Inc., was founded. To help spread the growth of such vision must always be the Gross-Brennan job.

Our platform is this: "To build a future for our dealers as well as for ourselves rather than merely exploit the present. To make the Stromberg-Carlson franchise cherished as an ever increasing asset to all who maintain and merit it."

Therefore, this publication is dedicated to your growth and ours through *constructive-instructive* sales measures. We sincerely hope that every associated Stromberg-Carlson dealer will take fullest advantage of the opportunities these columns offer for successful development of his business.

Gross - Brennan, Inc.

These sound sales principles make the Stromberg-Carlson line a preferred asset for each dealer.

Gross-Brennan—Stromberg-Carlson Dealers, their salesmen or service men, who have not yet received a copy of the Salestructor, should so notify our offices to assure their names being on our mailing list.

GROSS - BRENNAN, I n c.

New York & Boston Representatives for Stromberg-Carlson Telephone Mfg. Co.

342 Madison Ave., New York City
Telephone—Vanderbilt 4025

910 Little Bldg., Boston, Mass.
Telephone—Hancock 7559

"MUSIC NEEDS THE DEPARTMENT STORE AND STORE NEEDS MUSIC," M. MAX'S VALEDICTORY

ASSEMBLAGE OF 100 ATTEND TESTIMONIAL DINNER
High Praise and Silver Loving Cup for Retiring Buyer of Gimbel Bros. at New York Affair in Pennsylvania Hotel—"Max Club" Members and Trade Executives Bid Him Godspeed.

Marx Max, retiring after ten years as the phonograph, radio and piano buyer at the New York department store of Gimbel Brothers, last Thursday night was tendered a dinner at the Pennsylvania hotel by more than one hundred people well-known in the trade, about half of them being members of the "Max Club," Gimbel officials and employees functioning in the home-entertainment department, while the others were executives of various manufacturing and wholesale companies in the industry.

Sociability at the dinner, hearty praise for the retiring executive, the presentation of a large silver loving cup to him from the assemblage and an incisive valedictory from Mr. Max himself ruled the evening as its features. Harry Baron and W. L. Stimson, the latter well known in the Columbia Phonograph Co.'s New York organization, divided the duties of toast-

master and Sheldon R. Coombs, the Messrs. Daudel and Brown, as a trio of Gimbel officials, and Eugene A. Widmann, president of the Pathe Phonograph & Radio Corp., Louis Roemer, Maurice Landay, president of the Greater City Phonograph Co., Joseph H. Mayers, president of the International Phonograph Co., Jack Bliss, of the Q. R. S. Co., and Curtis A. Wessel, editor of THE PHONOGRAPH & TALKING MACHINE WEEKLY were called upon for informal messages suitable to the occasion. A number of messages of goodwill were received by telegram and read during the evening, including greetings from Ellis Gimbel, Jr., Isaac Gimbel, M. J. Ennis and Max Abrams.

Mr. Max's response to the comradely praise given his career so far in the industry proved to be one of the highlights of the event. After sketching the work of his department at Gimbel

Brothers since 1916, including the movement of many makes of goods and the conduct of some of the biggest liquidation sales in the industry, Mr. Max emphasized the economic importance of the department store as a musical instrument outlet and the great value of musical instrument merchandising to the department store. "Do not forget," he said, "that as high as \$5,000,000 worth of goods a year, in pianos, phonographs and radio product, have been sold at Gimbel Brothers in New York. With sales for the entire store of more than \$46,000,000 for the year, this would be ten per cent. of the entire revenue of the institution. On top of this, remember the store-visit producing capacity of the musical instrument department. If time-payments extend for one year, at least half of them for six monthly visits will be made by the purchasers to the store, thus seeing many other departments and contributing to many other sales. If the average musical instrument sale is \$500—which is putting it high—10,000 people will thus visit the store six times a year, providing 60,000 additional sales opportunities. Moreover, a music department is invaluable to a store because of the versatility of its personnel. In our industry we have seen the necessity to switch from phonographs in their heyday to phonographs in liquidation, from radio popularity when it was a craze to radio merchandising when over-production had to be disposed of without nationwide demoralization of the trade and when pianos were almost unprocurable during the World War, Gimbel's went out and financed piano manufacture, selling at cost so as to keep the medium-priced piano still available to the public. Sometimes it is said that music merchandising men are too temperamental for department-store business and that their clerks are too artistic. But I maintain that it is this very versatility in our line which makes it invaluable. Show me a rug buyer or a shoe buyer who has had to contend with what the music industries commonly face. And in our department the turnover among employees was such that I can point in this assemblage to many who have had ten years of service with the store and to many more who have been there five years."

In conclusion Mr. Max stressed the desirability of the department store for mass selling at a single point, asserting that this was equally valuable whether for introducing a new line on a standard basis or for disposing of an old one without widespread demoralization of the trade. He said that whereas, ten years ago, the Gimbel store had become the first large dealer in a given line of goods, within a week over 200 dealers had been added here in that line and he recited many big features involved in Gimbel liquidation sales in phonograph and radio alike. In con-

The IMPROVED AMPLION CONE



Amplion Cone
AC 12 List \$30

The instantaneous acceptance of this fine new model is due to its success in the greatest test of Cone type speakers—clear, clean reproduction of speech.

National magazine advertising carrying this thought to over 6,000,000 readers a month is helping all Amplion Dealers to increase their sales.

Do not fail to investigate the sales possibilities of the new Amplion models.



THE AMPLION CORPORATION
OF AMERICA

Suite B, 280 Madison Ave., New York City

THE AMPLION CORPORATION OF CANADA
Ltd., Toronto

cluding he declared that the event, gratifying as it was to him, need provide no cause for sentimentalizing. "The king is dead—long live the king!" should be the motto for the organization, he said, and he vigorously urged loyalty to Gimbel Brothers, to music merchandising and to his successor at the Gimbel store among all remaining employees of the department.

Mr. Max has not so far divulged his future business plans. Neither has his successor at Gimbel Brothers been officially designated. Wednesday's dinner had as its amusement key-notes a spirited dance program by Clarence Williams' Jazz Hounds and comedy songs by Irving and Jack Kaufman, the irreplaceable record artists who admitted to having made seven different recordings that same day.

Harry Warren's latest tune with Shapiro Bernstein & Co., New York publishers, bears the cryptic title of "The Sphinx." It is an instrumental number and Ben Bernie is among the many featuring it.

"FOR WANT OF A NAIL"

These lines were written long ago, but the moral of the missing nail is just as true in these days of keen business rivalry as it was in the days of knightly rivalry.

A small mistake, a hasty letter, etc., may be all that is needed to send a good customer somewhere else. Out on the battle line our salesmen are doing their best to keep the orders coming in. Their battle is our battle. Therefore, we always endeavor to do our part here and put ALL the nails in ALL the shoes.

Whatever we do, and all that we do—we strive to do it right. This theory guides our "SERVICE."

These lines, for which we are the Metropolitan Distributors, guide our "SALES"—

- | | | |
|-----------|------------------|-------------------------|
| FADA | Vesta | TAB Rechargeable Battys |
| Ray-O-Vac | Crosley | Utah |
| Elkon | Balkite | Symphonic Reproducers |
| Majestic | Eagle Trickles | Cabinets of Quality |
| | Cunningham Tubes | |



THE PYRAMID OF SERVICE

120 West 23rd Street
New York, N. Y.

Brooklyn's Radio Headquarters

DEALERS: Try Our Service on the Following Quality Products

- | | |
|-------------------------------|------------------|
| Howard Neutrodyne | Cunningham Tubes |
| Philco Socket Powers | O'Neil Speakers |
| Columbia & Red Seal Batteries | Amplion Speakers |
| Westinghouse Mazda Lamps | |

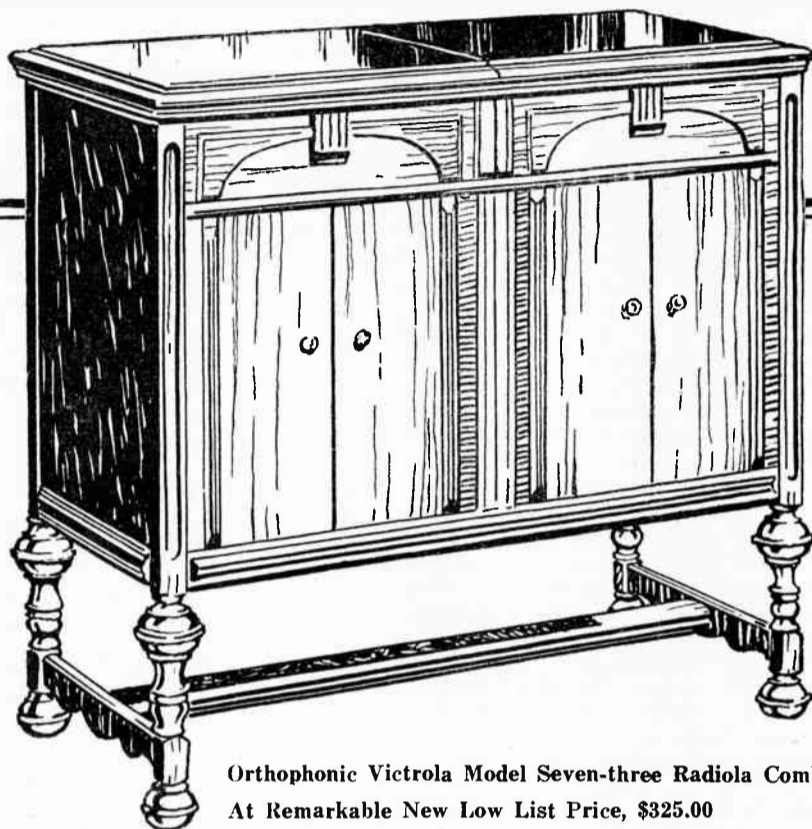
VICTORY ELECTRICAL SUPPLY CO.

1207 Bedford Avenue

Brooklyn, N. Y.

Telephone: DECatur 8000

THE ULTIMATE!! VICTROLA with RADIOLA



Orthophonic Victrola Model Seven-three Radiola Combination
At Remarkable New Low List Price, \$325.00

Unlimited profits are available to those Victor Dealers who seize upon every opportunity to make actual DEMONSTRATIONS of The New Orthophonic Victrola Seven-Three. From the standpoint of quality, performance and beauty, it stands absolutely alone in its particular price class. The new low list price of \$325. brings it within the reach of all.

SECURE DEMONSTRATIONS—IT WILL SELL ITSELF
—FEATURE IT IN YOUR NEWSPAPER AND OTHER
ADVERTISING—GIVE IT A PROMINENT PLACE IN
YOUR WINDOW DECORATION—SHOW IT ON YOUR
FLOOR—TIE IN WITH THE VICTOR RADIO CON-
CERTS BY PLACING IN HOMES FOR THESE GREAT
EVENTS—GIVE IT THE CHANCE IT MERITS—

→ DEMONSTRATE DEMONSTRATE ←

CHICAGO TALKING MACHINE COMPANY

12 North Michigan Avenue, Chicago

NATION-WIDE BROADCASTING OF "TROVATORE" ACT, SPONSORED BY BRUNSWICK, STIMULATES MUCH ACTIVITY IN RADIO AND RECORDS

Chicago, Ill., Saturday.

One of the outstanding events in musical circles, not only in Chicago, but throughout the nation, was the second great broadcast of grand opera by the Chicago Civic Opera Company, when the last act of Verdi's "Il Trovatore" was put on the air over the "red" and "blue" network of the National Broadcasting Company under the auspices of the Brunswick-Balke-Collender Company, the evening of Friday, January 28. This was the second broadcast of opera by the Brunswick interests and was a repetition of the nationally acclaimed triumph of one week previous when the second act of "Faust" was similarly broadcast.

The recent radio release of "Il Trovatore" commanded the facilities of twenty-six broadcasting stations and was heard by an audience conservatively estimated at ten millions. The far-reaching effect on the music trade of this States-wide concentration upon a single classic can with difficulty be grasped by the layman. It may be said with assurance, however, that should such layman be given the opportunity of reviewing the hundreds of commendatory telegrams and letters received by the officers of the Brunswick company, many of which requested copies of the libretto of "Il Trovatore," there would be immediate recognition of the increased fame of the lyrical opera, and of the need for dealers throughout the country to capitalize the event by advertising their stock of records.

As was pointed out to your correspondent by one of the officials of the Brunswick-Balke-Collender Company, much of the concrete value of such national radio broadcasting is obtained only by concerted effort on the part of the local dealers to capitalize the event and to tie their store to the continent-wide event. When tens of millions of people listen with extreme enjoyment to the well known strains of the "Miserere," "Oh, Joy He Is Saved," "Home to Our Mountains," "Love Flees on Rosy Pinions," "The Lifeless Bride" and other such selections, there will be literally hundreds of thousands of people imbued with the desire to obtain that

music in permanent form where it can be reproduced at will. That is to say, untold thousands of radio listeners will be immediately put into the class of prospective purchasers and it merely remains for the local dealer to tie his establishment to the national event to change the prospective into the actual.

For the benefit of the dealer trade it may be said that leading among the artists of last Friday evening were Richard Bonelli, who records exclusively for Brunswick, Claudia Muzio, Aroldo Lindi, and Cyrena Van Gordon.

In accordance with their plans to celebrate the 100th anniversary of Beethoven's death with a "Beethoven Centennial" to be held the week of March 20th to 26th, the Chicago office of the Columbia Phonograph Company is active in the formation of committees and the preparation of Beethoven concerts to be given during that week.

As is commonly known the "Beethoven Centennial" is not only sponsored by the Columbia phonograph folks but is being aggressively pushed by a large committee of nationally prominent men and women under the able chairmanship of George Eastman, of Rochester. In keeping with the idea of enlisting the aid of the most prominent people of the community, the Chicago office has appointed as chairman of their committee, Miss Olga Menn, who is president of the Chicago Federation of Women's Clubs, as honorary chairman, Mrs. Edmund Tyler, president of the Illinois Federation of Women's Clubs, and other women prominent in social and civic welfare circles among whom are Mrs. Samuel Insull, Mrs. Edith Rockefeller McCormick, Mrs. H. McClellan Hess, Mrs. George Meeker, and Mrs. Edward S. Bailess. Being successful in securing the active participation of these women in the work, Mr. Miller, of the Columbia company, asserts that there will be staged throughout the state of Illinois, sometime during the week of March 26th, several hundred Beethoven concerts.

Wherever it is necessary to insure the success of a Beethoven concert, the Columbia Phonograph Company will lend both machines and records, and, when requested, an operator for such machine. In addition to the work of staging Beethoven concerts, talks and lectures are being prepared, these to be given before women's organizations and schools throughout the state, there-

THE PHONOGRAPH & TALKING MACHINE WEEKLY

by enlisting the interest of the school children, particularly of high school age, in the Beethoven Centennial.

Attractive window displays, streamers and banners have been prepared for the use of local dealers who wish to join in the celebration of the Beethoven centennial; these to be supplied without cost to all merchants requesting them. For the benefit of the dealers, also, there is now available an interesting booklet on Beethoven which will provide a knowledge of the life and work of the great composer.

Of interest to the trade is the recent downward revision in prices on the heavy-duty, 45-volt Burgess battery. Heretofore, and at present, the retail price of this unit is \$5.50. Effective February 5th, the recent reduction will bring this price to \$4.75, all prices to be quoted F. O. B. dealer destination. This reduction in retail price of nearly 15 per cent has been made possible by greatly enlarged production, which in turn has been brought about by the increasing popularity of the power unit, it is stated at the Burgess laboratories.

NEW JOLSON SONG, 'SWANEE RIVER BLUES,' FOR IRVING BERLIN

Irving Berlin, Inc., popular music publisher, with offices at 1607 Broadway, New York, is sponsoring Al Jolson's latest number, written with Irving Caesar and bearing the title "Swanee River Blues." As the title implies the song has that 'down South' swing which Jolson has done so much to popularize.

A new title page has just been issued

by Berlin for "I'm Tellin' the Birds, Tellin' the Bees How I Love You." Heretofore the "How I Love You" part of the title was featured on the cover of the song, but in the future "I'm Tellin' the Birds, Tellin' the Bees" is featured with "How I Love You" in parentheses. The public, it is claimed, has always called the number by its 'first name,' rather than "How I Love You," hence the change.

MARTY KLAUS JOINS SANFORD M. BOOKEE AS BROOKLYN SALESMAN

Marty Klaus, well known to the radio fraternity as the Brooklyn representative of the Herbert-John Corp., has severed his connection with this concern to join the Sanford M. Bookee organization, 221 Fulton street, New York, in a like capacity.

Mr. Klaus has been connected with the radio industry almost since its inception, having left the phonograph field to join forces with the newer art. Commenting on the change of positions, "Marty," as he is known to the trade, said,

"After giving the radio field a lot of careful consideration I decided that I would like to ally myself with the distributor of Erla products in New York for in Erla I see great possibilities. Fortunately the position of Brooklyn representative in the Bookee organization was open and feeling as I do about Erla and knowing the standing of Sanford M. Bookee, I accepted this position."

WALL-KANE

THE NEEDLE FOR WHICH THERE IS NO SUBSTITUTE

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

THE NEEDLE WITH A LIVING PROFIT

The Original 10-Time Needle

NATIONALLY ADVERTISED AND
SOLD THROUGHOUT THE WORLD

WALL-KANE

Needle Manufacturing Co.
INCORPORATED

3922 Fourteenth Avenue

Brooklyn, N. Y.

Also Jazz, Concert and Petmecky Needles

Telephone
Sterling
8100



Seedman

'A Jobber Who Serves You Well.'

Telephone
Sterling
8100

AUTHORIZED DISTRIBUTORS OF
MODERN "B" ELIMINATORS



Radiotrons BURGESS

G. J. SEEDMAN AUTOMOTIVE & RADIO CO.,
1166-1170 Bedford Ave., Brooklyn, N. Y.



W. L. S. I.—*broadcasting*—

EVERYBODY'S TALKING MACHINE CO., Inc., Philadelphia, Makers of HONEST QUAKER Products, will present through Station WLIT (Lit Brothers) of Philadelphia, on Sunday evening February 20th, a concert program known as the "HONEST QUAKER HOUR", from 8.15 to 9.14 P. M. This is the exact hour preceding the regular Atwater Kent Program and will be presented every other Sunday evening thereafter.

It is the intention of Everybody's Talking Machine Company, Inc., to present through this station a very splendid and enjoyable program to the international radio audience, many of whom know this Company because of their activities in HONEST QUAKER Main Springs, Repair Materials, Portables and other merchandise under this well established, nationally advertised trademark.



Tune
In

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

Sunday
Nite

WORLD'S LARGEST SERVICE INSTITUTION

*We issue a most practical Catalog of Repair Materials
Copy cheerfully furnished upon request.*

ERLA **ERLA** **ERLA**

GROWING—AND HOW!

If you are in business to make money, build up a strong prestige, sell a product that not only satisfies but delights your customers—in fact, be the “hi-light” of dealers in your community—*sell ERLA*

We offer a very attractive franchise to a limited number of dealers, guaranteeing protected territory controlled by sole distributor. Let us send our representative now—*no obligation*

SANFORD M. BOOKEE

Sole Metropolitan Distributor

JOHN G. WOLFE, *General Manager*

221 FULTON STREET

NEW YORK

Telephone
CORTlandt
0116



RADIO MOVING AT BRISK PACE WITH KANSAS CITY MEN

RECORD VOLUME IS NORMAL

Local Brunswick Branch Sees Great Year in 1927 — Local Wurlitzer Branch Buys Building It Now Occupies — Improved Phonographs Are Being Aggressively Featured.

Kansas City, Mo., Thursday.

That the outlook for 1927 is fine is the general consensus of opinion among retailers and distributors in Kansas City and this section of the country generally. In spite of a quiet month during January dealers are optimistic, for they know that they have the merchandise to offer, with a completely new field since the introduction of the new improved machines. Dealers and distributors feel, and rightly so, that the surface has been scarcely scratched and that with reasonably favorable conditions prevailing during the coming year, 1927 should be the greatest the business has had in the past five years.

The larger unit of sale has been universally remarked here. This was especially characteristic of the Christmas buying. Radios figured largely in the holiday trade and have continued active during the first month of the new year.

The Knabe Studios, located in the

exclusively Country Club Plaza shopping district, report good activity in Orthophonics, although, along with other dealers, they experienced a noticeable slump after Christmas. The sale of records has been exceptionally good as a natural reaction after the holidays. D. B. Parcill reports that in their store at Thirty-first and Troost, the Nederman Piano Company, where they handle Columbia records, they have had fine response throughout the month, especially on popular recordings.

The Wurlitzer store here reports Orthophonics and the new line of Wurlitzer radios among the best items of their January business. Considerable demand for records has been reported by this retail house.

A recent announcement was made by the Kansas City house of the Wurlitzer company that the company had purchased the building which it occupies and will begin remodeling and redecorating it immediately. The building located at 1015 Grand, is seven stories high, and was bought at a purchase price of \$400,000. It is the plan of the Wurlitzer company to expend \$100,000 in immediate improvements entirely re-vamping the structure to conform to its needs. It will be refaced on the first floor, where new window displays will be installed. The company will occupy the first three floors of the building and the basement, leasing the upper floors. Remodeling will start at once and it is hoped that the work will be completed within the next two months.

The Jones Store radio department is enjoying an active demand in all types of radios, and indications are that interest in radio will continue for several months. Christmas business in this de-

partment attained the mark expected by the management.

The Brunswick-Balke-Collender Co. branch in this city is looking to 1927 as one of the biggest years it has had for some time. Although January has been slow, it feels that this is no indication of what the next few months will be, but that it is the natural reaction after the holiday season. Activity in all of the Brunswick lines, however, has been satisfactory, especially in the larger styles of the Panatropes, ranging in price around \$1200, which is the one style which the branch here has had real difficulty in keeping in stock. With the introduction of the Panatropes, the Brunswick branch here feels that it can now appeal to a class hitherto untouched by the ordinary mechanical lines. This class has the money and is willing to buy if shown it is getting unusual and high class performance. This is a field which is unlimited to the dealer who takes the pains to cultivate it and uses the proper means to attract it.

According to H. H. Dixon, head of the record department of the Brunswick branch, record sales have been normal during the past month, the heavy buying being characteristic of January in this line. Exceptional attention has been directed toward a few outstanding hits, one of which is “Someday Sweetheart,” a Savannah Syncopators’ number, featuring a tuba solo. Although this is not a new tune, its popularity, according to Mr. Dixon, proves what can be done with the new electrical recording, and modern interpretation on an old song. Mr. Dixon’s opinion there is almost an even balance between the demand for melodious types of music and the “blue” songs, with, however, a

slight edge in favor of the melodies. A decided increase in record business which has been noted for several months is due in a large measure to the fact that the public is hearing the selections over the radio, and the phonograph and record manufacturers are ready to supply these same numbers when the public calls for them.

“The year 1927 is going to be the biggest year for the phonograph business in many years,” says Mr. Dixon, “(due to the new machines, the good conditions generally through the country, and increased interest in good music produced by the fine radio concerts broadcast. There is a wonderful market for good music and it is the person who wants classical selections who is the dealer’s best customer.”

“Owing to its phenomenal growth and popular appeal the radio industry has attracted some unfair competitors to its ranks. While in the minority, such dealers have been the cause of a tide of deceptive advertising and unfair selling practices which the Bureau has helped to curb during the past year. In this work legitimate dealers have co-operated. Standards for advertising of radios and supplies have been adopted by the industry at the suggestion of the Bureau, and the next year should witness much improvement. Among evils corrected in this field are cut-throat mis-statements as to price reduction, bait advertising, misuse of brand names, misrepresentations as to quality, quantity, and range of receptivity, tricky statements of what constitutes a “complete” set, exaggerated value comparison claims, over-statements of rating and performance, knocking for competitors and other unfair methods.”

The Most Amazing Achievement of Radio Science"



Says- MOISSAYE BOGUSLAWSKI- World Famous Pianist

MOISSAYE BOGUSLAWSKI
Studio
64 E. Van Buren St.
Chicago

December 10, 1926
Electrical Research Laboratories,
2500 Cottage Grove Ave.,
Chicago, Illinois

Gentlemen:

Today I had a genuine musical thrill--I listened to the Erla "Super-Six"! It begins where the latest improved phonograph has left off. The Erla produces the true voice of the singer, retains the individual tone of every orchestral instrument, and the most amazing achievement of radio science--the piano tone comes in with all its ravishing beauty, singing quality--sonority and brilliance! "Erla-tone" should be added to the terminology of music's greatest names, along with Beethoven, Wagner, and Chopin.

My heartiest congratulations upon the perfection of Erla-radio's most faithful producer of music as the sincere artist broadcasts.

Sincerely yours,

Moissaye Boguslawski

ERLA Begins Where The Latest Improved Phonograph Leaves Off

That is the impression received by Mr. Boguslawski after hearing this wonderful radio receiver. This master musician knows tone quality--read his letter again.

Just visualize the sales possibilities of this outstanding radio line. Offers everything desired of a radio receiver. A franchise will protect you and assure you real profits. Write or wire today for complete data. Address Dept. J57, 2500 Cottage Grove Ave.

Moissaye Boguslawski's programs are enjoyed by thousands through Station KYW



ELECTRICAL RESEARCH



LABORATORIES, CHICAGO

P. T. CLAY RE-ELECTED PRESIDENT OF LARGE PACIFIC COAST FIRM

VICTOR FIELD MEN MEET

Sonora Jobber Expanding Due to Increase of Business — Auditorium Orthophonic Victrola in Series of Appearances at Local Theatres.

San Francisco, Cal., Wednesday.

At the annual meeting of Sherman, Clay & Co., on January 25, the following officers were re-elected: president, P. T. Clay; vice-president, Fred R. Sherman; secretary, F. W. Stevenson; and treasurer, Andrew G. McCarthy. There was added to the Board also Harry H. Fair, of the firm of Pierce, Fair & Co. In addition to the above there were added to the Board of Directors four men who have been employees of the company for twenty years or more. Two of these, E. P. Little and R. C. F. Ahlf started with the firm as errand boys. Little is at the head of the publishing department, and has put out some of the greatest song hits for many years past. These include much of the well known Hawaiian music, and "Whispering," the song whose sales are said to have run into millions. He is nationally known as

ex-president of the National Association of Music Publishers. R. C. F. Ahlf is head of the piano department and for years has had charge of the Sherman, Clay & Co. branches. The other two newly elected directors are R. E. Robinson, manager for Oregon and Washington, and George B. Yates, Controller. Bates started as accountant in 1906. In connection with the annual meeting there was a gathering of the branch managers.

The field-men of the Victor company for the Pacific Coast are in annual session, at the headquarters exchanging notes, gathering information, and laying plans for the year ahead, which they are unanimous in believing will be the greatest ever.

The Kohler Distributing Co. is having the front part of the lower floor of its warehouse remodeled for offices and for demonstration rooms for the Sonora phonograph and radio receivers which they distribute. The change is very advantageous.

Aileen Stanley has been appearing to crowded houses at the Oakland Theatre and at the Golden Gate Theatre in San Francisco. Her records are played in connection with her appearances, model 860 being the machine used; Victorites have helped along the good work by distributing about a hundred thousand leaflets.

Jack Goodman, the live-wire dealer and president of the merchants' association of the Castro district, has arranged to have the Auditorium Victrola played in a number of theatres of nearby territory. These will be the Castro, January 31, February 1, 2, 3; at the Alhambra on February 4, 5, 6; and at the Irving, on February 7, 8, 9. The Auditorium was also used at the dedi-

THE PHONOGRAPH & TALKING MACHINE WEEKLY

cation of the new Chamber of Commerce Building in Berkeley, the other night, which was celebrated by the gathering of a large assemblage of the leading people of the city.

Raymond B. Wurlitzer, manager of the San Francisco Wurlitzer branch, has left for Cincinnati to attend the annual conference of the company. The local store has been offering to place instruments in homes for a limited time with no payment or any strings tied to the offer.

The phonograph and radio department of the Wiley B. Allen store reports that there is some January business, though of course, it is running light. They feel well satisfied, however, as the December sales ran over a hundred per cent beyond those of the year before. They have a splendid Freed-Eisemann window, and are having good placements of these instruments.

One of the departments that is having at least a temporary rush the last week in January is that of the White House. B. F. Aldersley, manager, is having quite a little exercise trying to be in two places at once.

Never before has there been such interest as is being shown in the 1927 Pacific Coast Radio Exposition, according to W. J. Aschenbrenner, secretary of the Pacific Coast Radio Trade Association. Although the show will not be held until August 20th, more than fifty per cent of the entire booth space has already been sold, it is announced.

Anthony A. Tremp, who managed last year's exposition, and a professional showman, will again manage this year's event. The Committee, under the chairmanship of Leo J. Meyberg, promises a number of attractive features and programs.

J. L. Baird Records Ultra-Violet Rays on Phonograph Disc

London, Eng., Tuesday.

J. L. Baird, English scientist, addressing the Birmingham University students here recently on his system of television, reproduced the sounds of an ultra-violet ray and an infra-red ray when projected on a cell. He also introduced phonograph records showing the powerful nature of the ultra-violet ray, and produced phonograph records of televised faces which, it is claimed, were distinct.

The obtaining of sufficient light was an outstanding trouble in his early experimenting, Mr. Baird said, because of a corresponding glare that accompanies high-watt lamps. The introduction of the infra-red rays, which though not as powerful as the ultra-violet rays, possessed more penetrative power, was the solution of the problem.

The introduction of light rays into the world of sound is rapidly becoming commercialized. In another section of THE PHONOGRAPH & TALKING MACHINE WEEKLY there appears an article on an American demonstration of light waves that produced music.

ALLEGED BANKRUPTCY

Chicago, Ill., Monday.

Bankruptcy proceedings were filed here today against the Operadio Corporation, portable radio set maker whose officers are J. McW. Stone and J. B. Ricketts, the creditors including the Belden Manufacturing Co. with a claim of \$1,000.

Two types fill every need in "A" power units

HERE is an "A" power unit that costs only 1 cent a day to operate. That's the actual cost of electric current. Losses in the transformer and in the full-wave rectifier have been cut down to a minimum. That's why it costs so little to run. It is actually the cheapest and most efficient type of trickle-charged "A" power unit.

Such economy, plus the fact that the prices are materially under the market, makes this a quick seller. Made in two types. Each has a specially built Prest-O-Lite radio battery, 6 volts, capacity 40

ampere-hours, designed to carry a large volume of electrolyte, eliminating the necessity of frequent watering. Charger is silent, full wave, without bulbs, liquids or moving parts, indestructible. Charging rate adjustable. Everything in a compact metal case with convenient carrying handle.

Type A—supplies "A" current only and has automatic relay, turning charger off when set is turned on.

Type AX—In addition has connection for "B" power, making the radio receiver 100% automatic power operated.



\$29⁵⁰

TYPE A

\$34⁵⁰

TYPE AX

Prices slightly higher
west of Rockies

Prest-O-Lite also makes standard radio "A" batteries, 60, 80, 100, 120 ampere-hour capacities. The addition of these Trikl-Automatic "A" Power Units to the standard line now makes the Prest-O-Lite contract even more valuable than ever before. Write us for full details.

THE PREST-O-LITE CO., INC.
INDIANAPOLIS, IND.

New York

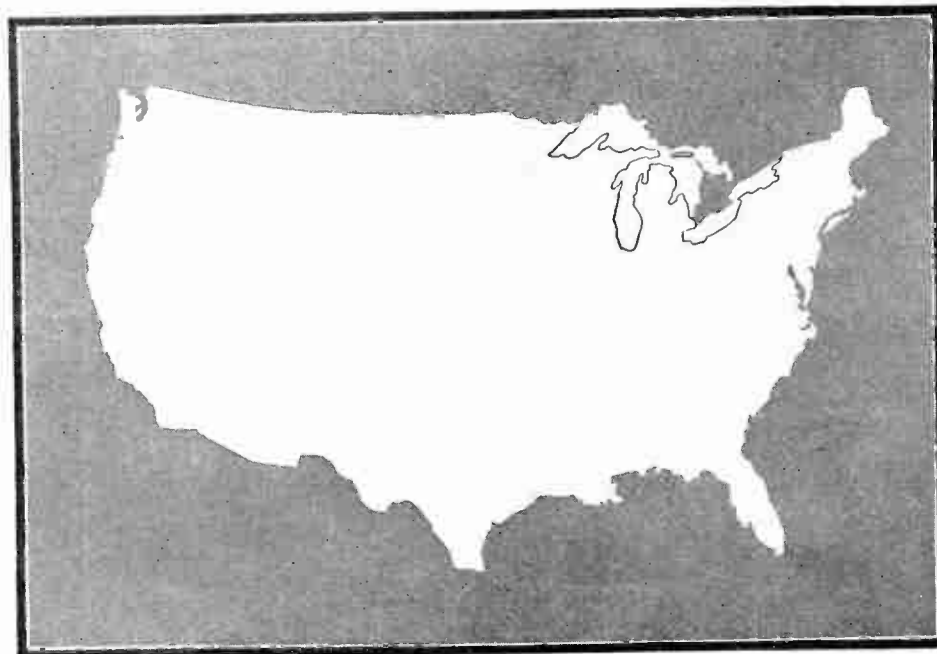
San Francisco

Unit of Union Carbide and Carbon Corporation



Prest-O-Lite

ATWATER KENT RADIO



It isn't even sprinkled

THERE are 6,000,000 radio receivers in American homes—and more than 1,000,000 of them are Atwater Kent Receivers.

Sounds like a lot? It is.

But put it the other way! There are 27,000,000 homes—and 21,000,000 of them—three out of four—have no radio!

Who can talk of a saturated market when

- 63 per cent of homes have automobiles*
- 42 per cent have phonographs*
- 65 per cent have telephones*
- 55 per cent have electricity*
- 22 per cent have radio*

ONLY 22 per cent have what *everybody* wants—radio! And a very large number of the sets now in use are relics of the past—home-made or otherwise obsolete—and will have to be replaced.

Who says the market is saturated? It isn't even sprinkled!

* * *

WE DOUBLED our sales in 1925. Thanks to the enthusiastic cooperation of our dealers and the advent of the Atwater Kent ONE Dial Receiver, we doubled them *again* in 1926.

For 1927—who in your town have Radio and who haven't? And who among the present owners are ready for better sets—the irresistible Atwater Kent ONE Dial Receivers which no one can try without wanting?

MODEL 35, illustrated, 6-tube ONE Dial Receiver, less tubes and batteries, but with battery cable attached, \$70. Speaker, Model H, \$21.

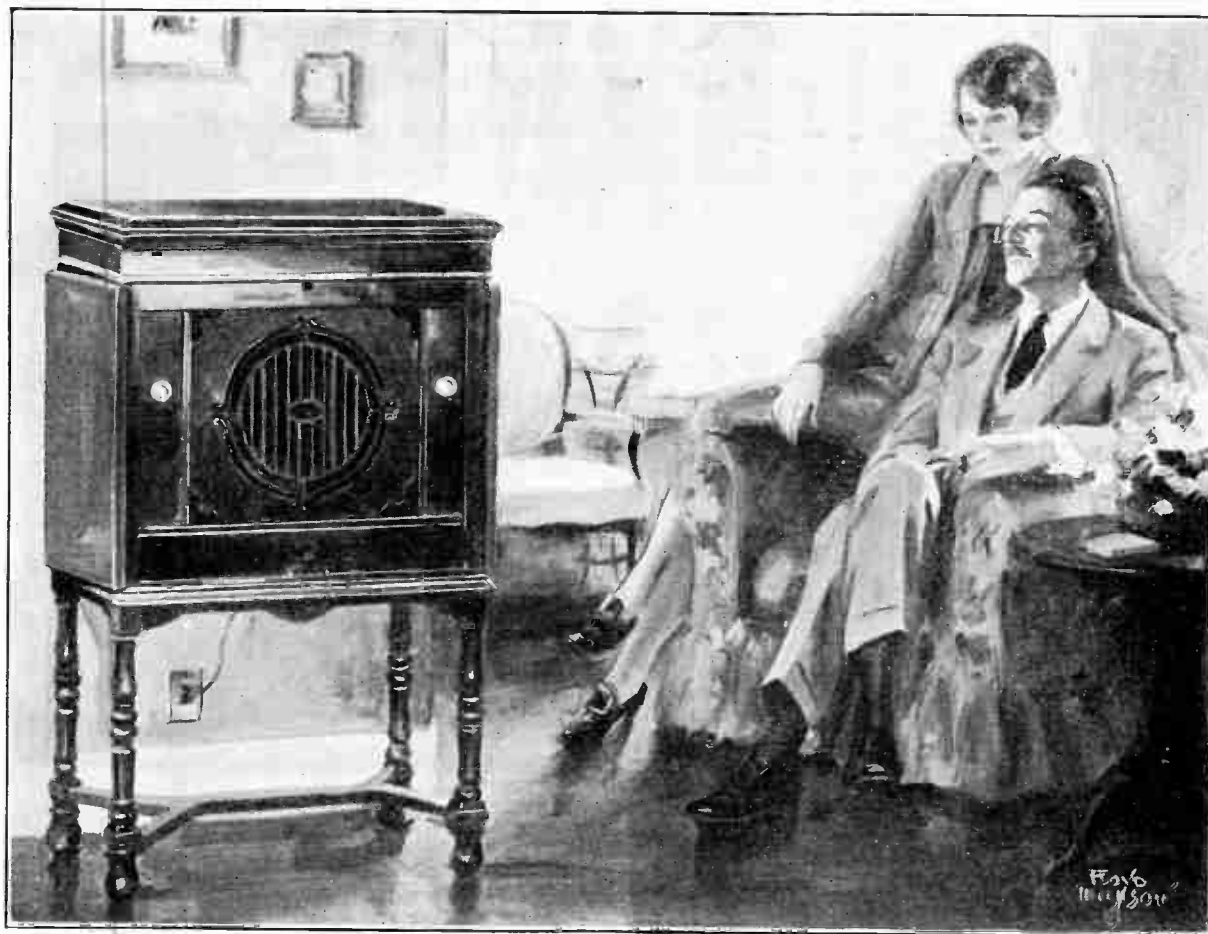


ATWATER KENT MANUFACTURING COMPANY
4710 WISSAHICKON AVENUE A. Atwater Kent, President PHILADELPHIA, PA.

Write for illustrated booklet of Atwater Kent Radio

Prices slightly higher from the Rockies west, and in Canada

A Musical Invention that has *Thrilled the World*



A New Brunswick Panatrope

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

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

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



\$575

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

Brunswick

Panatropes • Phonographs • Radiolas • Records

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: 623-633 SOUTH WABASH AVENUE, CHICAGO

More Sales for Brunswick

"Light-Ray" Electrical Records

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



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

Some Outstanding Brunswick Records of the Month

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

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

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

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

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

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

Brunswick
Panatropes • Phonographs • Radiolas • Records

CLEVELAND TRADE HAS GOOD DEMAND FOR COMBINATIONS

RECORDS MOVING BRISKLY

Cleveland T. M. Co. Inaugurates Monthly Meeting for Disc Sales-people—New Victor Combination Model 7-30 Here—Atwater Kent Dealers Put Over Big Co-operative Publicity Stunt.

Cleveland, O., Thursday.

There is not much change in the business situation over that of a week ago. Phonographs are moving somewhat slowly, and the combination models seem to be most in demand. Records continue to sell well, both popular and classical. Radio concerts are responsible to a great extent for this as the desire to possess the record of a composition is aroused after hearing it on the air. Interest in radio sets continues and considerable advertising is being done, with a proportionate number of sales being recorded.

The Cleveland Talking Machine Co., Victor distributors here, have inaugurated monthly meetings for record sales-ladies. This is something new in Cleveland and the purpose is to acquaint the girls with the principles of salesmanship and to promote a friendly spirit among them. The first meeting was held on January eighteenth at Baumel's restaurant, on Euclid avenue and East Thirty-seventh street. It was in charge of Miss S. M. Yates, who will conduct all future meetings and who has had charge of work of a similar nature right along. Dinner preceded the meeting, and following it Miss Yates introduced Howard Shartle, president of the Cleveland Talking Machine Co., who gave a short talk in which he pointed out the opportunities the selling of Victor records gave. P. Averill, sales promotion manager of the company, spoke briefly. A demonstration of a number of the new records on an Orthophonic Victrola was had. There was a very good attendance at the meeting and keen interest was manifested by all present.

The Cleveland Talking Machine Co. has received a shipment of the new Victor model No. 730, which is a combination of the Orthophonic and Radiola

five tube receiver. It will list at \$375. A number of the trade from out of town has been in to see and hear it as well as city dealers, and all have expressed great interest in the model which they believe will prove a good seller.

The new Victor record by John McCormack: "Because I Love You" and "Far Away Bells" is selling particularly well throughout the territory. It is a typical McCormack number and is making a strong appeal. The Victor concert on the 28th proved very successful and popular. Many of the trade tied up with the event. Several Victor artists are due the early part of the month, the Philadelphia Orchestra and Marion Talley. Both are to appear at Masonic Hall. Fritz Kreisler was here the past week and drew a large house. The appearance of these artists is always a fine stimulant for record sales and a surprising number of dealers take advantage of the event to do special advertising with good results.

Howard Shartle and P. Averill attended the district meeting of jobbers in Chicago and were well pleased with the result of the trip.

George Ott, president of the Ott Piano Co., and his wife, left Sunday night for a trip to Florida where they will remain about six weeks or longer. Their first stop is Miami.

The local office of the Sonora has been placed in charge of A. Semple, who is fast making friends with the rapidly increasing Sonora trade in this territory. Several new city accounts have been opened by Mr. Price in the city within the last week or so.

Atwater Kent dealers put over another fine special section in the Cleveland News on January 28th. There was shown a special write-up of the recent dealers' meeting and photographs were shown of the banquet and of officials of the Cleveland Talking Machine Co. and the Cleveland Ignition Co., distributors for Northern Ohio. When Dick Shirley, Atwater Kent district manager, was in Cleveland on January 13th he suggested that it would be a good way to start off the new year, and his advice was promptly followed. Practically all dealers were represented with advertisements and the reading matter of the section was very interesting.

The new Pooley speaker, No. 2600 model, has arrived in Cleveland and has created a great deal of interest among the trade. It replaces model 1400 and, it is understood, it will be the only change made in models by the company this year. It will retail at \$60.00

The New York Symphony Orchestra,

THE PHONOGRAPH & TALKING MACHINE WEEKLY

under the leadership of Walter Damrosch, paid Cleveland a visit on Tuesday evening, January 25, and played to a full house at Masonic Temple. In an interview granted the Cleveland newspapers regarding the broadcasting by the orchestra Mr. Damrosch said that he believes that radio concerts will stimulate the interest in real music, and that less than a year he conducted for the radio for the first time. Success was immediate and astounding. After each Saturday night concert thousands of letters are received by him from all over the United States commending the music and the idea.

Buescher's Music Store has found a way to attract the attention of thousands of people daily to the Orthophonic Victrola. It has erected a booth opposite the Public Hall where the Cleveland Auto Show is in progress and has installed an Orthophonic in it. The music from the instrument reaches clearly across the street and attracts everybody's notice. The booth bears a large sign stating that the music is coming from the Orthophonic and that the instrument is on sale at Buescher's store on Huron Road.

Great preparations are being made by the Cleveland Music Trades Association for the annual banquet and installation of officers. It is scheduled to take place on Wednesday evening, February 9th, at the Hotel Winton. In addition to the banquet there is to be an elaborate program of entertainment and speeches. President Anthony Mar-esh who was elected for a second term will preside.

MEROLA, NEW DEVICE MARKETED BY CROSLY

Cincinnati, O., Friday.

The Crosley Radio Corp. has just announced a new device which, it is stated, will convert any phonograph into an electric reproducer. This product is known as the Merola. It is a substitute phone arm that replaces the diaphragm of the phonograph. It is connected by a cord with the detector socket of a radio receiving set. In this way the music from phonograph records is said to be reproduced with increased volume and without needle scratch through the radio loud speaker.

In order to install the Merola it is necessary merely to insert the plug on the end of the cord into the detector socket of the set and to place the Merola unit in position on the phonograph. The device lists at \$15.

LOS ANGELES TRADE HAVING GOOD CALL ON POPULAR LINES

1927 PROSPECTS ARE BRIGHT

Record Movement Is Very Encouraging — High Priced Instruments Enjoying Good Demand.

Los Angeles, Cal., Wednesday.

The first month of the new year is about ended and optimism seems to be the keynote among both the jobbers and the retailers. Radio and phonograph stocks show a normal inventory and there is none of the fear of cut price sales which greeted the opening of last year. The personnel of most of the firm's remains unchanged and there is every reason to believe that the prosperity which marked the last six months of 1926 should continue through 1927.

Metropolitan dealers report the continued sale of the very expensive and inexpensive phonographs and radios. The only class of instruments for which there is small demand is among those of intermediate prices.

Record sales are particularly good this month with Leo Feist's "In a Little Spanish Town" heading the list of popular sellers in all makes of discs. Columbia Masterworks Sets are also enjoying a steady call.

The Arcade Music Shop has just been appointed a Victor dealer and now carries a complete line of Brunswick, Columbia, Victor and Vocalion records.

The Broadway Department Store is featuring the Echophone radio in its advertising this month with marked success. D. P. Kennedy is now the manager of the music section.

The International Music Co. is completing the furnishings of its new store on Third street and Mr. Kirkpatrick, proprietor, announces that February first will see its plans completed. This store will carry Columbia and Victor phonographs and records and Fada.

The Richardson Music Co. and the Martin Music Co. have been appointed Brunswick dealers.

The Yale Electric Co. is now the southern California distributor for the Plaza Music Co.'s line of portable phonographs and Fine Arts cone radio speakers.



New Peerless Portable—List \$15

THE PEERLESS A \$25 Portable To Retail For \$15

A \$25 machine in all respects—to retail at \$15. Covered with Brown and Blue 2-tone Fabricoid—Piano Hinge—Peerless Quality throughout. Send for sample and if you don't think it's the finest machine you've ever seen at anywheres near the price—SEND IT BACK.

No finer album was ever made than the Art Mission Album. Produced for both 10 and 12-inch records. Also a single album for both size records in combination. Although attractively bound—stamped in gold—it retails at a popular price with a healthy margin of profit for the dealer.

PEERLESS ALBUM CO.

Phil Ravis, Pres.

636-638 Broadway, New York



A POINT
TO MORE SALES

**OKEH
PHONOGRAPH CORPORATION**

Otto Heineman, President and General Manager

Exclusive Sales Agents for

OKEH TRUETONE NEEDLES — HEINEMAN MOTORS
25 West 45th Street New York, N. Y.

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

THE VICTOR COMPANY'S

great national newspaper advertising has put the wonderful new Orthophonic Recording right out front.

Your follow-up of this advertising will make Record business richly profitable.

Tie up with Victor ready-made ads.

H.A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

VICTOR WHOLESALERS

THE PHONOGRAPH & TALKING MACHINE WEEKLY

TOLEDO RETAILERS KEEP HAMMERING AWAY ON SALES

JAN. DULLNESS MINIMIZED

High Class Broadcasting Programs Stimulate Radio and Record Sales — New Zenith Model Strongly Featured.

Toledo, O., Friday.

Enthusiastic co-operation between phonograph and radio dealers and the sales staffs they employ is responsible for the increase in sales -which has taken place in practically every store carrying these lines in the city. The old idea that people will not buy during January and the other early months of the year is discarded this year in favor of hustle, work, put in longer hours with the result indicated above. Soft selling has been the cause of much of our failure to secure the proper amount of turn over; the remedy for this as for most other selling ills is more intense effort.

One of the troublesome things in radio selling which merchants are trying to correct is the practice which too many salesmen have of sending the service man to visit a customer to explain the workings of an outfit and attempt to satisfy the patron when the job really belongs to the salesman who in many cases has failed to sell the customer fully on his set. Now when a service call is received, by most retailers, it is answered by the salesman—to him is given the task of clearing up the difficulty. It is found that in a majority of instances a lack of understanding of the workings of the radio is all that is keeping the customer from complete enjoyment of radio entertainment. Receivers are usually in good condition.

Concert and radio artists through their performance are aiding the sale of records. Merchants are coupling their window and store announcements of better selection to attractions such as the Chicago Civic Opera Company, Marion Talley and an array of artists appearing at the theatres and concert halls. Many people delight in ordering discs of songs they have heard rendered by artists of national repute. St. Valentine's Day with its growing popularity as a day of remembrance is proving an excellent medium for record sales. Dealers, therefore, are coupling efforts to numbers which have a bearing upon the sentiments of the day. Window displays of the discs in combination with cupid darts and colorful ribbons are proving attractive here.

The Lion Music Store Rooms, during the February home furnishing sales are working in close harmony with other departments of the store which supply new homes with complete furnishings. Through the plan tips which in infrequently lead to sales of machines are secured. Special terms inducements during the sale are offered. Orthophones and Panatropes are placed at vantage points throughout the store, girls playing records almost continuously.

Girls are kept busy by means of the telephone. They take turns in calling up customers and endeavoring to make record sales. A large number of discs are sold every day in this manner. Through the PM system the record

stock is kept free from dead numbers. Record turnover here is speeded up by a weekly inventory instead of a monthly. Discs are ordered every day. The plan means more work but it also produces more profit manager Lawson S. Talbot explained. The section is featuring the Jene Goldkette number "Idolizing."

Norman Cook, of McAlpin's, Cincinnati, John O'Malley of the Root Dry Goods Company, Terra Haute, Ind., and Doyle Wyre, of the Lion Store, recently met in conference here with L. Willman, vice-president of the Electric Research Laboratories, of Chicago, to discuss the outlook for the new twelve months for radio. Ideas were presented and the radio tastes of people analyzed. It is said sets the coming season will have 6 or 7 tubes, be very selective, have one dial control and no doubt cost more. People are demanding better radio receivers because entertainment on the whole is getting better, Doyle Wyre stated.

The J. W. Greene Co.'s phonograph and radio sales for January exceeded the corresponding month of last year. Salesmen are calling back on customers who purchased machines and sets during the holidays and in this way not a few live prospects are being received each day, E. A. Kopf stated. The radio and piano departments have been divorced here. Mr. Kopf is of the belief that if radio manufacturers will bring out their sets in the middle of the summer instead of waiting until Fall to announce their product much good will come to the industry. Today most manufacturers whether of radio, phonograph or other product all bring out new goods at the same time in the fall thus preventing a dealer from giving all the time and effort he should to a new line. "Tuck in Kentucky," "Put Your Arms Where They Belong" and "Where Do You Work-a John" are selections with wide appeal here according to Miss Helen Baumgardner.

At the United Music Store radio sales are growing steadily. The department carries Atwater Kent, Sparton, Thompson and RCA sets. Henry Skolnick was recently placed in charge of the division. He is a radio expert with wide experience. He looks for a longer buying season this year.

Grinnel Bros., on Tuesday of last week banqueted the local force at the Hotel Secor. More than fifty workers attended. Elmer Grinnel and S. E. Clark from Grinnel Bros., Detroit, were presented and addressed the group. A very successful year was enjoyed during 1926 and it is hoped to exceed that attainment during 1927.

Whitney-Blaine-Wildermuth Co. is closing a satisfactory volume of the Credenza, Seventy-three and Eighty-four Victor models, according to Henry C. Wildermuth, treasurer. The combinations have captured the interest of a large number of patrons here. The Zenith one dial control machine is featured in window and interior displays. It is believed that the combinations and the newly improved radio sets as they are brought out will have much to do with the future of the music business. There is no denying the fact that this new merchandise has taken a firm grip upon the desires of the average American. If a person has a taste for novelty the radio will most likely satisfy that. If on the other hand a certain type of music is desired the new electric recordings should be resorted to.

"Tonight You Belong To Me," "Smile" and "Because I Love You" by Nick Lucas are brisk selling records according to Miss Minna Plotkin.

Send for this Catalog!
It's a "short cut" to long profits and broad service. Fast-moving, standard lines—receivers and accessories.



**NORTH AMERICAN
RADIO CORP.**

1845 Broadway
New York

**5 tube
SINGLE DIAL
Control \$75
CROSLEY
RADIO**

CONSOLE MODEL 5 tube 5-75 Single dial control with graphic drum station selector. A mahogany cabinet, two-toned finish, into which is built the famous Crosley Musicome, cleverly concealed behind a silk screen. Cabinet will hold batteries and accessories. Stands 40 inches high. Rose gold trimmings. Price slightly higher west of Rocky Mountains.



**CROSLEY RADIO CORPORATION
CINCINNATI**
Licensed Under Armstrong U. S. Patent
No. 1,118,149
Write Dept. No. 216 for Catalog.

**An array of Radio Talent
plus service**

Howard Neutrodyne · Argus Electric Radio
Cunningham Tubes · Burgess Batteries
Farrand Speakers and Eliminators
Philco Eliminators and Batteries
Majestic Eliminators and others

NORTH WARD RADIO CO., Inc.
367 PLANE ST. NEWARK, N. J.



Printing This Trademark On Your Customer's Ear!

TWO evenings in February, on the 14th and 25th, the Victor Company thru its great broadcasting programs will impress on the EARS of millions of hearers the merits of exclusive Victor Product in the personal performances of great artists. Like it has spent \$59,000,000 in 24 years to impress this trademark on the public's EYES.

Every Victor Dealer owes it to HIMSELF to know, and to inform his public, who are the artists and what are their selections in the Victor Radio Broadcast Programs.

For only in Victor Records may these performances be heard anytime, anywhere, exactly as the hearer chooses.

CHAS. H. DITSON & CO.

8-10 EAST 34th STREET
NEW YORK, N. Y.

OLIVER DITSON CO.

179 TREMONT STREET
BOSTON, MASS.

Oldest-established Music House in America—founded in 1783

Income Tax Queries and Answers

This is another in the series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

We said in a previous article that one of the items of taxable income is the profit on the sale of any property. Just what do we mean when we use the word "profit"? In the commercial world we say that a profit is realized when property is sold for more than what it costs. The income tax definition accepts this general view, but there are a number of exceptions. For instance, what of the cost to us, if any, of property that we receive as the result of a gift or by bequest? These and other considerations surround the subject. Let us see whether we can tersely review some of them in this article.

Importance of March 1, 1913 Values

The first thing we find is that it

makes a very substantial difference if the property was acquired before March 1, 1913. March 1913 has a special significance for income tax purposes. It marks the day that income taxes became constitutional. Before then no tax on income could be legally imposed. Any profit, therefore, that accrued prior to March 1, 1913 is non-taxable.

It is accordingly provided in the law that where property was acquired prior to March 1, 1913, the basis for determining gain or loss shall be the actual cost of the property or the March 1, 1913 value, whichever is higher. For example, if United States Steel stock was bought in 1910 for \$60 a share and had a March 1, 1913 value of \$90 a share and was sold in 1926 for \$160 a share, the taxable profit would be \$70 a share; that is, the difference between the sales price of \$160 and the March 1, 1913 value of \$90. The actual profit is \$100 a share, but the \$30 of this is deemed to have accrued prior to March 1, 1913.

Now let us take the reverse situation. Let us assume that the stock was acquired in 1910 at a cost of \$160, that the March 1, 1913 value was \$90, and that it was sold in 1926 for \$60. The loss allowed would be \$100 a share, because it would be figured on the basis of actual cost, that being higher than the March 1, 1913 value. It will thus be seen that where March 1, 1913 values become a factor, the law allows the

larger loss and taxes the smaller profit.

Bequests

On the question suggested at the outset about property acquired by bequest, the rule is that the cost is deemed to be the value of the property at the time it is so acquired. The following case will illustrate the point. Let us suppose that on the death of A's father, A inherits property then worth \$10,000. If A sells the property for \$15,000, there is a taxable profit of \$5,000. If it is sold for less than \$10,000, the difference is a deductible loss.

Profit on Sale of Gifts

Gifts, however, as distinguished from bequests, have a somewhat different status, depending upon when the gift was made. Up through the Revenue Act of 1918, the law was that where property was acquired by gift, the cost to the recipient of the gift was deemed to be the value of the property at the time of the gift. However, this was found to provide a very convenient means of tax avoidance. A husband owning property on which there was substantial increment in value over his cost, would make a gift of it to his wife just before a sales was contemplated. She would make the actual sale and there would be no tax all the way around. This loophole was plugged up in the Revenue Act of 1921, and all the succeeding laws, by the provision that in the case of gifts made after December 31, 1920, the basis for determining gain or loss to the recipient shall be the same as it would have been to the person making the gift. In other words, now if a husband buys stock at a cost of \$10,000 and he gives

it to his wife when it has a value of \$20,000, and she immediately goes out and sells the stock for \$20,000, she is subject to a tax on a profit of \$10,000, as her cost of the stock is deemed to be the cost to her husband, namely, \$10,000.

Additions and Depreciation

Further variations as to what is meant by cost can be best seen in the case of real estate. A parcel of real estate we will say it acquired at a cash cost of \$10,000. Over a period of time, improvements and betterments will be made to the property. These additional expenditures can be added to the original cost in determining gain or loss when the real estate is sold. On the other hand, the law allows a deduction each year for depreciation (assuming that the real estate is held for profit). This allowance is regarded as returning to the taxpayer so much of his original cost. Hence, when the property is sold, the cost must be reduced by the amount previously allowable for depreciation throughout the entire period that the property was held. Many taxpayers have found themselves facing additional assessments because they failed to consider depreciation in arriving at cost and therefore at profit.

Let us illustrate just what is involved. A purchases a piece of real estate in 1916 for \$100,000. We will assume that of this cost, \$75,000 is attributable to the building and \$25,000 to the land. We will also assume that the building has an estimated useful life at the time of fifty years. This would mean a 2% depreciation allowance each year. Now, we will also suppose that the property is sold in 1926 for \$90,000. On the face of the situation, it would appear that a loss of \$10,000 was sustained since the property originally cost \$100,000. The fact is, however, that there is a profit of \$5,000, since the cost must be adjusted by ten years depreciation. We said that the depreciation was 2% a year on \$75,000. That amounts to \$1500 a year or \$15,000 for ten years. The adjusted cost is, therefore, \$85,000. Since the property was sold for \$90,000, there is a profit of \$5,000.

Profit on the sale of property is only one of the elements entering into the determination of taxable income.

FADA FACTORY HAS RECORD-BREAKING JANUARY VOLUME

January sales of Fada radio apparatus will exceed the sales for the entire six months' period of 1926, according to R. M. Klein, general manager of F. A. D. Andrea, Inc., New York.

Radio has started into the year 1927 with exceptional momentum in the camps of successful outfits, said the Fada executive. An interesting phase of the present active buying, explained Mr. Klein, is the demand for the cone speaker. "It is evident," he said, "that in addition to purchases with sets for which the speaker was originally and primarily intended this particular speaker has proven itself highly capable of improving reception on other and older models with the resultant widening of the market, taking in new and old receivers of many types. Frankly, the demand has gone even beyond the peak business that could normally be expected. This is in line, I am informed, with a healthy demand at this time for quality accessories in the radio field."



No. 215-V

IT COSTS NO MORE TO EQUIP YOUR SET WITH MAXIMITE RADIO BATTERIES

"Lively and Lasting"

There is a Maximite battery for every radio use.

A dealer's worries are over when he takes on Maximite.

Each Maximite B Battery is equipped with combination spring and screw connections

Manufactured and Guaranteed by

WIRELESS DRY CELLS LIMITED

NIAGARA FALLS, NEW YORK

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J. J. Horan & Son

Electrical Specialties Co., Inc.

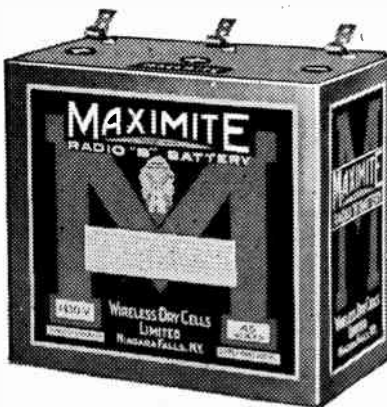
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N. W. Cor. B'way & Mason St.
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245 South East Lake Drive
261 Franklin St.
519 Kenilworth Rd.
186 No. La Salle St.
1955 Main St.
606 Oriel Bldg.
75 Fremont St.
443 S. San Pedro St.
1041 Sixth Ave. S.
Monroe and 11th Sts.
529 Seventh St. South

Century Bldg.
154 Nassau St.
304 Palace Theatre Bldg.
845 Front Ave.

281-283 State St.
113 Chambers St.

Milwaukee, Wis.
N. W. Cor. B'way & Mason St. Milwaukee, Wis.
Denver, Colo.
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Los Angeles, Cal.
Seattle, Wash.
Toledo, Ohio
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Taylor, Texas
New Haven, Conn.
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No. 130-V



No. 13-C



Maximite A

Owning and Operating Maximite Battery Station CKCL 357 Meters

Operating over { W.K.S.B. Jellito, Ill. 214 meters C.K.Y. Winthrop, Mass. 224 meters C.F.C.N. Calgary, Alta. 435 meters
C.F.C.F. Montreal, Quebec 411 meters C.F.S.C. Saskatoon, Sask. 336 meters C.F.D.C. Vancouver, B. C. 411 meters

MORE "POWER" TO YOU—



1926 has proved the radio 'power' set practical—1927 will be a real "power" year.

A to Z in Radio

RECEIVERS

ZENITH SLEEPER

SPEAKERS

AMPLION SAAL
O'NEIL STEVENS

EVEREADY B BATTERY
FUL-WAVE CHARGER
ELECTRON LINE
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PEARSALL A BATTERY

CASWELL PORTABLE PHONOGRAPH
ORG-PHONE REPRODUCER

*Ask any Pearsall dealer,
he'll tell you.*

"Desire to Serve,  Plus Ability"

SILAS E. PEARSALL COMPANY

10 EAST 39th STREET **INC.** NEW YORK CITY
WHOLESALE DISTRIBUTORS ONLY

SYRACUSE MUSIC DEALERS CONTINUE TO GO STRONG AFTER BIG SALES VOLUME

SEE GOOD SPRING TRADE

Louis Hahn, Manager of Gibson-Snow, Sonora Distributors, Back From Convention at Albany — Freed-Eisemann Line Having Good Call.

Syracuse, N. Y., Friday.

The breathing spell which was taken by the trade right after the holidays has come to an end, and dealers are settling down to the long steady pull which is expected to bring better volume of Spring business than has ever been experienced. This applies both to the radio and phonograph merchandising situation.

After making the rounds and saying to radio dealers "Well, now the radio season is over, whatcha gonna do now, huh?" this reporter is lucky to be back home without what the movie title writer would call a "discolored and swollen optic." Nobody did offer to sock us in the eye, or even give us a bust in the snoot; but all our best friends responded with a pitying glance before replying "We are selling radio right along, and are going to make the grade the year round." And now they are ready to fight to make me believe it. What's got into these guys since last year? Then they were ready to lay down and go to sleep on New Year's Eve, and do a Rip Van Winkle until the first of October.

It looks like there is something in

that old song, "If you think you can do it, you can." Anyway, about everybody who is in the radio business is selling right along now, and is figuring on pushing the line actively through the whole Spring season.

Doing things in a bigger way is one of the tendencies of the times which is beginning to show up in the retailing of phonographs and records.

A few days ago the splendid new Utica Symphony Orchestra gave a mid-day concert which was well attended by the elite of the city. Coming out hungry, many stepped over to the "Tea Room," which is really a large and well managed restaurant, in the city's leading department store, the John A. Roberts Co.

The occasion did not find the music department of the John A. Roberts Co. unprepared. Mrs. Erma C. Holland, manager of this department, knows music as well as music merchandising. The patrons lunching after the Symphony Concert were astonished to find at luncheon that they were privileged to listen to a further musical program of a quality strictly comparable with the excellent one which they had just come from enjoying. Mrs. Holland had made special arrangements to secure the presence of E. N. Smith, manager of the Central New York branch of Columbia Phonograph Co., Inc. The audience was delighted with the variety and beauty of the new Columbia records, played by the new Columbia phonograph, in a program specially ar-

ranged by Mrs. Holland and Mr. Smith.

During Mr. Smith's brief stay in Utica the John A. Roberts Co. was giving three strong program demonstrations each day, first from the mezzanine floor overlooking the main shopping floor, then in the tea room for the luncheon period, and finally in the music department itself. Each demonstration was a very complete concert, with everything in it from the latest jazz hit to the wonderful Masterworks series. The Roberts store carries a full line of Columbia machines and records, and adopts such enterprising methods as this to keep Utica people aware of the fact and interested in making purchases.

Geo. L. Potter, proprietor of The Potter Co., Syracuse retail distributors of Freed-Eisemann, has found a radio set owner whom he wishes to describe to the world as the ideal customer. Dropping in to see the man and inquire if any service was needed, Mr. Potter opened the set, and as he did so the owner stepped over and said, "Let me look, Mr. Potter. I want to see what the inside looks like. I've had it two years and never had it open."

"When I tell 'em to buy a good set and let us take care of the service I always figure on a certain amount of owner manipulation bringing in trouble, but this customer shows there are some people smart enough not to tinker with the radio," says Mr. Potter.

Louis Hahn, manager of Gibson-Snow Co., jobbers of Sonora phonographs and radio, is back in Syracuse after attending at Albany a big convention of the organization's leading men from the several divisions, covering most of New York state. At this convention a spe-



HANDLE RADIO SETS MULTI-PLUG EQUIPPED OR EQUIP THOSE YOU HAVE WITH OUR TYPE BP ADAPTABLE TO ANY SET. Jobbers and dealers write for prices and discounts.

HOWARD B. JONES
618 S. Canal St. CHICAGO

Jones
MULTI-PLUG
THE STANDARD SET CONNECTOR

cial session was devoted to consideration of plans for assisting dealers to do a larger business in Sonora instruments during the coming year. Mr. Don Coots from the Sonora headquarters, gave the Gibson-Snow executives valuable information about the product and useful facts bearing on sales promotion. The organization did a good business on Sonora in January, and February is already making a good start.

The new Sonora six-tube shielded radio set is giving wonderful results in this territory, and this with the superior quality of the new phonographs, has made the line one which has caught on very quickly.

Your Selling Plans

should feature the advantages of

The Orthophonic Victrola
Combination Victrola and Radiola
Electrolas and Orthophonic Records

Combination instruments will undoubtedly grow in favor this year and any sales plan not featuring these will fall far short of its complete possibility.

Tie up with VICTOR ADVERTISING and BROADCASTING and increase your Record Sales.

PHILADELPHIA VICTOR DISTRIBUTORS, Inc.
835 Arch Street Philadelphia



MOZART

Columbia Masterworks Album Set No. 42

Mozart: Symphony No. 35, in D

Complete in 6 parts

3 Twelve inch Records \$4.50

As recorded by Sir Hamilton Harty and the Halle Orchestra
(Imported) "A Superb Example of Columbia Excellence".

Columbia

NEW PROCESS RECORDS

Made the new way—Electrically - - - Viva-tonal Recording

The Electric Records Without Scratch

COLUMBIA PHONOGRAPH COMPANY



1819 BROADWAY, NEW YORK

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Industria Registrada Bajo No. 1099 y 1090.

NEW PHONOGRAPHS VIGOROUSLY PUSHED IN SEATTLE TRADE

Seattle, Wash., Monday.

The phonograph is holding its own, and according to indications the phonograph will find a very satisfactory market during the coming year. New model machines and extensive advertising campaigns are responsible for the increase in sales. Dealers are backing the phonograph and bringing it before the public eye by attractive window trims.

In a survey made at the University of Washington recently, it was found that the violin came first in the choice of both men and women students of music. The saxophone comes as second choice among men, but only as seventh to the women, who prefer the piano as second. The piano comes as third choice with the men, with the cornet fourth with both men and women. Other instruments are in the order of their favor according to the number playing them. The trumpet, trombone, horn, drum, banjo, and mandolin, are all favorites and popular instruments. Students capitalizing on their ability to play or their knowledge of music, earn returns ranging from room and board to \$2,000 a year. That the field is still

increasing in capacity is indicated in the responses gained from the university calls for more musicians.

The Washington Federation of Music recently sponsored a young artist recital in the Auditorium of Frederick & Nelson. The public was invited and there was a very gratifying attendance.

William Winder and his popular orchestra has recently been signed up as one of the greatest musical organizations ever to appear in any suburban theatre in this city. These musicians appeared little more than a year ago at the Blue Mouse Theatre, and are again signed up by Mr. Hamrick to play at his Egyptian Theatre indefinitely.

The Robert Denny Co., formerly operating under the name of D. S. Radio Corp., is now located in its attractive new store, 1531 Third avenue. The firm features Bremer-Tully, Bosch, and also the new Erla "Monodic" sets. Mr. Denny praises these receivers enthusiastically and is confident that they will prove popular with the Seattle radio fans. An excellently equipped shop and testing laboratory will be featured in conjunction with the store, and good repair service is available on all makes of sets. This service will be under the direct supervision of Mr. Denny, who is a radio expert with more than fourteen years' experience.

Mischa Leviene, violinist, has recently been engaged as an instructor for the Northwest School of Music in the Crary Building, here. Classes began January 10 and will continue up to and

THE PHONOGRAPH & TALKING MACHINE WEEKLY

including February 10. Two free violin scholarships are to be given to the most talented boy and girl under the supervision of Mr. Leviene. The Northwestern College of Music, under the management of A. J. Kumerow, with T. K. Gatterdam as director, has been located in Seattle for three years. Twelve members of the faculty are members of the Seattle Symphony Orchestra.

Mrs. Morris Campbell, formerly Miss Bernice Judson, for sometime an employe in the Sherman, Clay sheet music department, resigned her position at the beginning of the year. Miss Judson was married in September but continued with her work up until the new year.

Twenty-two girls attending the State College at Pullham, have been selected to comprise a glee club, under the direction of Mrs. Herbert Kimbrough, to tour the state, entertaining at the various cities with their splendid programs. This is the sixth annual tour of the college and the locals are the only group of college girls in the northwest to foster such a trip. The program will feature two miniature music dramas, "Russian Fantasy" and "College Scene," violin and piano soloist, vocal and string quartets and dancing novelties.

A Delaware charter was granted last week to the Northland Radio Manufacturing Co., capitalized at \$150,000. W. R. Frank, Minneapolis, was named in the corporation papers.

STROMBERG-CARLSON OPERATING RADIO STATION WHAM

Rochester, N. Y., Tuesday.

Transfer of ownership and operation of radio station WHAM, here, to the Stromberg-Carlson Telephone Manufacturing Co., this city, maker of radio receiving sets and telephones, was disclosed recently. The station, which is situated on the roof of the Eastman School of Music, has been operated by newspapers for five years prior to the Stromberg-Carlson company's taking it over.

According to W. Roy McCanne, president of the Stromberg-Carlson company, the power of the station will be increased to the 1,000 watt mark, and will be affiliated with the National Broadcasting Co. sometime this Fall. At the present time WHAM is a link in the Schenectady - Syracuse - Buffalo chain.

INCORPORATION

A New York state corporation charter was granted last week to the Fort Orange Radio Distributing Co., Albany, N. Y., capitalized at \$10,000. E. H. and S. and I. Markowitz were the incorporators. M. A. Jeneroff, Albany, N. Y., handled the papers.

The Radiatorium, Inc., radio retailer at 8506 Fourth avenue, Brooklyn, N. Y., has assigned its business to Louis Markowitz, 135 Broadway, New York.

LEADING ATWATER

BOSTON, MASS.

HOWE & COMPANY
DISTRIBUTORS
EXCLUSIVELY
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BRIDGEPORT, CONN.

D'ELIA ELECTRIC CO., INC.
WHOLESALE DISTRIBUTORS
291 John St.

BROOKLYN, N. Y.

E. A. WILDERMUTH
ATWATER KENT — POOLEY CABINETS
CUNNINGHAM TUBES — EVEREADY BATTERIES
MAJESTIC ELIMINATORS — RED LION CABINETS
1061-3 Atlantic Ave.

BUFFALO, N. Y.

ROTH & ZILLIG, INC.
"THE HOUSE THAT SERVICE BUILT"
POOLEY CABINETS CUNNINGHAM TUBES
WHOLESALE ONLY
ESTABLISHED 1909
1063-65 Main Street

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SAMPSON ELECTRIC CO.
ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY
Michigan Ave. at 32nd St.

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B. W. SMITH CORP.
217 East 8th St.
"QUEEN CITY SERVICE"

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THE CLEVELAND TALKING MACHINE CO.
ATWATER KENT RECEIVER NO. 1,000,014
TELLS A REAL STORY
1125 Rockwell Ave.

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RADIO DISTRIBUTING CO.
ATWATER KENT — POOLEY — CUNNINGHAM —
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THE FROMAR CO.
TROY B. WILDERMUTH
ATWATER KENT — POOLEY — CUNNINGHAM —
EVEREADY — ELECTRON — BALKITE
25 S. Third St.

KANSAS CITY, MO.

WESTERN RADIO CO.
EXCLUSIVE DISTRIBUTORS
16th and Walnut Sts.

COVERING PRINCIPAL

Newest Weekly Record Releases

EDISON—Blue Amberol—February
 5279—Fire!; 5285—Hello Bluebird;
 5274—Sunday; 5281—Because I Love
 You; 5277—The Prisoner's Sweetheart;
 5265—If I Could Hear My Mother Pray
 Again; 5283—Can I Sleep in Your Barn
 Tonight, Mister?; 5282—Just a Bird's-
 Eye View; 5280—I'm Tellin' the Birds,
 Tellin' the Bees; 5287—Same as His
 Father Did Before Him; 5286—The
 Little White House; 5275—Laughing
 Eyes; 5276—Country Bred and Chicken
 Fed; 5205—Somebody Knows.

VICTOR—Feb. 18

20418—Lonely Eyes; Wistful and
 Blue; 20419—Moonbeam, Kiss Her for
 Me; Sweeter Than You; 20417—All
 Alone Monday; Maybe; 20425—Sam,
 the Old Accordion Man; He's the Last
 Word.

PERFECT—Feb. 4

12311—Clap Yo' Hands; Thinking of
 You; 12312—In a Little Spanish Town;
 Just a Bird's Eye View; 12313—Where
 Do Ya Work-a John?; Bridget O'Flynn;
 14765—Messing Around; Coney Island
 Washboard; 14579—Blue Skies; My

Regular Girl; 14760—Forgive Me;
 Don't Somebody Want Somebody to
 Love; 14761—He's the Last Word;
 Sam the Old Accordion Man; 14762—
 Collette; Where's That Rainbow; 14763
 —Yankee Rose; The Riff Song; 14764
 —Here or There; Tell Me To-night.

VICTOR—February 25

20433—Moonlight and Roses; Be-
 cause I Love You; 20328—The Rosary;
 The Long Day Closes; 20363—Dream-
 ing the Waltz Away; Lay My Head
 Beneath a Rose; 20388—Virginian
 Judge; Virginian Judge; 35690—Eg-
 mont Overture, Parts 1 and 2; 35789—
 The Skaters; Estudiantina; 20346—The
 Flatter; Scarf Dance; 20385—When
 the World Forgets; In the Garden;
 20434—Rags; Mother Dear; 20387—
 The Crepe on the Old Cabin Door; The
 Sad Lover; 20281—Kaala; Waonahela;
 20436—High, High, High Up in the
 Hills; So Will I; 20435—Oh Kay!
 Queen High; 20393—I'm a Little Bit
 Fonder of You; Do You Love As I
 Love; 20415—Doctor Jazz Stomp;
 Memphis Shake; 20386—Memphis
 Blues; 12th Street Rag.

VICTOR—Red Seal Records

6620—Tannhauser — Evening Star;
 Die Meistersinger—Prize Song; 9027—
 Tannhauser, Parts 1 and 2; 9028—
 Tannhauser, Parts 3 and 4; 1216—At
 Dawning; At Parting; 6623—Louise;
 Resurrection; 1213—Tosca; Manon Les-
 caut; 6622—Waltz; La Fille au Che-
 veux de Iin, etc.; 1214—Thais—Two
 Selections; 4002 — Mary of Argyle;
 Auld Scotch Songs; 1215—Because I
 Love You; The Far Away Bells; 6621
 —Impromptu in A Flat; Sarabande;
 9029—Allegro con brio, First Move-
 ment; 9030—Andante con moto, Second
 Movement; 9031—Allegro, Third Move-
 ment; 9032 — Allegro, Fourth Move-
 ment.

VICTOR—Irish Records—March 4

79090 — Sandy Buchanan Highland
 Strathspey; The Job of Journeywork;
 79097—The Green Groves of Erin;
 Drumraney Lass; 79115—St. Patrick's
 Night; The Rose in the Garden; 79096
 —Paddy in London; Avourneen; 79127
 —Reviewing St. Patrick's Day Parade;
 The Blackbird; 79106—The Piper at
 the Christening; An Armful of Cats;
 79105—Tipperary Hills; The Men of
 the West; 79126—St. Patrick's Day;
 I'm a Man You Don't Meet Every Day;
 79065—The Blarney Roses; Skibbereen.

PATHE—February

32232—Clap Yo' Hands; Thinking of
 You; 32233—In a Little Spanish Town;
 Just a Bird's-Eye View; 32234—Where
 Do You Work-a John?; Bridget
 O'Flynn; 36584 — Messing Around;

Coney Island Washboard; 36578—Blue
 Skies; My Regular Girl; 36579—For-
 give Me; Don't Somebody Want Some-
 body to Love; 36580—He's the Last
 Word; Sam the Old Accordion Man;
 36581—Collette; Where's That Rain-
 bow; 36582—Yankee Rose; The Riff
 Song; 36583—Here or There; Tell Me
 To-Night.

BIG SAN FRANCISCO A-K DISTRIBUTOR NEW YORK VISITOR

Ernest Ingold, San Francisco distrib-
 utor of Atwater Kent radio product and
 whose word on any developments of
 importance from seal-fishing to Charlie
 Chaplin's financial responsibility is ac-
 cepted as law along the Pacific slope,
 was a visitor in New York City one
 day last week. Mr. Ingold had, as
 might be suspected, been in Philadel-
 phia visiting the Atwater Kent Manu-
 facturing Co. While in the national
 metropolis, as the saying goes, he did
 the ubiquitous editor of "The Trade's
 Only Weekly" the honor of ringing him
 up on the telephone but the sanguinary
 scribe was at that moment lunching
 with Peter Sampson, the Chicago At-
 water Kent distributor, at the Illinois
 Athletic Club in the Wifly City and
 had left a sign on the door reading
 "Not To Be Opened Until Christmas."
 If Mr. Ingold's intentions are serious,
 he will find the object of his search at
 the ringside of the 9th Annual Hog-
 Calling Contest in East St. Louis on
 Michaelmas Day.

KENT DISTRIBUTORS

MILWAUKEE, WIS.

RADIO SPECIALTY CO.
 "WISCONSIN'S OLDEST EXCLUSIVE
 RADIO HOUSE"
 115 West Water St.

NEWARK, N. J.

NEW JERSEY RADIO, INC.
 330 Washington St.

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.
 SPECIALIZING IN
 ATWATER KENT SERVICE
 296 Elm St.

NEW YORK, N. Y.

E. B. LATHAM & CO.
 "LATHAM SERVICE
 MUST BE GOOD"
 550 Pearl St.

NEW YORK, N. Y.

E. J. EDMOND & CO.
 METROPOLITAN SERVICE
 ATWATER KENT RADIO
 250 W. 54th St.

PHILADELPHIA, PA.

LOUIS BUEHN CO., INC.
 ATWATER KENT SETS AND SPEAKERS
 POOLEY, BURGESS, PHILCO, BALKITE, MAJESTIC
 AND CUNNINGHAM RADIO PRODUCTS
 WHOLESALE EXCLUSIVELY
 1025 Arch St.

ST. LOUIS, MO.

BROWN & HALL SUPPLY CO.
 DISTRIBUTING ATWATER KENT
 IN "THE BILLIONAREA"
 1504 Pine St.

SCRANTON, PA.

D. T. LANSING CO., INC.
 SUPERIOR SERVICE
 WHOLESALE ONLY

TRENTON, N. J.

J. H. HEARNEN
 EXCLUSIVE ATWATER KENT
 DISTRIBUTORS

WICHITA, KAN.

GOODIN MOTOR SERVICE, INC.
 ATWATER KENT RADIO
 ESTABLISHED 1910
 333 S. Lawrence Ave.

TERRITORIES THOROUGHLY

"RIO RITA" SCORES STRONGLY, SONGS ADDING TO MERIT

"Rio Rita," the Zeigfeld musical comedy that opened the new Zeigfeld theatre in New York, has already given indications of being one of the biggest and longest running shows that the famous "glorifier of American girlhood" has ever sponsored. McCarthy and Tierney wrote the score, with Leo Feist, Inc., well known New York music publisher, controlling the publishing rights.

The press was more than kind to the merits of the lyrics and melody of the piece, the numbers mentioned particularly being "Rio Rita," "The Kinkajou" "If You're In Love, You'll Waltz" and "Following The Sun Around."

Last Thursday evening, as an example of how the songs in the show are being featured by orchestra leaders on the air, Frank Cornwall and his Crusaders Orchestra from the Hofbrau Haus, New York, concluded their WEAf program with a medley of numbers from the show. Immediately following the last selection, Frank Farrell and his Greenwich Village Inn band were on the air from the same station, and their opening number was a medley from "Rio Rita," included in which were the four songs. Altogether in the short space of an hour and a half, the writer heard tunes from "Rio Rita" five times from leading stations. This testifies not only to the merit of the numbers themselves but also to the initiative which the Feist company is displaying in getting the songs around.

VILLA MORET'S NEW "WANDERER" SONG HAS LIVELY TRADE CALL

"The Song of the Wanderer, (Where Shall I Go)", is looming up as a dark horse in the Villa Moret, Inc., catalog. The tune is from the pen of Neil Moret, and although only six weeks old is already sweeping the West and showing up well in the East.

Other tunes in the Los Angeles publisher's roster include "There Ain't No Maybe In My Baby's Eyes," "Nay, Nay Neighbor," and "When You Waltz With The One You Love." The "Neighbor" song is supposed to be another "Buggy Ride" in effect though entirely different from the famous "horse and carriage" song in theme and construction.

Will Rockwell, Eastern manager for the firm, returned last week from a short trip to Cleveland where he reported unusual activity in the company's catalog.

IRVING BERLIN, INC., TO INTRODUCE NEW SAXOPHONE FOLIO

Irving Berlin, Inc., New York, will shortly introduce to the trade its first Saxophone Folio, containing arrangements for the three popular types of horns, Eb alto, C melody and Bb tenor, according to Harry Engel, general sales manager.

Fifteen hit tunes will be contained in the folio when it is introduced, such as "I'm Tellin' the Birds, Tellin' the Bees," "Because I Love You," "How Many Times," "That's a Good Girl" and "I'm On My Way Home."

CLASSIFIED SECTION

Six cents per word
Display seven cents per word
Ads in this section are payable in advance.

WANTED—Correspondents wanted in all parts of the United States to represent THE PHONOGRAPH & TALKING MACHINE WEEKLY. Good opportunity for profitable side line. Write for particulars. Manager, THE PHONOGRAPH & TALKING MACHINE WEEKLY, 146 Water St., New York City.

SALESMEN—For live wire, progressive concern to sell Victrolas, pianos and radios. An opportunity for experienced willing workers. Salary and commission. For interview state full particulars confidentially. Box 149, THE PHONOGRAPH & TALKING MACHINE WEEKLY, 146 Water St., New York, N. Y.

FOR SALE — Phonograph and radio business in wealthy suburb of New York, holding exclusive franchise on most desirable lines. Box 146, THE PHONOGRAPH & TALKING MACHINE WEEKLY, 146 Water St., New York.

SALESMAN WANTED — by radio wholesaler to cover Northern New Jersey territory. Must have a car. Give full information and experience. Address Box 150, THE PHONOGRAPH & TALKING MACHINE WEEKLY, 146 Water St., New York, N. Y.

WANTED—A number of Stenola or Kimberley style B phonographs, at once. Harry K. Cedar, 214 East Third street, New York City.

FOR RENT—Three light and airy lofts, extremely suitable for storage purposes, at 146 Water St., New York. For terms inquire on premises.

BERNIE PRAGER JOINS ROBBINS-ENGEL CO. AS SALES MANAGER

Bernie Prager, well known in the music industry for his long and profitable connection as star salesman for one of the leading publishers on Tin Pan Alley, severed his connections last Saturday to join Robbins-Engel, Inc., as general sales manager.

Mr. Prager is well thought of in the trade and has many friends in the retail and jobbing industry throughout the country.

BAR HARBOR BAND EXCLUSIVELY OKEH

The Bar Harbor Society Orchestra has been signed to record exclusively for Okeh records, according to T. G. Rockwell, of the recording studios of the Okeh Phonograph Corp., who recently joined the Gotham offices of the company. "Here or There," "A Little Bunch of Happiness" and "I Never See Maggie Alone" are the initial exclusive recordings of the orchestra.

: Gossip :

Fred Fisher, Inc., is depending on "She Looks Like Helen Brown" to lead his catalog to recognition. The tune is a novelty as the title might imply. "Delilah" and "I'm All Alone In a Palace of Stone" are two other tunes in Fisher's catalog.

"You Can't Go Wrong With Any FEIST' Song"

"IN A LITTLE SPANISH TOWN"

The 1927 Waltz Hit!
by LEWIS and YOUNG and MABEL WAYNE

"SUNDAY"

A Mid-West Sensation Sweeping The Country!

by MILLER COHN STEIN and KRUEGER

"JUST A BIRD'S-EYE VIEW"

(OF MY OLD KENTUCKY HOME) A High Flying Hit!
by GUS KAHN and WALTER DONALDSON

"IT MADE YOU HAPPY"

(WHEN YOU MADE ME CRY) The New "Cry" Ballad
by WALTER DONALDSON

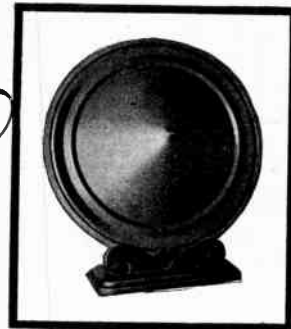
"I'VE GOT THE GIRL"

Its "Got" Everything That Makes A Donaldson Song Popular!

"TAKE IN THE SUN, HANG OUT THE MOON"

(ROCK ME IN A CRADLE OF DREAMS) Another "Sitting On Top of the World"
by LEWIS & YOUNG and HARRY WOODS

LEO. FEIST, Inc.
FEIST BLDG., 231-235 W. 40th ST., NEW YORK



The New STEVENS SPEAKER
(Conoidal)

Miles ahead of all others in every way—tone durability, appearance.

The ONLY one piece seamless diaphragm, absolutely immune to atmospheric effects, replaceable in less than one minute if damaged by accident.

Model "A"—17 1-2 inch, complete with easel base and silk hanging cord.
PRICE \$25

Stevens Speakers

STEVENS & COMPANY, Inc.
46-48 East Houston Street, N. Y. C.
Made by the Pioneers in Cone-Type Speakers

MERCHANDISE of QUALITY DISTRIBUTED with SERVICE

We Are The Metropolitan Wholesalers For

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| FADA Neutrodyne | CROSLY Radio |
| FADA Cone Speaker | CROSLY Musicone |
| GENERAL Radio B Eliminator | ELECTRON B Eliminator |
| RAY-O-VAC Batteries | ELKON Trickle Charger |

STEELMAN, INC.

24 Murray Street

New York, N. Y.

Telephone: BARclay 7941-7942



Orthophonic Victrola Model Seven-three

Bringing More Dollars to the Dealer

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

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

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

C. BRUNO & SON, Inc.
351-353 Fourth Ave. New York, N. Y.

Victor Distributors to the Dealer Only

1834—Nearly 100 Years of Dependable Service to the Music Dealer—1927

MUSICAL INSTRUMENT & MERCHANDISE NEWS

Leedy Solo-Tone "Monarch" Makes Debut to Trade

Indianapolis, Ind., Monday.

The Leedy Manufacturing Co., this city, well known in the small goods field, is offering now for the first time the new Leedy Solo-Tone "Monarch," the largest model addition to the line of marimba-xylophones which the company manufactures. The oversized bars and resonators of the new instrument are said to emit bass notes rich in sonority, similar to the pipe organ.

The "Monarch" is supplied either with the sharps and flat bars upraised or on a level with the scale notes, and is made both in the 4 and 5 octave type. The new addition rests on a rigid stand fitted with disc rollers.

Other models in the Leedy marimba-xylophone line include the "Grand," slightly smaller than the new model; the "Marimba," with a more subdued character in the lower range than the xylophone; the "Xylophone," well

known as a Leedy favorite; the "Green Brothers' Special" xylophone; the "Special Xylophone" and the "Vibraphone."

Among the artists featuring Leedy xylophone-marimba instruments in their public appearances are George Hamilton Green and Joe Green, Victor and Brunswick recording artists; Fred S. Paine, Detroit Symphony Orchestra; Signor Friscoe, vaudeville headliner and Edison recorder; Art Layfield, with Paul Ash's orchestra; Johnny Morris of Paul Specht's ensemble; George W. Marsh, Paul Whitemann's drummer and bell artist; and Walter Light, of the Denver Symphony Orchestra.

BAND INSTRUMENT MAKERS CONVENE AT ELKHART, IND.

Elkhart, Ind., Tuesday.

The National Association of Band Instrument Manufacturers, which has in its membership some of the leading firms in the small goods manufacturing industry, convened recently at the Hotel Elkhart, here.

After the general business of the association was completed a report was read which showed that band instrument sales in this country during the month of November 1926 totaled \$635,000, a slight decrease from the total during the same month in 1925. The four months preceding November averaged about \$500,000 a month.

Richard Koch, head of Koch Harmonica, Inc., returned this week from Germany where he spent several months investigating trade conditions.

Salesmen who don't go to lunch or draw a salary - - -

MONARCH BRAND STRING CABINET
It is no trick to sell strings with this handsome display on your counter.

GOLD BAND REED CABINET

Reeds have the habit of selling themselves from this blue and gold case.

VIOLIN BOW DISPLAY CASE
Bows look like a million dollars against the velvet of this luxurious cabinet.

FREE! Let us send you a cabinet today.

CARL FISCHER, Inc. Cooper Square
NEW YORK

Gretsch Payroll Seized by Bandits In Hold-Up

A daring robbery perpetrated in the early morning upon the payroll of the Fred Gretsch Manufacturing Co., Brooklyn, N. Y., manufacturer of musical instruments, took place last week.

The cashier of the Gretsch company, which is located at 60 Broadway, Brooklyn, in a semi-populated neighborhood, was preparing to hand out the salaries of the employees when the bandits entered. Several of the men with the cashier were forced into a corner and ordered to remain with their backs turned and their hands raised until the two young men who carried out the robbery were well on their way in what the police have ascertained was a stolen automobile. It is estimated that about \$1,100 was taken by the bandits who are still at liberty.

MID-YEAR MEETING OF MUSICAL SUPPLY DIRECTORS HELD

Chicago, Ill., Thursday.

The directors of the Musical Supply Association of America held their usual mid-year meeting at dinner at the Hotel LaSalle, here last week.

Considerable discussion took place on the credit activities of the association, particularly in connection with assistance in the re-organizing or liquidating of concerns in financial difficulty. Steps were taken to improve this work.

The directors of the association present included E. C. Johnson, Fred Filbert, Roy S. Hibshman, C. L. McHugh, W. A. Mennie, James T. Patterson, Joseph F. Reed, and Arthur L. Wessell.

UKULELE ARTIST PRAISES TONE OF STROMBERG SET

Pictured herewith is Bob Emery, popular radio artist, and originator of the Big Brother Club at Station WEEI in Boston, Mass. Mr. Emery in addition to being a radio artist is also a fan of the first water, and possesses a Stromberg-Carlson receiver of which he says:

"It is a pleasure indeed to be able to tell my friends when they ask, that I



BOB EMERY

own a Stromberg-Carlson receiver, and it is still a greater pleasure to be able to invite them to the house and to prove that what I say about the set is so. I bought a Stromberg-Carlson, treasure chest model, in a highboy cabinet, the day after the 1925 Boston radio show closed, and I have been very proud of its simplicity of operation, its appearance and the quality of its reproduction."

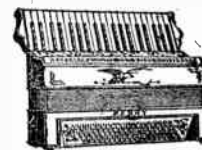
"Silver Bells" ARE Good Banjos

ASK
MONTANA
JOE ROBERTS
SAM CARR
RUSSELL MANUEL
ROY SMECK
BANJO LAND
LLOYD IBACH
EDDIE ROSS
AND MANY OTHERS
NEW ILLUS. CATALOGUE FREE
BACON BANJO CO., INC.
GROTON, CONN.
F. J. Bacon D. L. Day

CONCERTINA PLAYS BY ROLL



PROFESSIONAL SIZE
LATEST MUSIC
PAMPHLETS FREE
PITTLE & CO.
New Bedford, Mass.



Established 1838
August Iorio
& Sons
Makers of the best accordeons in the world.
57 Kenmare St.
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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

means
Security

Over 92 Years
of
DEPENDABLE
Service to The
Music Trade



Hohner Harmonicas & Accordions

"Give me a HOHNER" —
the buy-words for Happiness.

M. HOHNER, Inc.
114-116 E. 16th St., New York

BRUNSWICK HOLDS STIRRING CINCINNATI SALES CONCLAVE

ENTHUSIASM RUNS HIGH

Fine Program of Business and Entertainment Marks Two-Day Event—James O'Keefe a Local Visitor.

Cincinnati, O., Friday.

On Friday and Saturday, January 28 and 29, the Brunswick forces, local and sales representatives from all territories covered by the Cincinnati office, were at headquarters here attending a sales conference. In addition to the "knights of the grip" thirty-three dealers from Ohio, Indiana, Kentucky and

West Virginia were on hand when the conclave was opened.

Although this conference, like most of those held among salesmen and dealers, was not without some entertainment features, business came first. The entertainment might be said to have worked in with the business. Demonstrations were given by O. P. Harris, special representative from the sales promotion department at Chicago, using the Panatrope to illustrate or emphasize his remarks.

This was one of the most enthusiastic meetings held in the Cincinnati branch. Mr. Henderson, in charge at Cincinnati, was very well pleased with the attendance and expects the meeting will be productive of satisfactory results in increased sales.

James O'Keefe, from the Brunswick recording laboratories in New York, has been spending some time this month among the dealers in the Cincinnati territory.

On January 14, J. D. Bright, Brunswick city representative, demonstrated a Panatrope at Music Hall before an interested audience, composed chiefly of automobile dealers, their friends and guests.

Another feature in this line was the Panatrope demonstration given on January 27 by Mr. Wiggin at the Gibson Hotel, the occasion being the Fifth-Third Bankers' Club Meeting. This entertainment feature was enthusiastically received by some four hundred persons in attendance.

Mr. Robinson, who sells "Robinolas" in the Cincinnati territory, is still confined to his home by illness. The office on Fifth street has been closed since before Christmas. Mr. Robinson was handling the business alone when stricken and could make no arrangements to continue at that time. His many friends here hope he will soon be able to return to his office.

The Sterling Roll and Record Co., Sonora jobbers in this section, announce the appointment of Sidney De Weel as sales representative in Ohio, Kentucky and West Virginia.

During the past week Howard Baker, Sonora district sales manager, visited the Ohio territory and returned to his post well pleased with the outlook for business. The prospect for 1927, both in new accounts and increased business from old ones, is very good, according to Mr. Baker.

MUSICAL GOODS BEING AGGRESSIVELY PUSHED IN INDIANA INDUSTRY

Indianapolis, Ind., Thursday.

The music craving of Indianapolis people is revealed in the way they patronize recitals and concerts—a way which shows that they are not neglecting the musical sides of their natures. Dealers in musical instruments and radio are realizing that this cultivation of music appreciation means much in the increase of their trade volumes.

The L. and P. Radio Sales Co. has been opened at 2968 Northwestern avenue, by Albert Leap and William Price.

The Edison Electric Co., 115-11 E. Ohio street, will move February 1 to 22nd and Meridian streets.

The Indiana Radio & Service Corp., of Terre Haute, was incorporated last week for \$10,000. The directors are Noel C. Whitney, Charles C. Newlin and Andrew E. Allison.

Many retailers of musical instruments in this city are keenly interested in a recent petition filed by the Indiana State Chamber of Commerce with the

Interstate Commerce Commission against the proposed furniture rate increase.

Music brings profit as well as pleasure. Paul Whiteman's orchestra playing here this week will receive \$10,000 for the engagement.

The Baldwin Piano Co., 35 Monument Circle, is among the aggressive stores in the city. The factors of the development of this company are attractive window display and regular newspaper advertising.

The Crosley Radio Corp., in Cincinnati, rushed an emergency delivery of the new Crosley radio models by airplane, to their dealers in this city, Saturday.

The Irvington School of Music opened a new term this week. Cheston Heath is in charge of the pipe-organ department.

About sixty presidents and chairmen of Indiana Music Federation Clubs attended an auxiliary board meeting at Hotel Lincoln, January 19. Annual reports were given and plans made for the Chicago biennial convention April 16.

Gage Hoag is the proprietor of the Indianapolis Music Shoppe, 4172 College avenue. The Cleartone Electric Radio is featured and evening demonstrations are given.



THERE HAS BEEN A STEADY DEMAND FOR THORENS PHONOGRAPH MOTORS

Hermann Thorens
Ste. Croix, Switzerland
Manufacturer of Europe's Most Celebrated Phonograph Motors

HERMANN THORENS
Ste. Croix, Switzerland
450 Fourth Ave. New York
11th Floor

DALRYMPLE-MISHLER RADIO CORPORATION

Distributors of:
Hartman Receivers
Hartman Pedestal Speakers
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229 West 58th St., New York
'Phone: Circle 7317-8

WEBER-RANCE CORP.

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CROSLY
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BURGESS
Batteries

PERRYMAN
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Tubes

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WEBER-RANCE CORP.

In Manhattan—
225 W. 57th Street

In Brooklyn—
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Phone: Circle 7610-11-12

UNIVERSAL RADIO CO.

Distributors of Quality Radio Lines
That SELL and Stay SOLD

A. H. GREBE "Synchrophase" Receiver	::	POWERIZER
THOROLA	::	DE FOREST
AMPLION	::	FUL WAVE
SONOCHORDE	::	NILES
PHILCO	::	ELKON
RAY-O-VAC	::	BRACH CONTROLIT

UNIVERSAL RADIO CO.
359 East 149th St. New York
Telephone: MELROSE 1781-2

THE COMPLETE LINE



The Test of Time.

MAGNATRONS are produced by an organization who have made radio tubes since before the days of broadcasting. Time has proved their value. There is a Magnatron for every purpose and for every set. Each the finest that long experience, selected materials and custom-workmanship can produce. Let your customers know you have them! Connewey Electric Laboratories Magnatron Bldg., Hoboken, N. J.



MAGNATRONS

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
MAKES THE MOTOR EFFICIENT

Now Being Used in Over 5,000,000 Spring Motors
Adopted as the Standard Lubricant by Leading Manufacturers
PREPARED IN PROPER CONSISTENCY

Will Not Run Out of Motor, Dry Up, or Become Sticky or Rancid
Remains in Original Form Indefinitely

ILSLEY-DOUBLEDAY & CO.

229-231 FRONT STREET NEW YORK
Put up in 1, 5, 10, 25, 50-Lb. Cans for Dealers
Write for Special Proposition to Jobbers

Where to Buy --- Where to Sell

TRADE DIRECTORY OF LEADING FIRMS IN THE INDUSTRY

The PHONOGRAPH & TALKING MACHINE

WHERE THE MAGNITUDE OF THE TRADE IS REFLECTED

Including Oldest & *Weekly* Best Radio Section

RADIO SETS AND SUPPLIES MANUFACTURERS

A-C Electrical Mfg. Co. Dayton, O.
 Algonquin Elec. Co., Inc., 120 Broadway, New York
 American Bosch Magneto Corp., Springfield, Mass.
 Andrea, Inc., F. A. D. ... 1581 Jerome Ave., New York
 Argus Radio Corp. 257 W. 17 St., New York
 Atwater Kent Mfg. Co. Philadelphia
 Crosley Radio Corp. Cincinnati, O.
 Day-Fan Electric Co. Dayton, O.
 Dictograph Products Corp., 220 W. 42 St., New York
 Eckhardt Corp. 213 So. Broad St., Philadelphia
 Electrad, Inc. 175 Varick St., New York
 Electrical Research Laboratories Chicago, Ill.
 Federal Radio Corp. Buffalo, N. Y.
 Freed-Eisemann Radio Corp. Brooklyn, N. Y.
 Freshman Co., Inc., Chas. ... 240 W. 40 St., New York
 Garod Corp. Belleville, N. J.
 Howard Mfg. Co., Inc., 451 East Ohio St., Chicago
 Jones, Howard B. 618 S. Canal St., Chicago
 Kellogg Switchboard & Supply Co. Chicago, Ill.
 Listen-In Co., The ... 115 Federal St., Boston, Mass.
 Mohawk Corp. of Illinois Chicago, Ill.
 Pathe Phono & Radio Corp., 20 Grand Ave., Brooklyn
 Precision Products Co. Ann Arbor, Mich.
 Priess Radio Corp. 695 Broadway, New York
 Radio Corporation of America New York
 Sleeper Radio Mfg. Corp. ... Long Island City, N. Y.
 Sonora Phonograph Co., Inc., 16 E. 40 St., New York
 Standard Radio Corp. Worcester, Mass.
 Stewart-Warner Corp., 1838 Diversey Pky., Chicago
 Stromberg Carlson, 1060 University Ave., Rochester
 Timmons Corp., E. Tulpehocken St., Germantown, Pa.
 WorkRite Mfg. Co. 1835 E. 30 St., Cleveland, O.
 World Radio Corp. 250 W. 57th St., New York
 Zenith Radio Corp. 3620 Iron St., Chicago

TALKING MACHINES - RECORDS MANUFACTURERS

Brunswick-Balke-Collender Co. Chicago
 Columbia Phonograph Co., 1819 Broadway, New York
 Consolidated T. M. Co. Chicago, Ills.
 Manufacturers Phono. Co., 95 Madison Ave., N. Y.
 Okeh Phonograph Corp., 25 W. 45th St., New York
 Perfect Record Co., 20 Grand Ave., Brooklyn, N. Y.
 Pooley Company ... 1608 Indiana Ave., Philadelphia
 Sonora Phonograph Co., Inc., 16 E. 40 St., New York
 Starr Piano Co. Richmond, Ind.
 Victor Talking Machine Co. Camden, N. J.

MISCELLANEOUS

Badger Talk. Mach. Co., 191 4th St., Milwaukee, Wis.
 Beede Elec. Inst. Co. Penacook, N. H.
 Gold Seal Co., Inc. 105 W. 40th St., New York
 Hazeltine Corp., 15 Exchange Pl., Jersey City, N. J.
 Lektophone Corp., 15 Exchange Pl., Jersey City, N. J.
 Peerless Album Co. 636 Broadway, New York
 Reach Textile Co., A. L., 224 E. 42nd St., New York
 Scientific Products Canada, Ltd. Montreal, Can.

RADIO CABINETS

Coombs, Inc., H. L. 250 W. 57th St., New York
 Emerson Co., H. P. 130 W. 42nd St., New York
 Pooley Company ... 1608 Indiana Ave., Philadelphia
 Progressive M. I. Corp., 319 Sixth Ave., New York
 Radio Master Corp. Bay City, Mich.
 Superior Cabinet Corp. ... 206 Broadway, New York
 Sonora Phonograph Co., Inc., 16 E. 40 St., New York
 Wolf Mfg. Industries ... 250 W. 57th St., New York

PHONOGRAPH NEEDLES

Brilliantone Steel Needle Co., 370 Seventh Ave., N. Y.
 Columbia Phonograph Co., 1819 Broadway, New York
 Hall Mfg. Co. 33 W. Kinzie St., Chicago, Ill.
 Okeh Phonograph Corp., 25 W. 45 St., New York
 Pathe Phono & Radio Corp., 20 Grand Ave., Brooklyn
 Perfect Record Co., 20 Grand Ave., Brooklyn, N. Y.
 Reflexo Products Co. ... 370 Seventh Ave., New York
 Sonora Phonograph Co., Inc., 16 E. 40 St., New York
 Wall Kane Needle Mfg. Co., 3922 14 Ave., Brooklyn

RADIO TUBES

Connewey Electric Laboratories ... Hoboken, N. J.
 De Forest Radio Co. Jersey City, N. J.
 Parryman Electric Co. 83 W. 60 St., New York
 Radio Corporation of America New York
 Stewart-Warner Corp., 1838 Diversey Pky., Chicago
 Supertone Mfg. Co., Inc. Hoboken, N. J.

TALKING MACHINES, RECORDS, RADIO WHOLESALE

Aeolian Co. 29 W. 42 St., New York
 Alter & Co., Harry ... Ogden at Carroll Ave., Chicago
 American Light Co. Zanesville, Ohio
 American T. M. Co., 356 Livingston St., Brooklyn
 Auto Hardware & Equip. Co., 245 W. 55th St., N. Y.
 Beckwith Co., Geo. C. Minneapolis, Minn.
 Brown & Hall Supply Co., 1504 Pine St., St. Louis
 Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.
 Bookie, Sanford M. 221 Fulton St., New York
 Bruno & Son, C. 351 Fourth Ave., New York
 Buehn Co., Louis Philadelphia
 Chicago T. M. Co. Chicago, Ill.
 Cleveland T. M. Co., 1125 Rockwell Ave., Cleveland
 Columbia Wholesalers, 205 W. Camden St., Baltimore
 Consolidated T. M. Co., 227 W. Wash. St., Chicago
 Dalrymple-Mishler Radio Co., 229 W. 58th St., N. Y.
 Detroit Elec. Co. 113 E. Jefferson Ave., Detroit
 D'elia Electric Co., 291 John St., Bridgeport, Conn.
 Ditson & Co., C. H. 8 E. 34 St., New York
 Ditson Co., Oliver ... 174 Tremont St., Boston, Mass.
 Eagle Auto Supply Co. Des Moines, Iowa
 Edmond & Co., E. J. 250 W. 54th St., New York
 Emerson Phono. & Radio Corp., 311 Sixth Ave., N. Y.
 Essee Stor. Bat. Co., 40 William St., Newark, N. J.
 Everybody's Talking Machine Co. Philadelphia
 Fromar Co., The, 25 S. Third St., Harrisburg, Pa.
 Greater City Phono. Co., 76 Fifth Ave., New York
 Goodin Service, 333 S. Lawrence Ave., Wichita, Kan.
 Gross-Brennan, Inc. ... 342 Madison Ave., New York
 Haas Elec. Sales Co. Cleveland, O.
 Hearn & Son, J. H. Trenton, N. J.
 Howe & Co. 883 Boylston St., Boston, Mass.
 Herbert-John Corp. 1780 Broadway, New York
 Howard Cranfill Co. South Bend, Ind.
 Ideal Phonoparts Co., 614 Fifth Ave., Pittsburgh, Pa.
 Interstate Sales Co. 193 4 St., Milwaukee, Wis.
 Iron City Electric Co., 436 Seventh Ave., Pittsburgh
 Joseph Strauss Co. 25 High St., Buffalo, N. Y.
 Latham & Co., E. B. 550 Pearl St., New York
 Lansing Co., Inc., D. T. Scranton, Pa.
 Lyon & Healy, Inc. Wabash Ave., Chicago, Ill.
 May, Inc., D. W. 380 Central Ave., Newark, N. J.
 McPhilben-Keator, Inc., 68 34th St., Brooklyn, N. Y.
 New Jersey Radio, Inc., 332 Washington St., Newark
 New York T. M. Co. 521 W. 57 St., New York
 New Haven Elec. Co. 296 Elm St., New Haven, Conn.
 North American Radio Corp., 1845 Broadway, N. Y.
 Northeastern Radio Co., 302 Adams Ave., Scranton
 Northeastern Radio, Inc., 269 Columbus Ave., Boston
 North Ward Radio Co., 367 Plane St., Newark, N. J.
 Ohio Talking Machine Co. Cincinnati, O.
 Pathe Phono & Radio Corp., 20 Grand Ave., Brooklyn
 Pearsall Co., Silas E. 10 E. 39 St., New York
 Penn Phonograph Co. ... 913 Arch St., Philadelphia
 Phila. Victor Distributors, Inc., 835 Arch St., Phila.
 Phono Distributing Co. 2 Stone St., New York
 Polk, Inc., James K., 181 Whitehall St., Atlanta, Ga.
 Progressive Cy. & Auto Sup., 80 Chambers St., N. Y.
 Progressive M. I. Corp., 319 Sixth Ave., New York
 Radio Specialty Co., 115 W. Water St., Milwaukee
 Radio Distributing Co., 51 Selden Ave., Detroit, Mich.
 Radio Distributing Co., 558 Broad St., Newark, N. J.
 Royal Eastern Elec. Co., 18 W. 22nd St., New York
 Sampson Electric Co., Mich., and 32nd St., Chicago
 Seedman Auto & Radio Co., G. J. ... Brooklyn, N. Y.
 Spartan Electric Corp., 350 W. 34th St., New York
 Specialty Service, Inc., 575 Atlantic Ave., Brooklyn
 Standard T. M. Co. ... 305 Penn Ave., Pittsburgh, Pa.
 Steelman, Inc. 24 Murray St., New York
 Sterling Roll & Record Co., 137 W. 4 St., Cincinnati
 Smith Corp., B. W., 217 E. 8th St., Cincinnati, O.
 Stuyvesant Electric So. ... 53 Walker St., New York
 Triangle Radio Supply Co., 120 W. 23 St., New York
 Universal Radio Co. ... 359 E. 149th St., New York
 Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn
 Wanamaker, John ... Astor Pl., New York
 Weber Distributing Co., 90 W. Broadway, New York
 Weber-Rance Corp. 225 W. 57th St., New York
 Werlein, Ltd., Philip ... New Orleans, La.
 Western Radio Co., 16 & Walnut Sts., Kansas City
 Weymann & Son, H. A., Chestnut St., Philadelphia
 Whitsit Co., Perry B. Columbus, Ohio
 Wholesale Radio Equip. Co. 113-15 Leonard St. N. Y.
 Wildermuth, E. A. 1061 Atlantic Ave., Brooklyn
 E. M. Wilson & Son, 11 Lafayette St., Newark, N. J.
 Yahr-Lange, Inc., 207 E. Water St., Milwaukee, Wis.

PHONOGRAPH MOTORS AND PARTS

Consolidated T. M. Co. Chicago, Ills.
 Empire Phonoparts Co., Madison Ave., Cleveland, O.
 Everybody's Talking Machine Co. Philadelphia
 Isley, Doubleday & Co. ... 229 Front St., New York
 Jewel Phonoparts Co. 156 Whiting St., Chicago
 Mutual Phonoparts Mfg. Co., 610-14 Broadway, N. Y.
 Okeh Phonograph Corp., 25 W. 45th St., New York
 Pleasing Sound Phono. Co., 204 E. 113th St., N. Y.
 Rudell, J. E. 83 Greene St., New York
 Symphonic Sales Corp., 370 Seventh Ave., New York
 Thorens, Hermann, 450 Fourth Ave., New York, N. Y.
 Unique Reproduction Co., 317 E. 34th St., New York
 Wilbur Prod. Co., Inc., 250 W. 57th St., New York

RADIO LOUD SPEAKERS

Andrea, Inc., F. A. D., 1581 Jerome Ave., New York
 Amplion Corp. of America 280 Madison Ave., N. Y.
 American Bosch Magneto Corp., Springfield, Mass.
 Atwater Kent Mfg. Co., Stenton Ave., Philadelphia
 Crosley Radio Corp. Cincinnati, O.
 DeForest Radio Co. Jersey City, N. J.
 Dictograph Products Corp., 220 W. 42 St., New York
 Farrand Mfg. Co. Long Island City, N. Y.
 Freed-Eisemann Radio Corp. Brooklyn, N. Y.
 Freshman Co., Inc., Chas., 240 W. 40 St., New York
 Pathe Phono & Radio Corp., 20 Grand Ave., Brooklyn
 Pausin Eng. Co., 727 Frelinghuysen Ave., Newark
 Pooley Company ... 1608 Indiana Ave., Philadelphia
 Progressive M. I. Corp., 319 Sixth Ave., New York
 Radio Corporation of America New York
 Radio Foundation, Inc., 25 W. Broadway, New York
 Sandar Corp. Long Island City, N. Y.
 Sonora Phonograph Co., Inc., 16 E. 40 St., New York
 Starr Piano Co. Richmond, Ind.
 Stevens & Co. 46 East Houston St., New York
 Stewart-Warner Corp., 1838 Diversey Pky., Chicago
 Stromberg Carlson, 1060 University Ave., Rochester
 Timmons Corp., E. Tulpehocken St., Germantown, Pa.
 Utah Radio Prod. Co. 1421 S. Michigan Ave. Chicago
 Victor Talking Machine Co. Camden, N. J.

MUSIC PUBLISHERS

Bibo, Bloedon & Lang ... 1595 Broadway, New York
 Berlin, Inc., Irving ... 1607 Broadway, New York
 Chappell-Harms, Inc., 185 Madison Ave., New York
 Consolidated Music Pub. House ... Chicago, Ill.
 Chas. H. Ditson & Co. New York, N. Y.
 Feist, Inc., Leo ... 235 W. 40 St., New York
 Steele, Fred K. 745 Seventh Ave., New York
 Triangle Music Pub. Co., 1658 Broadway, New York
 Villa Moret, Inc. 1595 Broadway, New York

RADIO BATTERIES AND CHARGERS

Empire Elec. Mfg. Co., 250 W. 57th St., New York
 King Electric Mfg. Co., 1681 Fillmore Av., Buffalo
 National Carbon Co. Long Island City, N. Y.
 Phila. Storage Battery Co. Philadelphia, Pa.
 Prest-O-Lite Co., Inc. Indianapolis, Ind.
 Standard Elec. Novelty Co., 19 Bond St., New York
 Success Electric Novelty Co., 35 B'way, Brooklyn
 Wireless Dry Cells, Ltd. Niagara Falls, N. Y.

BATTERY ELIMINATOR MANUFACTURERS

American Bosch Magneto Corp. ... Springfield, Mass.
 Farrand Mfg. Co. Long Island City, N. Y.
 Freed-Eisemann Radio Corp. Brooklyn, N. Y.
 Freshman Co., Inc., Chas., 240 W. 40 St., New York
 Grigsby-Grunow-Hinds Co. Chicago, Ill.
 Phila. Storage Battery Co. Philadelphia, Pa.
 Radio Receptor Co. 106 Seventh Ave., New York
 Timmons Corp., E. Tulpehocken St., Germantown

PIANOS AND REPRODUCING PIANOS

Aeolian Co. 29 W. 42 St., New York
 Starr Piano Co. Richmond, Ind.

CAMERAS, MOVING PICTURE AND STILL

Pathex, Inc. 35 W. 45th St., New York
 Bell & Howell Co. ... 1801 Larchmont Ave., Chicago

MUSICAL INSTRUMENTS MANUFACTURERS

IMPORTERS AND JOBBERS

Bacon Banjo Co., Inc. Groton, Conn.
 Bruno & Son, C. 351 Fourth Ave., New York
 Ditson & Co., Chas. H. 8 E. 34th St., New York
 Carl Fischer, Inc. 56 Cooper Sq., New York
 Hohner, M. 114 E. 16 St., New York
 Iorio, A. & Sons ... 57 Kenmare St., New York
 Leedy Mfg. Co. Indianapolis, Ind.
 Weymann & Son, H. A., Chestnut St., Philadelphia



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RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-200	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-210	Power Amplifier
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-210-B	Half-Wave Rectifier
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